



**A fixed annuity offering
index-linked performance
and downside protection**

MARKETSEVEN INDEX® ANNUITY

Share only in index gains...not the losses

When creating a strategy for your financial future, you generally face a tradeoff between risk and reward.

A fixed index annuity offers protection against downside risk, and the opportunity to participate in the upside of indices.

MARKETSEVEN INDEX from EquiTrust Life Insurance Company® gives you the benefits when markets are rising, and protection when they're fluctuating. Two multi-asset, risk-controlled index options provide an extra level of diversification. Plus, there are tax advantages to owning a fixed annuity.

MARKETSEVEN INDEX enables you to:

- Lock in index gains
- Avoid market losses – guaranteed¹

When the Market is Up...You're Up! When it's Down ...You're Not!

MARKETSEVEN INDEX annuity never exposes your principal to market risk. You share only in index gains...not the losses. And you benefit from tax-deferred earnings, withdrawal privileges² and built-in guarantees – all without investing directly in the stock market.

You may choose among several accounts. The 1-Year Interest Account earns a traditional interest rate, and a variety of Index Accounts that earn credits based on changes in either the S&P 500^{®3} or custom, risk-controlled indices: Barclays Focus50 Index^{TM4} and the S&P MARC 5% Excess Return Index.³

On appropriate contract anniversaries, "index credits" are determined on Index Accounts and applied to your contract's current Accumulation Value. If your selected index continues steady growth, your Accumulation Value grows. If the index declines, your Accumulation Value is simply unchanged from the preceding period's Accumulation Value.

At the end of the surrender charge period, you have access to your contract's full Accumulation Value with no surrender charges; as an added benefit, you are guaranteed an Accumulation Value no less than 107% of your premiums less withdrawals. However, by leaving your money in **MARKETSEVEN INDEX** beyond the surrender charge period, you continue to earn interest and index credits on a tax-deferred basis.

About the S&P 500 Index, Barclays Focus50 Index, and S&P MARC 5% Excess Return Index

S&P 500 Index

The S&P 500 is widely regarded as the best single gauge of large-cap U.S. equities. There is over \$9.9 trillion indexed or benchmarked to the index, with indexed assets comprising approximately \$3.4 trillion of this total. The index includes 500 leading companies and covers approximately 80% of available market capitalization. For more information on this index, visit SPIndices.com, ticker: SPX.

Barclays Focus50 Index

The Barclays Focus50 Index seeks growth opportunities while limiting volatility through exposure to a dynamic combination of U.S. stocks and U.S. Treasury Indices. Low Volatility U.S. stocks are used because, historically, they have tended to outperform other, higher volatility stocks, on a risk-adjusted basis. The broad universe consists of all stocks listed on the New York Stock Exchange and NASDAQ issued by companies headquartered in the United States. The addition of Treasuries adds a diversification benefit and a potential reduction in risk. To further control risk, the index aims to limit its annual volatility to a 5% target using a process called volatility control. For more information on this index, visit Indices.Barclays/Focus50, ticker: BXIIF50E.

S&P MARC 5% Excess Return Index

The S&P MARC 5% Excess Return Index seeks to provide multi-asset diversification within a simple risk weighting framework, tracking three underlying component indices that represent three asset classes: equities, commodities, and fixed income. S&P MARC 5% Excess Return Index is dynamically rebalanced between the three indices and the cash component to target a 5% level of volatility. In low-volatility environments, the Index risk-control mechanism increases market exposure to riskier assets by increasing the allocation to the Index (up to a leveraged position of 150%). For more information on this index, visit SPIndices.com, ticker: SPMARC5.

You Control Your Money... Going In *and* Coming Out

PREMIUMS

After your initial premium payment, you may add subsequent premiums at any time. You may allocate your premiums among the crediting accounts described below.

FIXED RATE ACCOUNT

- **1-Year Interest Account** – The fixed rate is guaranteed for one contract year. On contract anniversaries the rate may change subject to the contractual Minimum Guaranteed Interest Rate. All subsequent premiums received are applied to this account until the contract anniversary, then allocated per your instructions.

INDEX ACCOUNTS

A wide variety of index accounts offer earnings – called “index credits” – based on the changes of a specified index. Credits for index-based accounts are never less than zero and added to accounts at the end of the one/two year period. Cap and participation rates are reset either annually or every two years.

