

## MARKETTEN BONUS INDEX® ANNUITY

Flexible Premium Fixed and Indexed  
Deferred Annuity Contract  
Form ICC18-ET-MTB-2000(06-18)

## EquiTrust Life Insurance Company®

7100 Westown Parkway, Suite 200  
West Des Moines, Iowa 50266-2521  
(866) 598-3692 [www.EquiTrust.com](http://www.EquiTrust.com)  
Mailing Address: PO Box 14500  
Des Moines, Iowa 50306-3500

### DISCLOSURE STATEMENT

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Thank you for your interest in the MarketTen Bonus index annuity. MarketTen Bonus is a flexible premium fixed and indexed deferred annuity which is intended to be a long-term financial contract. You may cancel your annuity Contract within 10 days of your receipt to receive a complete refund of your premium. If the Contract is issued as the replacement of an existing life insurance or annuity Contract, you may cancel your annuity Contract within 30 days to receive a complete refund of your premium. .

Some features of this annuity may not be available in all states and may vary by state. If you have any questions, please contact your representative or EquiTrust Life Insurance Company (“the Company”) for details. This form is not intended to be a complete explanation of your annuity. **Please refer to your Contract for complete details.**

### INTEREST CREDITING

The MarketTen Bonus Index Annuity Contract is a flexible premium indexed deferred annuity which is intended for long term retirement savings. It is not meant to be used to meet short-term financial goals. This annuity is deferred, which means payouts begin at a future date. You don't pay taxes on the interest it earns until the money is paid to you. This annuity is flexible premium, which means that additional premium can be added to the Contract after it is issued. With this annuity, you can choose. Each account earns interest differently. You may make your allocation elections on the last page of this document. On the Contract Date, the Contract's Accumulation Value is the Initial Premium Paid, plus any Premium Bonus. At any time after the Contract Date, the Contract's Accumulation Value equals the sum of the Accumulation Value(s) of the Account(s) chosen.

#### 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. The Minimum Guaranteed Interest Rate is 1.0%. 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 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** (form number ICC18-ET-P2P(05-18)) – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, up to a specified cap. The minimum cap is 1.0%.
- **1-Year Monthly Average Cap Index Account** (form number ICC18-ET-MAVG(05-18)) – Index credits are based on the percentage changes in the S&P 500 Index from the previous contract anniversary to the monthly index average, up to a specified cap. The minimum cap is 1.0%.
- **1-Year Monthly Average Participation Index Account** (form number ICC18-ET-1AP(05-18)) – 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. The minimum participation rate is 10.0%.
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- **2-Year Monthly Average Cap Index Account** (form number ICC18-ET-2YR(05-18)) – 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. The minimum cap is 3.0%.

## Barclays Focus50 Index™ Accounts

- **1-Year Point-to-Point Participation Index Account (ICC19-ET-1PP(05-19))** – Index credits are based on the percentage changes in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.
- **2-Year Point-to-Point Participation Index Account (ICC19-ET-2PP(05-19))**– 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. The minimum participation rate is 10.0%.

The minimum initial premium for qualified contracts is \$10,000 and the initial premium for nonqualified contracts is \$5,000. The maximum premium allowed is \$1,000,000 without Home Office approval. Any premium payment after the initial premium must be a minimum of \$2,000 up to a maximum of \$250,000 per year after year one. All subsequent premium(s) will be allocated to the 1-Year Interest Account at the time of receipt. On each Contract Anniversary, the Accumulation Value associated with any premium received since the prior Contract Anniversary will be reallocated among the Accounts according to your most recent instructions.

You may transfer amounts between Accounts without a Surrender Charge or MVA. Transfers from the 1-Year Accounts are allowed each Contract year. Transfers from the 2-Year Account are only allowed at the end of each two-year indexing period. A written request for transfer must be received prior to the Contract Anniversary. Transfers are subject to minimums.

