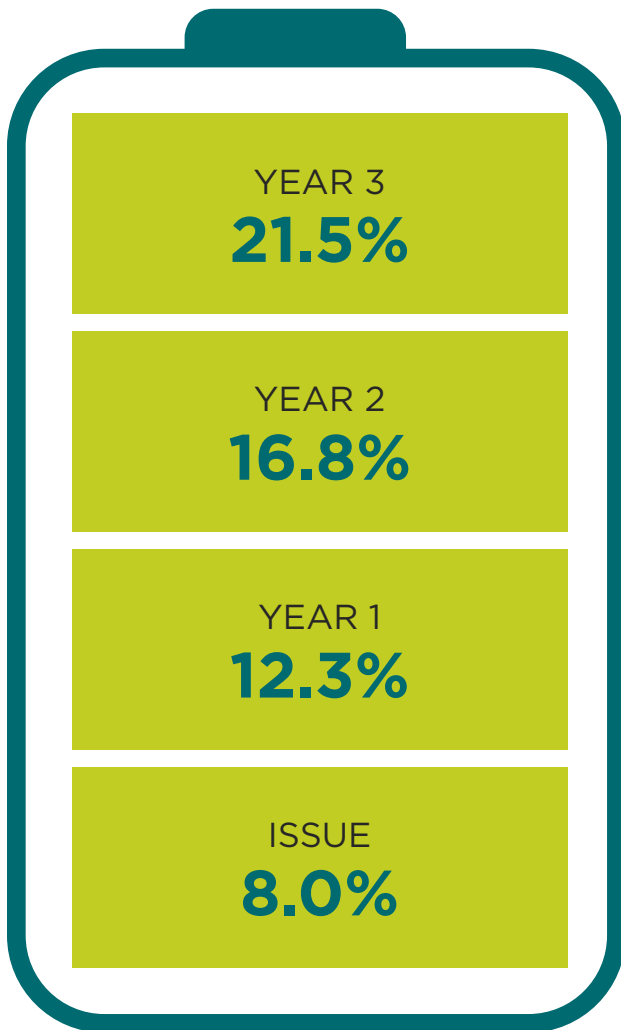


SUPERCARGE YOUR CLIENTS' RETIREMENT SAVINGS

with a 21.5% minimum return after three years,
no fees or vesting schedule!



MARKETEDGE BONUS INDEX™ FIXED INDEX ANNUITY



4% Accumulation Value bonus
Compounded return



4% Accumulation Value bonus
Compounded return



4% Accumulation Value bonus
Compounded return



8% premium bonus
Instant return

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Sample illustration, client-ready flyers and more.



The 21.5% compounded bonus assumes no growth from index credits or interest. With compounding, total bonus over three years will be at least 21.5%. Guarantees based on the claims-paying ability of EquiTrust Life Insurance Company. Contract issued on Form Series ICC19-ET-MP10-2000(02-19) or ET-MP10-2000(05-18). Riders issued on Form Series ICC18-430-NHW(06-18) or 430-NHW(08-03); ET-AVBR(06-09); and ICC16-ET-TI(10-16) or ET-TI(10-16). EquiTrust does not offer investment advice to any individual, and this material should not be construed as investment advice.

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