S&P 500 INDEX ACCOUNTS

- **1-Year Point-to-Point Cap Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, up to a specified cap.
- **1-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, multiplied by the participation rate.
- **1-Year Monthly Average Cap Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary to the monthly index average, up to a specified cap.
- **1-Year Monthly Average Participation Index Account** – Index credits are based on the percentage change in the S&P 500 Index monthly average from the previous contract anniversary, multiplied by the participation rate.
- **1-Year Monthly Cap Index Account** – Index credits are based on the cumulative sum of capped monthly changes in the S&P 500 Index from the previous contract anniversary. Each monthly gain is subject to a cap, but monthly declines are not subject to a floor.
- **2-Year Monthly Average Cap Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous two-year contract anniversary to the monthly index average over a two-year period, up to a specified cap.

EquiTrust Is a Name You Can Trust

When you choose EquiTrust as a financial partner, you can rest assured your annuity contract is backed by conservative investment strategies, anchored by a disciplined and diversified management style. EquiTrust is supported by a history of success, experience and strength. Magic Johnson Enterprises – a diversified consortium of business entities and partnerships – owns a controlling interest in EquiTrust.

BARCLAYS FOCUS50 INDEX ACCOUNTS

- **1-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate.
- **2-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the Barclays Focus50 Index from the previous two-year contract anniversary, multiplied by the participation rate.

S&P MARC 5% EXCESS RETURN INDEX ACCOUNT

- **1-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the S&P MARC 5% Excess Return Index from the previous contract anniversary, multiplied by the participation rate.

ACCOUNT TRANSFERS

On each contract anniversary, you may transfer money among the various accounts offered in your contract. Transfers out of a two-year account are allowed only at the end of each two-year period.

ALLOCATION OF ADDITIONAL PREMIUMS

You may request a change to your current premium allocations at any time; any reallocation request will take effect on the following contract anniversary and will apply only to any additional contributions during the current contract year.

FREE WITHDRAWALS

You may withdraw up to 10% of the accumulation value each year, after the first contract year, without paying any charges.²

LUMP-SUM PAYMENT OPTION

Your contract's cash surrender value is available to you as a lump sum at any time. Surrender charges are in effect during the first 7 contract years, are a percentage of the Accumulation Value, and decline annually: 9, 8, 7, 6.5, 5.5, 4.5, and 3.5%.⁴ In addition, early surrenders or withdrawals over 10% may be subject to a Market Value Adjustment⁵ (MVA). At the end of the surrender charge period, your cash surrender value will equal the full Accumulation Value. Ask your agent/producer for more details on the MVA, or refer to your contract.

THE VALUE OF TAX DEFERRAL

Currently, all interest income earned on an annuity accumulates on a tax-deferred basis. No income taxes are payable until you receive a payment from your contract. If you are under age 59 ½ at the time of withdrawal, an additional 10% IRS penalty may be imposed.⁶

GUARANTEED ACCUMULATION VALUE BENEFIT

At the end of year seven, your Accumulation Value is guaranteed to be no less than 107% of your premiums less any partial withdrawals and applicable income rider fees.

MINIMUM GUARANTEED CONTRACT VALUE

You are guaranteed to receive no less than 87.5% of your premiums – less any partial withdrawals – accumulated at the minimum guaranteed contract rate. Ask your agent/producer for the minimum guaranteed rate.

NURSING HOME WAIVER

For additional peace of mind, your contract includes a Nursing Home Waiver. If you are confined to a nursing home or hospital for 90 days or more, your contract Accumulation Value will be available without surrender charges or MVA⁵ beginning in the second contract year and during your confinement. There is no charge for this waiver. Available at issue through age 80.

TERMINAL ILLNESS RIDER

If you are diagnosed with a terminal illness, charges will be waived for a withdrawal of up to 75% of the Accumulation Value.⁷ There is no charge for this rider.

BENEFITS UPON DEATH OF OWNER

If you die, the full accumulation value is paid to the beneficiary, without surrender charges or MVA.⁵

FREE-LOOK PERIOD

After your contract is issued, you have a specified number of days to review it; see your contract for complete details. If you are not completely satisfied with the terms, you may return the contract and receive 100% of your premiums paid, minus any prior withdrawals.

Income Rider

This optional benefit offers:

- Lifetime income based on 7% accumulation for up to 7 years.
- A 7% bonus added to your Benefit Base for all premium paid in the first year.
- A guaranteed¹ income stream for life – without annuitizing – and increased income payments in the event of a chronic illness.
- The ability to double your income for up to five years in the event of a chronic illness.
- Flexibility and control to start and stop income payments when you choose.
- All of this while maintaining your annuity benefits!

Any time after the first contract year and age 50, you can elect to begin lifetime Income Withdrawals. Your payments will never decrease if you withdraw only your income amount each year. Under certain situations, your payments may increase.