**Premium Bonus** – This Contract offers a Premium Bonus equal to the premium paid in the first five Contract years multiplied by 6%. The Premium Bonus is allocated to the Accounts proportionately in the same manner as your Premium allocation instructions. Annuities that offer bonus features may have higher fees and charges, longer surrender charge periods, lower credited interest rates and/or lower cap and participation rates than annuities that do not provide the bonus feature.

## LIQUIDITY FEATURES AND IMPORTANT TERMS

You may receive partial surrenders or periodic income payments from your annuity by submitting a request acceptable to the Company. When you make withdrawals, surrender or annuitize your annuity, the amount withdrawn will not be credited with any index return in the current Indexing Period. Withdrawals do not participate in any index gains during the Contract Year of the withdrawal.

This annuity is tax-deferred, which means you don't pay taxes on the interest it earns until the money is paid to you. Under current tax law, annuities grow tax deferred and an annuity is not required for tax deferral within an IRA, 401(k), or other tax-deferred retirement plan. You can exchange one tax-deferred annuity for another without paying taxes on the earnings when you make the exchange. Before you do, compare the benefits, features, and costs of the two annuities. **You may be subject to a 10% Federal penalty tax if you make withdrawals or surrender your annuity before age 59½.** There may be exceptions to this penalty. If this is a qualified annuity, all distributions may be taxable. There is no additional tax advantage to purchasing an annuity as part of a qualified plan, other than the tax advantage provided by the qualified plan itself. Consult your tax professional for more details.

**Penalty-Free Withdrawals** - Each Contract Year after the first, you may withdraw up to 10% of the Accumulation Value after the most recent Contract Anniversary without being subject to a Surrender Charge or MVA.

**Partial and Full Surrenders** – Any withdrawal over the 10% penalty-free amount will be subject to surrender charges and a Market Value Adjustment. In the event of a full surrender, you will receive the cash surrender value of your contract as a lump sum.

- **Surrender Charges** - This annuity product is a long-term contract with substantial penalties for early surrender. A surrender charge is assessed, according to the schedule below, on any amount withdrawn as a partial or full surrender that is in excess of the penalty-free amount. The surrender charges are for 10 years and decline as follows:

YEAR	1	2	3	4	5	6	7	8	9	10
%	10%	10%	10%	10%	8.5%	7%	5.5%	4%	3%	1.5%

The following is a hypothetical example of how surrender charges would be applied should you choose to surrender in year 5 of the Contract and there has been no interest credited to your Contract:

Initial Premium = \$100,000  
Accumulation Value in year 5 = \$100,000  
Surrender Charges in year 5 = 8.5%; therefore we calculate \$100,000 - \$8,500  
Cash Surrender Value = \$91,500

Aside from Surrender Charges, there are no explicit expense charges for the Contract.

- **Market Value Adjustment** – We may make a Market Value Adjustment (MVA) on amounts withdrawn or surrendered from this Contract. It may result in either an increase or a decrease to the amount withdrawn or surrendered. A MVA will be made only when a Surrender Charge is deducted. Generally, the MVA decreases the Accumulation Value surrendered when interest rates rise, and increases it when interest rates fall. The MVA will not reduce the amount surrendered below the Minimum Guaranteed Contract Value.
- **Cash Surrender Value** – The Cash Surrender Value equals the greater of (a) the Minimum Guaranteed Contract Value; or (b) the Accumulation Value less any applicable Surrender Charge, and adjusted for any applicable MVA, determined as of the date of surrender; or (c) Premiums paid, less partial surrenders. In no event will the Cash Surrender Value be less than the Minimum Guaranteed Contract Value or greater than the Accumulation Value. The Minimum Guaranteed Contract Value will be 100% of Premium(s) Paid, less any partial withdrawals, plus interest earned at a rate no lower than 1% and no higher than 3%, less Surrender Charges. Once your Contract is issued, your Minimum Guaranteed Contract Rate will not change.

