

Leave a More Financially Secure Legacy to Your Heirs

Or, Receive Policy Death Benefits in the Event of a Chronic Illness

WealthMax Bonus Life® WealthHorizon Life®



The Challenge: Balancing Your Estate-Planning Goals with Real-Life Scenarios

"Wealth Transfer"

is a process to effectively transfer assets that probably won't be needed during your lifetime to the next generation.

Remember...your estate has several beneficiaries:

- Your heirs
- The IRS
- Your State's Tax Department
- Creditors



Do You...



Have financial resources earmarked for your children or grandchildren... charities...or civic organizations?

Prefer to maintain control of this money and potentially increase the amount available in the event of a chronic illness during your lifetime?

Do your financial priorities include...

Maximizing accumulation potential while minimizing downside risk?

Protection for loved ones in the event of your death?

Access to funds, particularly in the event of unexpected medical issues?

Tax advantages?

The policy must be in force at the time of death to pay a death benefit. The death benefit will be reduced by any outstanding loan balance at the time of death. The death benefit is also reduced by any payment of Accelerated Death Benefits or partial withdrawals. Tax laws may vary by state. EquiTrust 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 life policy and its taxation. Withdrawals in excess of the free-withdrawal provision or surrender of the contract may result in a surrender charge. Accelerated Death Benefits are payable in the event of either terminal or chronic illness, but not both. Accelerated Death Benefits may be income-tax free. You should consult a qualified tax professional for information on how benefits received may impact your personal situation. Guarantees subject to the claims-paying ability of EquiTrust Life Insurance Company. The policy will lapse if the loan amount exceeds a certain amount. A policy lapse may be a taxable event. Policy features may vary by state.

A Single Premium Life Policy May Be the Answer

Death Benefit – Initial premium provides an immediate Death Benefit generally free of income taxes.

Tax-Deferred Growth – Your cash value grows income-tax deferred within the policy.

Access to Death Benefits in the Event of a Chronic Illness — You can accelerate up to 100% of your Death Benefit due to chronic illness, terminal illness or nursing-care confinement.

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Your Beneficiaries Will Not Pay Federal Income Taxes on Death Benefits in Most Cases



Exceptions

chas of imployers.

You don't have income if your student than in carcolled after you agreed to this provision, and then performed the services required. To qualify, the loan must have been made by:

- The fudest government, a state or tookl government, or an instrumentality, agency, or subdivision travest;
- E. A Ne-element public benefit cooperation that has assumed control of a state, county, or municipal bospital, and whose employees are considered public employ-ees under obtains.
- S. At educational institution:
- Under an agreement with an artisty de-scribed in (1) or (2) that previoed the specie to the institution to realize the:
- ii. As part of a program of the institution designed to ancourage students to some in cocupations or arrise with un-met roads and under which the serv. ions provided are for an ancier the direction of a governmental unit or a tax-exempt accion SET(c)(I) organi-zation (defined later).

A loan to infrance a qualified student team atto will qualify if it was made by an advectable and another team and the control of the another team and the control of the another team and the another team of the another team of the another team of the another team of the another of the another observed as the control of the another team of the place allowed and the place allowed another team of the p

named on,
A section \$00x(53) organization is any cor-position, community chest, fund, or from con-signation and operated exclusively for one or more of the following jumposes.

• Chestable.
• Situational:

- sports competition (but only if need of the organization's activities involve previous; atherio lucilities or equipment. Literary. Proceeding cruety to children or evenue.

- Touting for public audely.

Exception, in most cases, the carcellation or a student loan made by an educational insti-tution because of services you performed for that institution or snother organization that pro-vided the funds to the learn must be included in gross income on your tax return.

Publication 525 (2018)

Exceptions

Education San reparement exercision of exercisions or an exercision such as the exception of the scholars of collection for the exercision of collection of the exception of collection of the exercision of the e

Deductible debt. You don't have income from the concellation of a cell if your payment of the debt would be deductible. Their exception ap-plies only if you use the cesh method of an-sourcing. For more information, one chapter is of Pub. 134.

