

RENEWAL RATES

# A Key Factor to Index Annuity Performance

When you recommend an index annuity, you give careful consideration to the current rates offered in the contract. These may be in the form of an index “cap” or “participation rate,” which provide insights on the potential interest credits your clients may receive, relative to changes in the S&P 500® Index.

These initial rates – locked in when the contract is issued – apply to the first year only, in most cases. An “annual reset” means that the cap and participation rates may change on each contract anniversary, for the life of the contract. As a result, you should also consider the issuing company’s renewal rates. Renewal rates are set at the discretion of the issuer. EquiTrust has a track record of consistently competitive renewal rates for all index annuities.

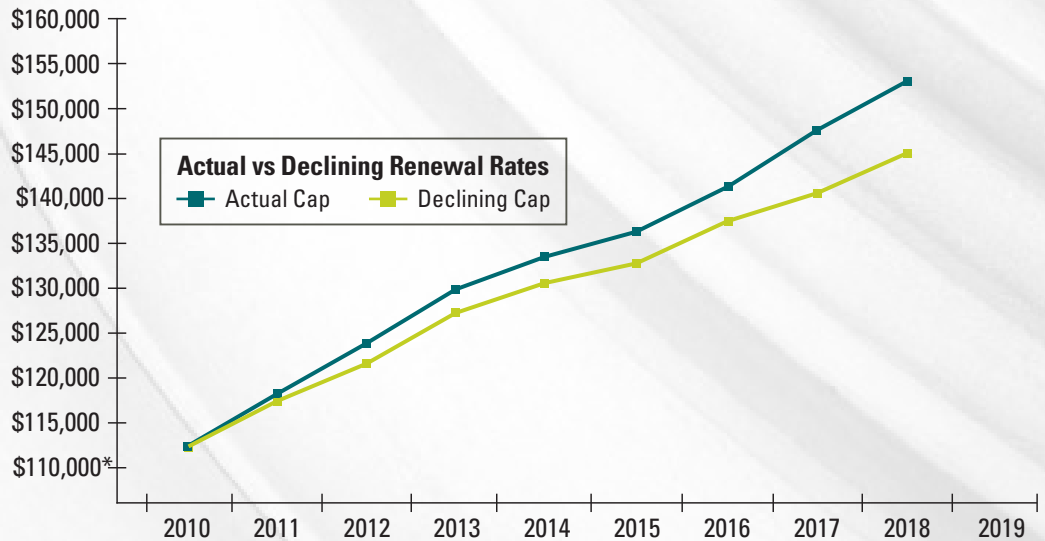
## EquiTrust Renewal Rate History

The rates below are the actual renewal rate history of a MarketPower Bonus Index Annuity contract issued on 11/1/2010. With the exception of the 1-Year Interest Account, renewal rates do not reflect actual credited rates, or the amounts credited to the account. The actual credited amounts are based on the performance of the S&P 500 Index, subject to the renewal cap or participation rate.

|                    | Year 1<br>11/2010 | Year 2<br>11/2011 | Year 3<br>11/2012 | Year 4<br>11/2013 | Year 5<br>11/2014 | Year 6<br>11/2015 | Year 7<br>11/2016 | Year 8<br>11/2017 | Year 9<br>11/2018 | Year 10<br>11/2019 |
|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| 1-Yr Interest Acct | 2.25%             | 2.40%             | <b>2.40%</b>      | 2.40%             | 2.05%             | 2.05%             | 2.05%             | 2.05%             | 2.05%             | 2.05%              |
| 1-Yr Pt-to-Pt Cap  | 4.50%             | 4.75%             | <b>4.75%</b>      | 4.75%             | 4.25%             | 4.25%             | 4.25%             | 4.00%             | 4.00%             | 4.00%              |
| 1-Yr Avg Cap       | 5.00%             | 5.70%             | <b>5.70%</b>      | 5.70%             | 5.00%             | 5.00%             | 5.00%             | 5.00%             | 5.00%             | 5.00%              |
| 1-Yr Mo Avg Part   | 50.00%            | 40.00%            | <b>40.00%</b>     | 40.00%            | 40.00%            | 40.00%            | 40.00%            | 40.00%            | 40.00%            | 40.00%             |
| 1-Yr Mo Cap        | 2.40%             | 2.40%             | <b>2.40%</b>      | 2.15%             | 2.15%             | 2.00%             | 1.75%             | 1.50%             | 1.35%             | 1.35%              |
| 2-Yr Avg Cap       | 12.00%            | —                 | 13.00%            | —                 | 13.00%            | —                 | 13.00%            | —                 | 12.00%            | —                  |

## The Importance of Renewal Rate Integrity

Once an annuity contract is issued, does a company’s commitment to provide strong renewal rates really matter? This example compares the actual **1-Year Point-to-Point Cap** renewal rate history for \$100,000 premium\* in MarketPower Bonus Index to a hypothetical renewal-rate decline of 0.25% each year.



The results shown are in no way a representation of future results.

\*The previously offered 10% premium bonus with MarketPower Bonus Index results in a starting Accumulation Value of \$110,000.

|               | 2010  | 2011   | 2012   | 2013   | 2014  | 2015  | 2016   | 2017  | 2018   | 2019 |
|---------------|-------|--------|--------|--------|-------|-------|--------|-------|--------|------|
| S&P 500®      | 2.86% | 17.18% | 23.40% | 14.56% | 3.04% | 1.56% | 22.14% | 6.24% | 11.92% | ?    |
| Actual Cap    | 4.50% | 4.75%  | 4.75%  | 4.75%  | 4.25% | 4.25% | 4.25%  | 4.00% | 4.00%  | ?    |
| Declining Cap | 4.50% | 4.25%  | 4.00%  | 3.75%  | 3.50% | 3.25% | 3.00%  | 2.75% | 2.50%  | ?    |

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The information shown provides no assurance of future renewal rate or interest rate decisions. Renewal rate history is only one aspect of an annuity product; your client should consider all features before purchasing. Contact the Company for current rates. Contract issued on Contract Form Series ICC18-ET-MP10-2000(05-18) or ET-MPP-2000(02-05). EquiTrust does not offer investment advice to any individual or agent and this material should not be construed as investment advice. Not available in all states. Products underwritten and issued by EquiTrust Life Insurance Company, West Des Moines, Iowa. Products distributed by EquiTrust Insurance Marketing Services; in California doing business as EQT Insurance Marketing Services. **For Producer Use Only.** ET-MPP-RRR (6-20)