**Annuitization** – Your Income Date is the latter of the first Contract anniversary after the Annuitant's 70<sup>th</sup> birthday, or 25 years after issue. You may choose to have the proceeds of this Contract paid under a payment option on your Income Date. This is called annuitizing your Contract. When you annuitize, you can choose from several options. If an optional benefit has not been selected prior to the Income Date, the Accumulation Value of the Contract will be applied to provide payments for a minimum of 10 years and as long thereafter as long as the Annuitant lives. Once you annuitize Your contract, you may not surrender it or have access to any values of your annuity, other than your income payments. Available payment options include:

**Option A:** Interest – Fixed interest payments may be made for at least 5 years.

**Option B:** Fixed Period – Payments may be made for a period between 5 years and 30 years.

**Option C:** Life Income: - Payments may be made for the lifetime of the Owner or Beneficiary. A minimum number of payments may be guaranteed, if desired.

**Nursing Home Waiver Rider** (form number ICC18-430-NHW(06-18)) – After the first Contract Year, you may make a partial or a full surrender without incurring a Surrender Charge or MVA if you become confined to a Hospital or Nursing Care Center for at least 90 consecutive days.

**Terminal Illness Rider** (form number ICC16-ET-TI(10-16)) – In the event that you become terminally ill, you may access up to 75% of your Contract's Accumulation Value without a Surrender Charge. A waiting period may apply.

**Death Benefit** – The death benefit is equal to the Accumulation Value. If the sole beneficiary is the deceased Owner's spouse/civil union partner, the spouse/civil union partner has the option to continue the Contract.

## INDEX INFORMATION AND DISCLOSURES

Any examples of historical performance of an Index should not be considered a representation of future performance of the Index. Future performance of an Index may be greater or less than any index performance shown in connection with the sale and issue of your annuity Contract. Your Index Credits are based not only on the index, but also on the Participation Rate or Index Cap.

### INDEX INFORMATION

Barclays Focus50 Index

Ticker: BXIIF50E

Website: [indices.barclays/Focus50](http://indices.barclays/Focus50)

“S&P 500®” is a trademark of The McGraw-Hill Companies, Inc., and has been licensed for use by the Company. The Product is not sponsored, endorsed, sold or promoted by Standard & Poor’s, and Standard & Poor’s makes no representation regarding the advisability of purchasing the Product. The S&P 500® Index does not reflect dividends paid on the underlying stocks.

Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively “Barclays”) is the issuer or producer of MarketTen Bonus 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 is 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 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.

Bloomberg Index Services Limited is the official index calculation and maintenance agent of the Index, an index owned and administered by Barclays, Bloomberg Index Services Limited does not guarantee the timeliness, accurateness, or completeness of the Index calculations or any data or information relating to the Index. Bloomberg Index Services Limited makes no warranty, express or implied, as to the Index or any data or values relating thereto or results be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Bloomberg Index Services Limited, its affiliates, and all of their respective partners, employees, subcontractors, agents, suppliers and vendors (collectively, the “protected parties”) shall have no liability or responsibility, contingent or otherwise, for any injury or damages, whether caused by the negligence of a protected party or otherwise, arising in connection with the calculation of the Index or any data or values included therein or in connection therewith and shall not be liable for any lost profits, losses, punitive, incidental or consequential damages.

### OTHER NOTES

- The MARKETTEN BONUS INDEX ANNUITY is backed by the financial strength of the Company. It is not guaranteed by any bank and is not insured by the Federal Deposit Insurance Corporation (FDIC) or any other agency of the federal government.
- Funded plans under the Employee Retirement Income Security Act of 1974 (ERISA) may not be used with this annuity.
- This material is provided by EquiTrust Life Insurance Company (“EquiTrust”), which issues annuity contracts that are generally described in this material. EquiTrust is not undertaking to provide investment advice for any individual or any individual situation, and you should not look to this material for any investment advice.
- The annuity and solicitation, negotiation and sale are subject to regulatory oversight by the New Jersey Department of Banking and Insurance. You may contact the Insurance Department at 609-272-7272 or 1-800-446-7467 or at the Department’s website [www.njdoib.org](http://www.njdoib.org) for assistance.