Price reduced after purchase, in most co-ses, if the saller reduces the amount of detti you one for property you purchased, you short have income from the reduction. The reduction of the soot is travel as a purchase price adjustment

Excluded debt. Or not include a conceled soon in your gross income in the following situa-

- The debt is canodied in a transcriptcy case under Title 11 of the U.S. Code. See Pub.
- The debt is canceled when you're insoli-The debt is canceled unless you've indeview.
 You've in you can't exclude any amount of carceled debt that is more than the amount of carceled debt that is more than the amount of you've innodes.
 You, 908.
 The debt is qualified them debt and is care velocity by a qualified person. See chapter 3 with the property of the person.

- of Frob. 225.

 The obstit is qualified real property trasm debt. Son chapter 5 of Pub. 254.

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Qualified principal residence indebted-mess (OPRs). This is dott secured by your principal residence that you look out to buy. nce. OPRI can't be more than the cost of

Principal residence, Your principal residence in the home where you ordinarly the most of the time. You can have enty one principal residence of any one time.

Around aligible for exclusion. The ex-clusion applies only to debt discharged after 3006 and in most cases before 3016. The insai-mum amount you can treat as QP96 is 52 milmun amount you can treat as CPRs to 50 mil-ion (51 million if manned filing separately). You can't acquire districtional decrease of serv-ices performed to the tender or on account of any other factor and descrip related to a decline in the value of your recidence or to your finat-

Limitation. If only part of a loan is GPN, the exclusion applies any to the extent the par-celled amount is more than the amount of the

bon immediately before the cancellators that WITH CHIEF

Example 24. Your principal recidence is

Host or Hostess

to you recor a party or marky you recorns for group, media, any get or grount to beging a direct selec-make sales. You must report this hard an come at its FMV.

Your out-of-pocket party exper-ped to the 50% limit for meet expe-years beginning after 2017, no da-tained for any expenses respeccoduct 50% of the cost

Life Insurance Proceeds

paid under an accident or health frautance pol-

procleme. GPR cont be once than the cert of programming and process and the committee of the transmission of the process and the committee of the transmission of the committee the consist payments that are more than the precord value of the payments at the time of cleats.

To determine the excluded part, divide the amount held by the insurance company (generally the total lump num payable at the death of the inturned persons by the number of instal-ments to be paid. Include anything over this ex-cluded part in your income as interest.

"Life Insurance proceeds paid to you because of the death of the insured person aren't taxable..."

Your Policy Offers Index-Linked Interest Credits for Enhanced Policy Values and Death Benefits

What is a Stock Index?

Earnings in your policy can be linked to performance of various indices. The S&P 500 is a diversified mix of 500 large, well-known U.S. companies. For additional diversification, index accounts are available with performance linked to two risk-controlled indices.

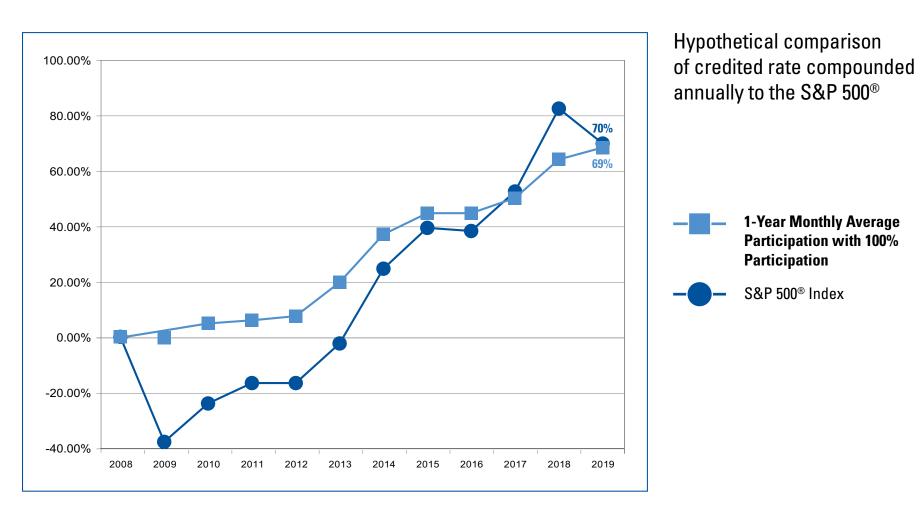
To avoid principal fluctuations, the premium paid to your policy is not directly invested in the indices or the investments that make up the indices. Rather, your premium is invested by EquiTrust in order to pay you a portion of the index upside...while protecting you from the index downside.