INCOME WITHDRAWAL AMOUNT

How payments are calculated:

The diagram illustrates the formula for calculating the Income Withdrawal Amount. It consists of three main components: a percentage sign icon labeled 'Income Withdrawal Percentage', a large 'X' symbol, a triangle icon labeled 'Benefit Base', an equals sign, and a dollar sign icon labeled 'Income Withdrawal Amount'.

At each contract Anniversary, your Income Withdrawal amount will be recalculated as the greater of the prior year's Income Withdrawal amount, or the original Income Withdrawal Percentage multiplied by the current Benefit Base.

INCOME WITHDRAWAL PERCENTAGE

The Withdrawal Percentage is based on your age at the time you first elect to receive Income Withdrawals. Withdrawal Percentages increase 0.10% for each age between the ages shown below. Once you start Income Withdrawals, the Withdrawal Percentage will never change.

Age of Owner at Time of 1st Income Withdrawal	Single Life Income Withdrawal Percentage	Joint Life Income Withdrawal Percentage
50	2.55%	1.55%
60	3.55%	2.55%
70	4.55%	3.55%
80	5.55%	4.55%
90+	6.55%	5.55%

BENEFIT BASE

The Benefit Base is equal to all premiums, plus 7% Benefit-Base bonus on first-year premiums, less withdrawals, compounded at 7.00% annually for up to 7 years, or until the start of Income Withdrawals, if earlier.²

The Benefit Base is only used to calculate the Income Withdrawal amount. It is not available upon surrender, death, or annuitization.

After Income Withdrawals have started, the Benefit Base will be set equal to the Accumulation Value on each subsequent contract anniversary, if the Accumulation Value is higher. This allows for Income Withdrawal amounts to potentially increase from year to year.

INCOME WITHDRAWAL RULES

Income Withdrawals may begin anytime after the first contract year and age 50 (both owners). Unlike annuitization, the Income Rider gives you the flexibility to stop and restart Income Withdrawals when you choose. Payments will continue for life, even if the contract's Accumulation Value is depleted. Income Withdrawals may be taken monthly, quarterly, semi-annually or annually. After Income Withdrawals start, the annual penalty-free withdrawal amount is the greater of 10% of the Accumulation Value, or your Income Withdrawal Amount.

Waiting to start Income Withdrawals can significantly increase income over the remaining years.

ISSUE AGE	\$100,000 Premium Annual Income Withdrawal Starting After:		
	1 YEAR	5 YEARS	7 YEARS
60	\$4,179	\$6,078	\$7,302
65	\$4,751	\$6,828	\$8,161
70	\$5,324	\$7,579	\$9,020
75	\$5,896	\$8,329	\$9,880

RIDER CHARGE

The annual rider fee is 1.25% of your Accumulation Value on each contract anniversary. The fee is deducted proportionately from each crediting account.

CREDITED RATE NOTICE

The election of the Income Rider may result in lower cap rates, participation rates or interest rate. Combined with the annual rider fee, these lower rates may result in a lower Accumulation Value. This applies for the life of your contract, even if the Income Rider is subsequently terminated.

ADDITIONAL PREMIUMS

The Benefit Base will be increased by any additional premiums and will receive a 7% bonus to the Benefit Base for all first-year premium. Additional premiums are not allowed after the start of Income Withdrawals.

ENHANCED INCOME WITHDRAWALS

The cost of nursing care later in life can have a severe impact on retirement resources. To help plan for this financial unknown, the Income Rider features Enhanced Income Withdrawals – included at no additional cost.

If you become chronically ill, the income withdrawal amounts may be doubled for up to five years; for joint owners the increase is 50%. A chronic illness is defined as the permanent inability to perform at least two of six activities of daily living, which include eating, toileting, transferring, bathing, dressing and continence – or permanent severe cognitive impairment. If utilized, original income payment amount resumes when Enhanced Income Withdrawals end.

Enhanced Income Withdrawals may be utilized after the annuity contract has been in effect for 3 years, if the contract has an Accumulation Value greater than zero, no additional premiums have been added in the last two years and the owner is a U.S. resident not older than 90. During the Enhanced Income Withdrawal period, the chronic illness must be certified by a physician annually.

INCOME RIDER ISSUE REQUIREMENTS

The owner must be 40 or older to elect the Income Rider. The rider may be elected during the annuity application process only and cannot be added after the annuity contract has been issued. In order to qualify for the rider, the owner and annuitant must be the same person and joint owners must be spouses; spouse may include domestic partner (in some cases, but does not include spousal continuation).

EXCESS WITHDRAWALS

You may withdraw more than your Income Withdrawal amount at any time, but it will reduce your future Income Withdrawals permanently. Any amount withdrawn in addition to your Income Withdrawal is considered an Excess Withdrawal, with the exception of a Required Minimum Distribution.