## INCOME RIDER

Optional Rider Available

Form Series ICC16-ET-IBR-FIXED(07-16)

The Income Rider is an optional Rider that can only be elected by you at the time of application and is attached to your annuity Contract at issue. If elected, **there is a charge for the Rider**, which will be deducted annually from your Accumulation Value. The Rider provides for Income Withdrawals to be paid to you for your lifetime, even if the Accumulation Value is depleted.

An election to receive Income Withdrawals under this Rider is not an annuitization of the contract. Therefore, when you elect Income Withdrawals, you continue to maintain all the benefits under your Deferred Annuity Contract and retain control of when and how much income is distributed from your Contract.

Some features of this Rider may vary by state. If you have any questions, please contact your representative or EquiTrust Life Insurance Company ("the Company") for details. This form is not intended to be a complete explanation of the rider.

**Please refer to the Rider for complete details.**

## INCOME WITHDRAWALS

Income Withdrawals can begin any time after the first Contract Year, as long as you (and the Joint Owner if Joint Income Withdrawals are elected) are at least age 50. You must indicate in a form acceptable to the Company that you are electing to begin Income Withdrawals. The Income Period starts at the point of the first Income Withdrawal. Additional premiums are not allowed on your Contract during the Income Period.

### Calculation of Income Withdrawal Amount

The initial Income Withdrawal Amount is determined by taking an age-based factor, called the Income Withdrawal Percentage, multiplied by a value, called the Benefit Base. The Benefit Base is equal to the Premium plus a 6% premium bonus on premiums paid in years 1-5, less withdrawals, compounded at 6.5% annually or until Income Withdrawals start, whichever happens first.

The Benefit Base only serves to calculate the Income Withdrawal Amount. **The Benefit Base is not available upon surrender, death or annuitization.**

The Income Withdrawal Percentage is used to determine the initial and subsequent Income Withdrawal Amounts. The percentage is based on your age at the time you first elect to receive Income Withdrawals.

Age of Owner at the time of first Income Withdrawal	Single Life Income Withdrawal Percentage	Joint Life Income Withdrawal Percentage
50-54	2.75%	2.25%
55-59	3.25%	2.75%
60-64	3.75%	3.25%
65-69	4.25%	3.75%
70-74	4.75%	4.25%
75-79	5.25%	4.75%
80-84	5.75%	5.25%
85-89	6.25%	5.75%
90+	6.75%	6.25%

## RIDER CHARGE

The annual Rider Charge is equal to **1.00% of the Accumulation Value** and is deducted from the Accumulation Value on each Contract Anniversary until the Rider is terminated. The Rider Charge is not deducted from the Minimum Guaranteed Contract Value or the Benefit Base.

## ENHANCED INCOME WITHDRAWALS (form number ICC17-ET-IBR-ER-A(04-17))

Income withdrawal amounts are increased by 100% for a single-life owner (50% for joint owners) for up to five years in the event of a chronic illness. Chronic illness is defined as permanently unable to perform at least two of six activities of daily living (ADL) or permanent severe cognitive impairment. At the start and during the enhanced benefits period, chronic illness must be certified by a physician annually. Enhanced Income Withdrawals cannot be elected until after the third contract year.

## **RIDER TERMINATION**

The Rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. There are certain situations where the rider is terminated automatically; see your contract for details. Your cap rates, participation rates and credited rates may remain lower for the life of the contract, even in the event of rider termination.

## **TAX INFORMATION**

Please consult your tax advisor for advice on taxation of Income Withdrawals. In general, taxation of Income Withdrawals is similar to taxation of any other partial distribution of proceeds. Income Withdrawals prior to age 59½ may be subject to early withdrawal penalty. There may be exceptions to this penalty. Taxation of Income Withdrawals may change if the Rider is in the Income Period and the Accumulation Value is equal to zero. In general, for Non-Qualified contracts, once your cost basis (principal) in the contract has been fully recovered, the full amount of each Income Withdrawal may be subject to tax as ordinary income.