In other words, your account values earn positive indexbased performance when index results are positive, while avoiding declines when the index results are negative.



The S&P 500® Index is a product of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and has 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.

Upside Potential...AND Downside Protection



Assuming a 1/1/2008 start date and 1/1 contract anniversaries.

Historical performance of the S&P 500® Index should not be considered a representation of current or future performance of the Index or of your policy. The 100% Participation rate is for hypothetical purposes only. Please contact the Company for current rates on various index strategies.

"Participation" Strategy Example

1-Year Monthly Average Participation

Compares the average of the monthly index value on the beginning anniversary date to the ending anniversary date. You earn a percentage of index returns, with no cap.

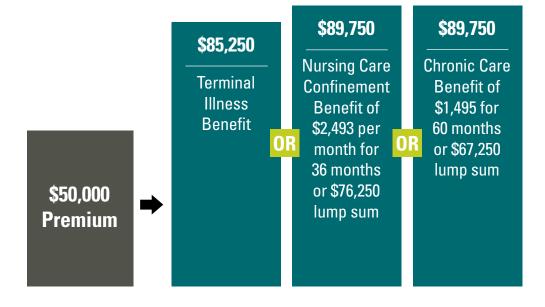
You Will Have Access to Cash in the Event of Certain Chronic Illnesses

Your policy gives you access to cash if you are diagnosed with certain chronic or terminal illnesses, or confined to a nursing home. This benefit is called the "Accelerated Death Benefit," because death benefits are "accelerated" to help meet health-related expenses during the your lifetime. Accelerated Death Benefits may be received free of federal income tax.

The Value of Accelerated Death Benefits

A WealthHorizon Life policy purchased by a 65-year-old woman with \$50,000 premium offers Accelerated Death Benefits in these amounts in the event of one of the following health-related conditions *

- Terminal Illness
- Nursing-Care Confinement
- Chronic Illness



^{*}Accelerated Death Benefits may vary by state, including waiting periods after issue date, exclusion of Nursing Care Confinement or Chronic Illness benefits, Administrative fees, definitions of illness, or discount factors. Refer to the Accelerated Death Benefit Rider Disclosure included with the Application for Rider provisions in your state. Accelerated Death Benefits may be payable in the event of either terminal illness or chronic illness, but not both. Accelerated Death Benefits may be income-tax free. You should consult a qualified tax professional for information on how benefits received may impact your personal situation. The Accelerated Death Benefit shown is based on the initial face amount. Rider provisions, availability and definitions may vary by state.

Policyholder Scenario

Twyla, age 65, non-smoker, with \$50,000 in a CD earning 2%.

Objective: Leave this money to her two grandchildren when she passes on.

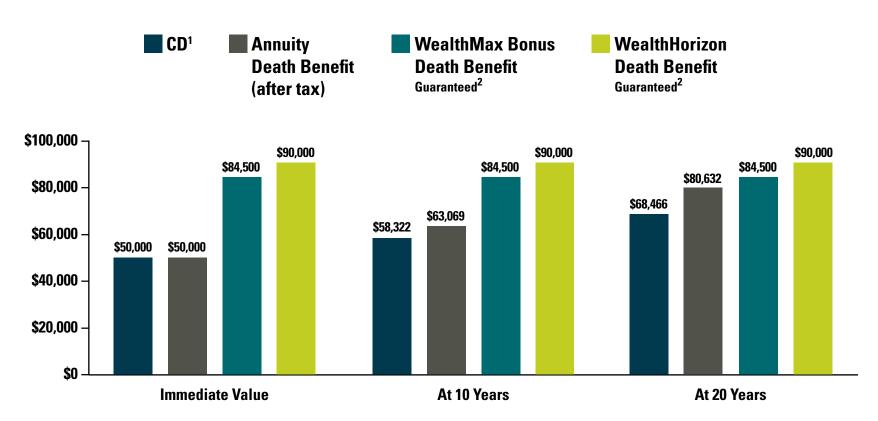
Concerns: The financial impact of health-related expenses during her lifetime, such as chronic illness or nursing home care.