- If the Excess Withdrawal amount exceeds the penalty-free provisions of the contract, it may be subject to a surrender charge or Market Value Adjustment.⁵
- Excess Withdrawals reduce future Income Withdrawals and the Benefit Base proportionately to the reduction in Accumulation Value.

PAYMENT FLEXIBILITY

You have the option to stop Income Withdrawals at any time. While the payments are stopped, partial withdrawals in excess of the Income Withdrawal amount will be considered Excess Withdrawals and reduce your future Income Withdrawal Amount. If you later choose to restart Income Withdrawals, the Income Withdrawal amount will be the greater of the prior Income Withdrawal amount (adjusted for any Excess Withdrawals), or the original Income Withdrawal Percentage multiplied by the current Benefit Base.

RIDER TERMINATION

The rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. The rider will be terminated automatically upon:

- Death of first contract owner, unless spousal continuation is elected
- Full surrender
- Annuitization
- Contract ownership change – other than a spousal continuation or the addition of a spousal joint owner
- Excess Withdrawals that reduce the Accumulation Value to zero



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¹The guarantees expressed in this brochure are based on the claims-paying ability of EquiTrust Life Insurance Company.

²Surrender of the contract may be subject to surrender charges or market value adjustment. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year. If the Income Rider is elected, any withdrawals prior to the start of Income Withdrawals will reduce the Benefit Base proportionately.

³The "S&P Multi-Asset Risk Control 5% Excess Return Index" and "S&P 500[®]" Indices ("Indices") are products of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by EquiTrust Life Insurance Company ("the Company"). Standard & Poor's[®] and S&P[®] are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones[®] is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by the Company. The products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Indices.

⁴Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively "Barclays") is the issuer or producer of MarketSeven Index – an index annuity contract – ("the contract") and Barclays has no responsibilities, obligations or duties to investors in the contract. The Barclays Focus50 Index ("the Index") including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by EquiTrust Life Insurance Company ("EquiTrust") as the Issuer of the contract. While EquiTrust as the issuer of the contract may for itself execute transaction(s) with Barclays in or relating to the Index in connection with the contract investors acquire the contract from EquiTrust and investors neither acquire any interest in the Index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the contract. The contract

For More Information

This is a summary only of **MARKETSEVEN INDEX**. The product availability and certain provisions may vary by state. Ask your agent/producer or the company for complete contract provisions and details before purchasing.

is not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the contract or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein.

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⁴The surrender charge period and surrender charges may vary by state. CA – 7 Years: 8.3, 7.4, 6.5, 5.6, 4.7, 3.8 and 2.9%

⁵Market Value Adjustment does not apply in CA and DE.

⁶EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. Your personal tax advisor can provide important information with respect to the purchase of this annuity contract and its taxation.

⁷Terminal Illness Rider features may vary by state.

Contract issued on Form Series ICC16-ET-FIA7-2000(10-16) or ET-FIA7-2000(10-16). Riders issued on Form Series ICC16-ET-AVGR(10-16) or ET-AVGR(10-16); ICC16-ET-IBR-FIXED(07-16) or ET-IBR-FIXED(07-16); ICC17-ET-IBR-ER-A(04-17) or ET-IBR-ER-A(04-17); ICC18-430-NHW(06-18) or 430-NHW(08-03); and ICC16-ET-TI(10-16) or ET-TI(10-16). Index accounts issued on Form Series ICC18-ET-P2P(05-18), ICC18-ET-1PP(05-18), ICC18-ET-MAVG(05-18), ICC18-ET-1AP(05-18), ICC18-ET-1MC(05-18), ICC18-ET-2YR(05-18), ICC18-ET-1PPGS(05-18), ICC18-ET-2PPGS(05-18), ICC19-ET-1PP(05-19), ICC19-ET-2PP(05-19), ET-1PPGS(10-16), ET-2PPGS(10-16), ET-1PP(05-19) and ET-2PP(05-19).

This brochure briefly highlights EquiTrust Life Insurance Company's MarketSeven Index annuity contract and its benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contract may be continued in force, contact your agent/producer. This material is not intended to provide investment advice to you or to your specific situation. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice.

IRAs/qualified plans are already tax deferred; consider other annuity features.

ANNUITY AND INSURANCE PRODUCTS ARE NOT DEPOSITS NOR ARE THEY GUARANTEED BY ANY BANK. THEY ARE NOT INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) OR ANY OTHER AGENCY OF THE FEDERAL GOVERNMENT. CERTAIN PRODUCTS MAY LOSE VALUE