## INITIAL PREMIUM ALLOCATION – REQUIRED

<b>1-Year Interest Account</b>	_____ %
<b>S&amp;P 500® Index</b>	
1-Year Point-to-Point Cap Index Account	_____ %
1-Year Monthly Average Cap Index Account	_____ %
1-Year Monthly Average Participation Index Account	_____ %
1-Year Monthly Cap Index Account	_____ %
2-Year Monthly Average Cap Index Account	_____ %
<b>Barclays Focus50 Index™</b>	
1-Year Point-to-Point Participation Index Account	_____ %
2-Year Point-to-Point Participation Index Account	_____ %
<b>Total</b>	<b>100%</b>

Allocations must equal 100%. Percentages must be whole percentages.

## OPTIONAL RIDER ACKNOWLEDGEMENT – REQUIRED

\_\_\_\_\_ **Yes, I would like to elect the Income Rider**  
 By choosing this option I understand that the **Rider Charge of 1.00%** will be deducted from my Accumulation Value on each Contract Anniversary as long as the Rider is in force. I also understand that my cap rates, participation rates and credited rates may be lower for the life of the contract by choosing this option at contract issue.

\_\_\_\_\_ **No, I would not like to elect the Income Rider**

**If this annuity is replacing an existing annuity, it is important that you compare the two, taking into account whatever charges you may incur on the surrender of the existing annuity and your need to access your funds. For information about your existing annuity, contact the issuing company.**

The insurance agent/producer is appointed to represent the Company and is approved to provide services to you on our behalf. The insurance agent/producer will be compensated by us in connection with any business placed with our Company.

**Applicant Statement:**

By signing below, I acknowledge that I have read, or have been read, this document and understand I am applying for an indexed annuity. I have read the Important Notice Regarding Sales to Military Personnel, if applicable.

**The Contract that I am applying for is**     **Qualified**     **Non-Qualified**

\_\_\_\_\_  
 Signature of Owner(s)/Applicant(s)                      Date

\_\_\_\_\_  
 Name of Owner(s)/Applicant(s) (please print)

\_\_\_\_\_  
 Social Security Number

\_\_\_\_\_  
 Daytime Telephone Number

**Agent/Producer Statement:**

By signing below, I acknowledge I have reviewed this document with the applicant. I certify that a copy of this document, as well as any advertisement used in connection with the sales of this annuity, has been provided to the applicant. I have not made statements that differ in any significant manner from this material. I have not made any promises or guarantees about the future value of any non-guaranteed elements. I have provided the client the Important Notice Regarding Sales to Military Personnel, if applicable.

\_\_\_\_\_  
 Signature of Agent/Producer                      Date

\_\_\_\_\_  
 Agent/Producer Name & Number (please print)

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#### Fixed Rate Account

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## Barclays Focus50 Index™ Accounts

- **1-Year Point-to-Point Participation Index Account (ICC19-ET-1PP(05-19))** – Index credits are based on the percentage changes in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.
- **2-Year Point-to-Point Participation Index Account (ICC19-ET-2PP(05-19))**– 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. The minimum participation rate is 10.0%.

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You may transfer amounts between Accounts without a Surrender Charge or MVA. Transfers from the 1-Year Accounts are allowed each Contract year. Transfers from the 2-Year Account are only allowed at the end of each two-year indexing period. A written request for transfer must be received prior to the Contract Anniversary. Transfers are subject to minimums.