Options Being Considered:

- Leave the money in a CD
- Transfer it to a traditional annuity at 3%
- Purchase a Single Premium Life policy



Amounts to Grandchildren in the Event of Twyla's Death



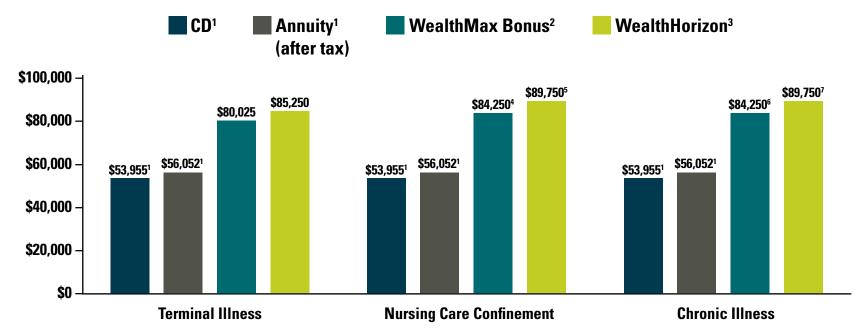
*Non-guaranteed values may be shown only in an illustration from company-produced software. Please see policy illustration for non-guaranteed projected values.

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¹Assuming a 24% tax bracket. Values assume CD value less all taxes paid in prior years. Actual CD death benefit will be current CD amount less income tax withheld in year of death. ²Life insurance products are not FDIC insured.

Amounts Available to Twyla in the Event of Medical Expenses

Five Years Later...Assume Twyla needs to access funds to help pay for a terminal illness, nursing care confinement or chronic illness.



¹ May be subject to additional early withdrawal penalties.

²WealthMax Bonus Life values are estimated, aggregated monthly benefits. If policy owner elects the lump sum benefit, the Nursing Care Confinement benefit would be \$71,575 and the Chronic Illness benefit would be \$63,125.

²WealthHorizon Life values are estimated, aggregated monthly benefits. If policy owner elects the lump sum benefit, the Nursing Care Confinement benefit would be \$76,250 and the Chronic Illness benefit would be \$67,250.

⁴Paid out over 36 months (\$2,340.28 per month)

⁵ Paid out over 36 months (\$2,493.06 per month)

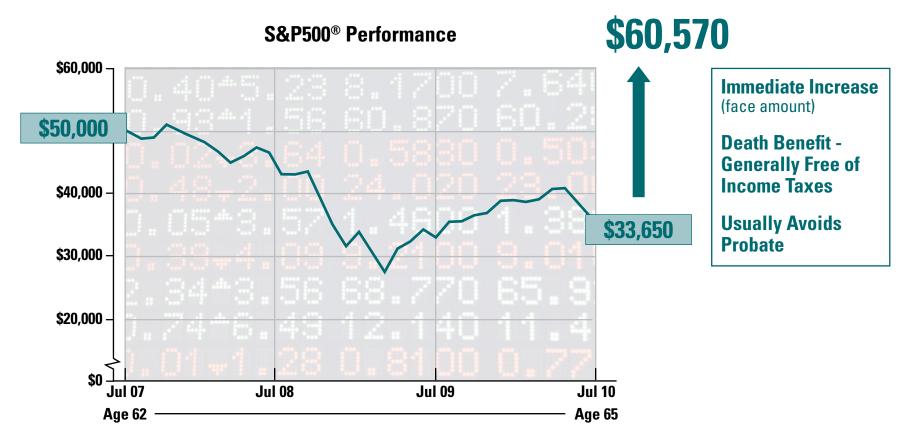
⁶ Paid out over 60 months (\$1,404.17 per month)

⁷Paid out over 60 months (\$1,495.83 per month)

Accelerated Death Benefit Rider may vary by state.

