

INDEX STRATEGY DIVERSIFICATION

Don't Put All Your Eggs in One Strategy Basket

There's a good reason why index annuities offer a variety of index strategies — not all perform consistently through varying market cycles. For example, a point-to-point cap strategy tends to perform well in a stable growth environment, while an averaging strategy tends to stand out more in a volatile environment. The “quilt” chart below shows the annual performance rankings among the (1-year) index accounts offered with MarketSeven Index Annuity during the 11 years ending 12/31/2018.

MarketSeven Index

Index strategy annual performance rankings 1/1/2008 — 12/31/2018; Assumes cap and participation rates in effect 9/20/2019

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
S&P 500 -38.49%	S&P 500 23.45%	S&P 500 12.78%	S&P 500 0.00%	S&P 500 13.41%	S&P 500 29.60%	S&P 500 11.39%	S&P 500 -0.73%	S&P 500 9.54%	S&P 500 19.42%	S&P 500 -6.24%
GS Dynamo 3.02%	Pt to Pt Par 8.68%	Pt to Pt Cap 4.75%	Mo Avg Cap 1.84%	GS Dynamo 6.47%	Pt to Pt Par 10.95%	GS Dynamo 7.31%	Pt to Pt Cap 0.00% Tie	Pt to Pt Cap 4.75%	Mo Cap 12.55%	Mo Avg Cap 2.42%
Pt to Pt Cap 0.00% Tie	Mo Avg Cap 5.01%	Pt to Pt Par 4.73%	Mo Avg Par 1.10%	Mo Avg Par 6.15%	Mo Cap 9.98%	Mo Avg Cap 5.20%	Pt to Pt Par 0.00% Tie	Pt to Pt Par 3.53%	Pt to Pt Par 7.19%	Mo Avg Par 1.45%
Pt to Pt Par 0.00% Tie	Pt to Pt Cap 4.75%	GS Dynamo 4.00%	Pt to Pt Cap 0.00% Tie	Mo Avg Cap 5.50%	Mo Avg Par 9.51%	Pt to Pt Cap 4.75%	Mo Avg Cap 0.00% Tie	Mo Avg Cap 3.03%	GS Dynamo 7.16%	Pt to Pt Cap 0.00% Tie
Mo Avg Cap 0.00% Tie	Mo Avg Par 3.01%	Mo Avg Cap 1.40%	Pt to Pt Par 0.00% Tie	Pt to Pt Par 4.96%	Mo Avg Cap 5.50%	Pt to Pt Par 4.21%	Mo Avg Par 0.00% Tie	Mo Avg Par 1.82%	Mo Avg Par 6.07%	Pt to Pt Par 0.00% Tie
Mo Avg Par 0.00% Tie	GS Dynamo 0.00% Tie	Mo Avg Par 0.84%	GS Dynamo 0.00% Tie	Pt to Pt Cap 4.75%	Pt to Pt Cap 4.75%	Mo Cap 3.28%	Mo Cap 0.00% Tie	Mo Cap 0.19%	Mo Avg Cap 5.50%	GS Dynamo 0.00% Tie
Mo Cap 0.00% Tie	Mo Cap 0.00% Tie	Mo Cap 0.00%	Mo Cap 0.00% Tie	Mo Cap 2.26%	GS Dynamo 0.37%	Mo Avg Par 3.12%	GS Dynamo 0.00% Tie	GS Dynamo 0.61%	Pt to Pt Cap 4.75%	Mo Cap 0.00% Tie

- 5 of the 6 crediting strategies earned a top ranking in at least one year
- In 3 of the 4 years of either negative or zero index performance, at least one strategy achieved positive performance
- Only 2015 resulted in zero credits among all index strategies

By diversifying premium among a variety of strategies, your clients may realize more consistent overall performance than going “all in” on a single strategy — and reduces the temptation to chase past results by reallocating.

Important Considerations When Evaluating an Index Annuity

When seeking an accumulation-focused index annuity, consider the cap and participation rates available among all strategies offered. As the chart illustrates, index strategy performance is subject to market conditions throughout the year, not just the index change at the end of the contract year. Also consider the issuer's commitment to strong renewal rates.

Index Annuity for All Seasons

MarketSeven Index features a 7-year design, and 8 index-linked strategies with competitive cap and participation rates. Two account options are linked to a multi-asset, risk-controlled “Dynamo Index.”

Learn more about this simple, client-friendly index annuity.
Call EquiTrust Sales Support at 866-598-3694, or visit
Agents.EquiTrust.com.



For illustrative purposes only. Past performance does not assure future results. The annual returns for the index strategies assume the current cap or participation rate applied consistently for the example period, and may not reflect actual rates available during the example period. Cap and participation rates can change annually; some two-year accounts are offered but not included in this example. Contract issued on Form Series ICC16-ET-FIA7-2000(10-16) or ET-FIA7-2000(10-16). 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. 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.**