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This annuity is tax-deferred, which means you don't pay taxes on the interest it earns until the money is paid to you. Under current tax law, annuities grow tax deferred and an annuity is not required for tax deferral within an IRA, 401(k), or other tax-deferred retirement plan. You can exchange one tax-deferred annuity for another without paying taxes on the earnings when you make the exchange. Before you do, compare the benefits, features, and costs of the two annuities. **You may be subject to a 10% Federal penalty tax if you make withdrawals or surrender your annuity before age 59½.** There may be exceptions to this penalty. If this is a qualified annuity, all distributions may be taxable. There is no additional tax advantage to purchasing an annuity as part of a qualified plan, other than the tax advantage provided by the qualified plan itself. Consult your tax professional for more details.

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YEAR	1	2	3	4	5	6	7	8	9	10
%	10%	10%	10%	10%	8.5%	7%	5.5%	4%	3%	1.5%

The following is a hypothetical example of how surrender charges would be applied should you choose to surrender in year 5 of the Contract and there has been no interest credited to your Contract:

Initial Premium = \$100,000  
Accumulation Value in year 5 = \$100,000  
Surrender Charges in year 5 = 8.5%; therefore we calculate \$100,000 - \$8,500  
Cash Surrender Value = \$91,500

Aside from Surrender Charges, there are no explicit expense charges for the Contract.

- **Market Value Adjustment** – We may make a Market Value Adjustment (MVA) on amounts withdrawn or surrendered from this Contract. It may result in either an increase or a decrease to the amount withdrawn or surrendered. A MVA will be made only when a Surrender Charge is deducted. Generally, the MVA decreases the Accumulation Value surrendered when interest rates rise, and increases it when interest rates fall. The MVA will not reduce the amount surrendered below the Minimum Guaranteed Contract Value.
- **Cash Surrender Value** – The Cash Surrender Value equals the greater of (a) the Minimum Guaranteed Contract Value; or (b) the Accumulation Value less any applicable Surrender Charge, and adjusted for any applicable MVA, determined as of the date of surrender; or (c) Premiums paid, less partial surrenders. In no event will the Cash Surrender Value be less than the Minimum Guaranteed Contract Value or greater than the Accumulation Value. The Minimum Guaranteed Contract Value will be 100% of Premium(s) Paid, less any partial withdrawals, plus interest earned at a rate no lower than 1% and no higher than 3%, less Surrender Charges. Once your Contract is issued, your Minimum Guaranteed Contract Rate will not change.

**Annuitization** – Your Income Date is the latter of the first Contract anniversary after the Annuitant's 70<sup>th</sup> birthday, or 25 years after issue. You may choose to have the proceeds of this Contract paid under a payment option on your Income Date. This is called annuitizing your Contract. When you annuitize, you can choose from several options. If an optional benefit has not been selected prior to the Income Date, the Accumulation Value of the Contract will be applied to provide payments for a minimum of 10 years and as long thereafter as long as the Annuitant lives. Once you annuitize Your contract, you may not surrender it or have access to any values of your annuity, other than your income payments. Available payment options include:

**Option A:** Interest – Fixed interest payments may be made for at least 5 years.

**Option B:** Fixed Period – Payments may be made for a period between 5 years and 30 years.

**Option C:** Life Income: - Payments may be made for the lifetime of the Owner or Beneficiary. A minimum number of payments may be guaranteed, if desired.

**Nursing Home Waiver Rider** (form number ICC18-430-NHW(06-18)) – After the first Contract Year, you may make a partial or a full surrender without incurring a Surrender Charge or MVA if you become confined to a Hospital or Nursing Care Center for at least 90 consecutive days.

**Terminal Illness Rider** (form number ICC16-ET-TI(10-16)) – In the event that you become terminally ill, you may access up to 75% of your Contract's Accumulation Value without a Surrender Charge. A waiting period may apply.

**Death Benefit** – The death benefit is equal to the Accumulation Value. If the sole beneficiary is the deceased Owner's spouse/civil union partner, the spouse/civil union partner has the option to continue the Contract.

## INDEX INFORMATION AND DISCLOSURES

Any examples of historical performance of an Index should not be considered a representation of future performance of the Index. Future performance of an Index may be greater or less than any index performance shown in connection with the sale and issue of your annuity Contract. Your Index Credits are based not only on the index, but also on the Participation Rate or Index Cap.