Single Premium Life Insurance Can Be Used to Recover Lost Estate Value from Market Corrections

Assume a \$50,000 investment in July 2007 with performance equal to the S&P 500®, then liquidated for a loss in July 2010. The proceeds are used to purchase a WealthHorizon Life policy. In the event of her death, a policyholder's beneficiaries (for woman, 65, non-smoker) would receive:



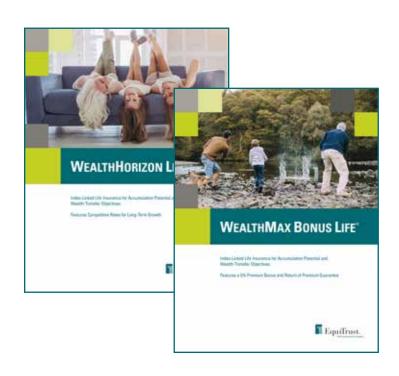
Death Benefit assumes female non-smoker age 65. S&P 500® is a trademark of the McGraw-Hill Companies, Inc. and has been licensed for use by EquiTrust Life Insurance Company. Products are not sponsored, endorsed, sold or promoted by Standard & Poor's and Standard & Poor's makes no representation about the advisability of purchasing any products. Historical performance of the S&P 500® Index should not be considered a representation of current or future performance of the Index or of your policy. The example shown above assumes a \$33,650 initial premium with no withdrawals.

A Single Premium Life Policy Can Free Up Earmarked Money While Still Accomplishing Your Estate-Transfer Goals



Assumes female non-smoker age 65. The policy must be in force at the time of death to pay a death benefit. The death benefit will be reduced by any outstanding loan balance at the time of death. The death benefit is also reduced by any payment of Accelerated Death Benefits or partial withdrawals. EquiTrust 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 life policy and its taxation.

Two Policies to Meet Your Accumulation and Wealth-Transfer Objectives



WealthMax Bonus Life

- 5% Premium Bonus No Vesting
- Return of Premium Guarantee

WealthHorizon Life

- Higher Index-Linked Rates
- Greater Potential for Long-Term Growth

Getting Started is Fast and Easy!

UnderWRITE-NOW® Processing

Short telephone interview to confirm your medical history and lifestyle

No medical exam or fluid draws

Most underwriting decisions made at the end of the interview

Issuance of the policy may depend on answers to the health questions in the application



Issued by EquiTrust Life Insurance Company

A Name You Can Trust

As you plan for long-term financial security, you look to a name you can trust. And when you're searching for a company that demonstrates integrity, strength and innovation — one that can help you meet your financial objectives — take a look at EquiTrust Life Insurance Company. We put you first.

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.



This policy may be a "Modified Endowment Contract" (MEC) as defined by IRS section 7702A. Distributions including policy loans from a MEC may be treated as taxable income and subject to federal income penalty.

This brochure briefly highlights EquiTrust Life Insurance Company's WealthMax Bonus Life and WealthHorizon Life insurance policies and their benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the policy may be continued in force, contact your agent. This material is intended to provide educational information about life policies and/or their features. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice.

WealthMax Bonus Life Policy issued on Policy Form Series ICC19-ETL-IUL-2000(01-19) or ETL-IUL-2000(01-19), with riders ICC17-ETL-PBR(01-17), ICC19-ETL-MCSV(01-19), ICC17-ETL-FPW(01-17) and ICC11-ETL-ADBR(03-11), and interest/index accounts ICC17-ETL-1YRINT(01-17), ICC17-ETL-1YP2PCAP(01-17), ICC17-ETL-1YAVGPART(01-17) and ICC17-ETL-1YP2PPART(01-17).

WealthHorizon Life Policy issued on Policy Form Series ICC19-ETL-IUL-2000(01-19) or ETL-IUL-2000(01-19), with riders ICC17-ETL-FPW(01-17) and ICC11-ETL-ADBR(03-11), and interest/index accounts ICC17-ETL-1YRINT(01-17), ICC17-ETL-1YP2PCAP(01-17), ICC17-ETL-1YAVGPART(01-17) and ICC17-ETL-1YP2PPART(01-17).

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- Not FDIC or NCUA/NCUSIF insured
- Not insured by any federal government agency
- Not guaranteed by any bank or credit union
- May lose value

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Life Insurance Company

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