### INDEX INFORMATION

Barclays Focus50 Index

Ticker: BXIIF50E

Website: [indices.barclays/Focus50](http://indices.barclays/Focus50)

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### OTHER NOTES

- The MARKETTEN BONUS INDEX ANNUITY is backed by the financial strength of the Company. It is not guaranteed by any bank and is not insured by the Federal Deposit Insurance Corporation (FDIC) or any other agency of the federal government.
- Funded plans under the Employee Retirement Income Security Act of 1974 (ERISA) may not be used with this annuity.
- This material is provided by EquiTrust Life Insurance Company (“EquiTrust”), which issues annuity contracts that are generally described in this material. EquiTrust is not undertaking to provide investment advice for any individual or any individual situation, and you should not look to this material for any investment advice.
- The annuity and solicitation, negotiation and sale are subject to regulatory oversight by the New Jersey Department of Banking and Insurance. You may contact the Insurance Department at 609-272-7272 or 1-800-446-7467 or at the Department’s website [www.njdoib.org](http://www.njdoib.org) for assistance.

## INCOME RIDER

Optional Rider Available

Form Series ICC16-ET-IBR-FIXED(07-16)

The Income Rider is an optional Rider that can only be elected by you at the time of application and is attached to your annuity Contract at issue. If elected, **there is a charge for the Rider**, which will be deducted annually from your Accumulation Value. The Rider provides for Income Withdrawals to be paid to you for your lifetime, even if the Accumulation Value is depleted.

An election to receive Income Withdrawals under this Rider is not an annuitization of the contract. Therefore, when you elect Income Withdrawals, you continue to maintain all the benefits under your Deferred Annuity Contract and retain control of when and how much income is distributed from your Contract.

Some features of this Rider may vary by state. If you have any questions, please contact your representative or EquiTrust Life Insurance Company ("the Company") for details. This form is not intended to be a complete explanation of the rider.

**Please refer to the Rider for complete details.**

## INCOME WITHDRAWALS

Income Withdrawals can begin any time after the first Contract Year, as long as you (and the Joint Owner if Joint Income Withdrawals are elected) are at least age 50. You must indicate in a form acceptable to the Company that you are electing to begin Income Withdrawals. The Income Period starts at the point of the first Income Withdrawal. Additional premiums are not allowed on your Contract during the Income Period.

### Calculation of Income Withdrawal Amount

The initial Income Withdrawal Amount is determined by taking an age-based factor, called the Income Withdrawal Percentage, multiplied by a value, called the Benefit Base. The Benefit Base is equal to the Premium plus a 6% premium bonus on premiums paid in years 1-5, less withdrawals, compounded at 6.5% annually or until Income Withdrawals start, whichever happens first.

The Benefit Base only serves to calculate the Income Withdrawal Amount. **The Benefit Base is not available upon surrender, death or annuitization.**

The Income Withdrawal Percentage is used to determine the initial and subsequent Income Withdrawal Amounts. The percentage is based on your age at the time you first elect to receive Income Withdrawals.

Age of Owner at the time of first Income Withdrawal	Single Life Income Withdrawal Percentage	Joint Life Income Withdrawal Percentage
50-54	2.75%	2.25%
55-59	3.25%	2.75%
60-64	3.75%	3.25%
65-69	4.25%	3.75%
70-74	4.75%	4.25%
75-79	5.25%	4.75%
80-84	5.75%	5.25%
85-89	6.25%	5.75%
90+	6.75%	6.25%

## RIDER CHARGE

The annual Rider Charge is equal to **1.00% of the Accumulation Value** and is deducted from the Accumulation Value on each Contract Anniversary until the Rider is terminated. The Rider Charge is not deducted from the Minimum Guaranteed Contract Value or the Benefit Base.

## ENHANCED INCOME WITHDRAWALS (form number ICC17-ET-IBR-ER-A(04-17))

Income withdrawal amounts are increased by 100% for a single-life owner (50% for joint owners) for up to five years in the event of a chronic illness. Chronic illness is defined as permanently unable to perform at least two of six activities of daily living (ADL) or permanent severe cognitive impairment. At the start and during the enhanced benefits period, chronic illness must be certified by a physician annually. Enhanced Income Withdrawals cannot be elected until after the third contract year.

## **RIDER TERMINATION**

The Rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. There are certain situations where the rider is terminated automatically; see your contract for details. Your cap rates, participation rates and credited rates may remain lower for the life of the contract, even in the event of rider termination.

## **TAX INFORMATION**

Please consult your tax advisor for advice on taxation of Income Withdrawals. In general, taxation of Income Withdrawals is similar to taxation of any other partial distribution of proceeds. Income Withdrawals prior to age 59½ may be subject to early withdrawal penalty. There may be exceptions to this penalty. Taxation of Income Withdrawals may change if the Rider is in the Income Period and the Accumulation Value is equal to zero. In general, for Non-Qualified contracts, once your cost basis (principal) in the contract has been fully recovered, the full amount of each Income Withdrawal may be subject to tax as ordinary income.

## INITIAL PREMIUM ALLOCATION – REQUIRED

<b>1-Year Interest Account</b>	_____ %
<b>S&amp;P 500® Index</b>	
1-Year Point-to-Point Cap Index Account	_____ %
1-Year Monthly Average Cap Index Account	_____ %
1-Year Monthly Average Participation Index Account	_____ %
1-Year Monthly Cap Index Account	_____ %
2-Year Monthly Average Cap Index Account	_____ %
<b>Barclays Focus50 Index™</b>	
1-Year Point-to-Point Participation Index Account	_____ %
2-Year Point-to-Point Participation Index Account	_____ %
<b>Total</b>	<b>100%</b>

Allocations must equal 100%. Percentages must be whole percentages.

## OPTIONAL RIDER ACKNOWLEDGEMENT – REQUIRED

\_\_\_\_\_ **Yes, I would like to elect the Income Rider**  
 By choosing this option I understand that the **Rider Charge of 1.00%** will be deducted from my Accumulation Value on each Contract Anniversary as long as the Rider is in force. I also understand that my cap rates, participation rates and credited rates may be lower for the life of the contract by choosing this option at contract issue.

\_\_\_\_\_ **No, I would not like to elect the Income Rider**

**If this annuity is replacing an existing annuity, it is important that you compare the two, taking into account whatever charges you may incur on the surrender of the existing annuity and your need to access your funds. For information about your existing annuity, contact the issuing company.**

The insurance agent/producer is appointed to represent the Company and is approved to provide services to you on our behalf. The insurance agent/producer will be compensated by us in connection with any business placed with our Company.

**Applicant Statement:**

By signing below, I acknowledge that I have read, or have been read, this document and understand I am applying for an indexed annuity. I have read the Important Notice Regarding Sales to Military Personnel, if applicable.

**The Contract that I am applying for is**     **Qualified**     **Non-Qualified**

\_\_\_\_\_  
 Signature of Owner(s)/Applicant(s)                      Date

\_\_\_\_\_  
 Name of Owner(s)/Applicant(s) (please print)

\_\_\_\_\_  
 Social Security Number

\_\_\_\_\_  
 Daytime Telephone Number

**Agent/Producer Statement:**

By signing below, I acknowledge I have reviewed this document with the applicant. I certify that a copy of this document, as well as any advertisement used in connection with the sales of this annuity, has been provided to the applicant. I have not made statements that differ in any significant manner from this material. I have not made any promises or guarantees about the future value of any non-guaranteed elements. I have provided the client the Important Notice Regarding Sales to Military Personnel, if applicable.

\_\_\_\_\_  
 Signature of Agent/Producer                      Date

\_\_\_\_\_  
 Agent/Producer Name & Number (please print)

