



Retire with confidence

Athene AccuMaxSM 7
Fixed Indexed Annuity

Driven to do more.®  **ATHENE**

This material is provided by Athene Annuity and Life Company (61689) headquartered in West Des Moines, Iowa, which issues annuities in 49 states (excluding NY) and D.C. Products not available in all states.

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Athene – a different kind of company.

At Athene Annuity and Life Company, a subsidiary of Athene Holding Ltd., we know that unconventional times demand unconventional thinking. We're driven to deliver innovative solutions that help you outperform in our increasingly complex financial world.

A leader in annuities.

The Athene group of companies embodies strength and stability, now and in the future. Our drive, discipline and confidence can help you achieve more.



One of the largest providers of fixed and fixed indexed annuities in the United States.

ATH
LISTED
NYSE

Athene trades on the New York Stock Exchange under the symbol "ATH."



Founded in 2009.

Through our acquired companies, we have served customers for more than **100 years**.



Policyholder protection is, and has always been, our first priority.

\$146.9 billion in total GAAP assets¹

\$132.7 billion in total liabilities

\$13.4 billion in total GAAP

AHL shareholders' equity

Financial strength ratings²

A.M. Best

A

S&P

A

Fitch

A

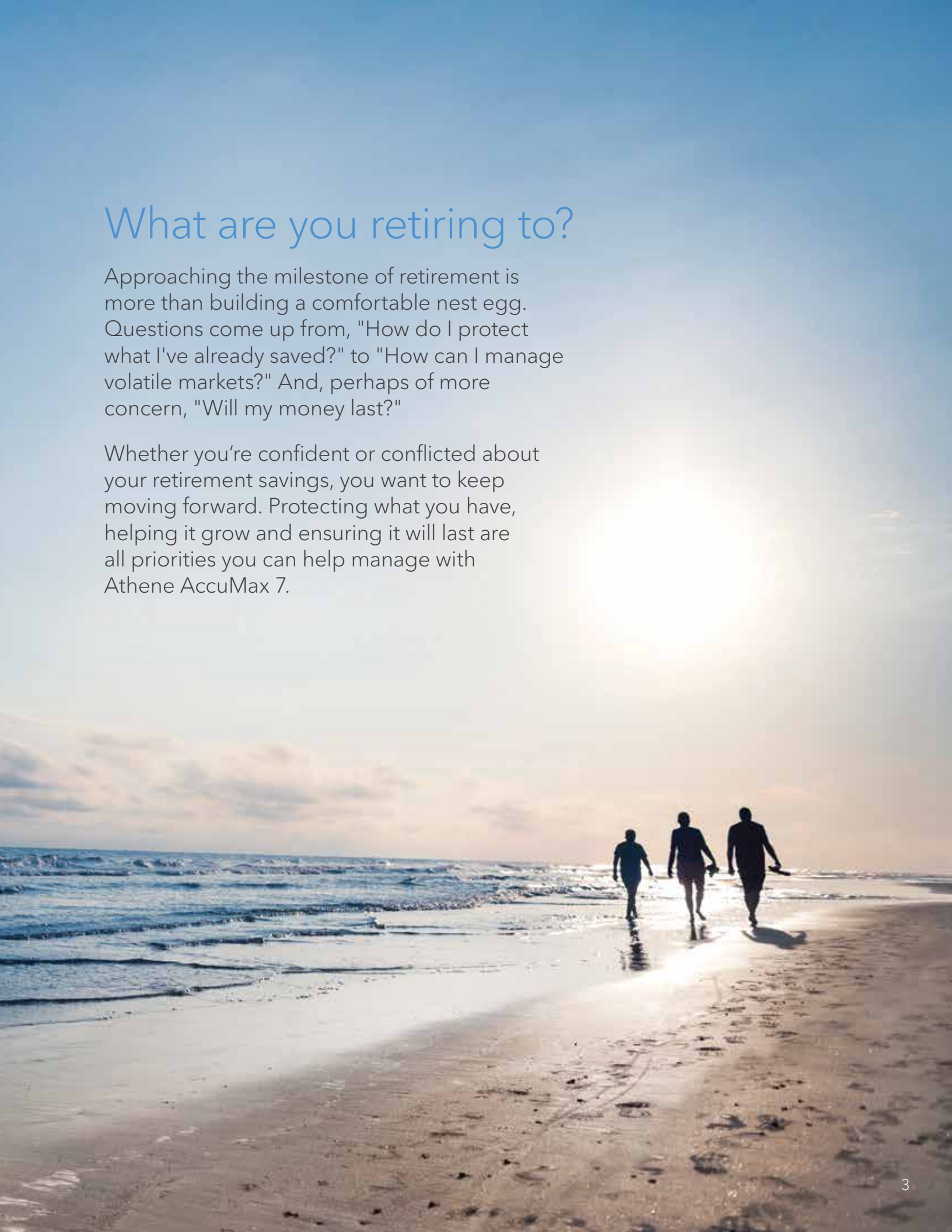
A.M. Best 3rd highest of 16
S&P 6th highest of 21
Fitch 6th highest of 19

Please refer to page 13 for footnotes.

What are you retiring to?

Approaching the milestone of retirement is more than building a comfortable nest egg. Questions come up from, "How do I protect what I've already saved?" to "How can I manage volatile markets?" And, perhaps of more concern, "Will my money last?"

Whether you're confident or conflicted about your retirement savings, you want to keep moving forward. Protecting what you have, helping it grow and ensuring it will last are all priorities you can help manage with Athene AccuMax 7.



How to build a more confident retirement

AccuMax 7 can help you retire with confidence by providing strength, stability and flexibility

Strength

Potential for meaningful growth, even in volatile markets.

Option to choose a crediting period of 7 years, allowing for higher participation in potential index gains, even in a persistent low rate environment.

Growth accumulates tax deferred.*

Stability

Choose your crediting strategy allocation with confidence, knowing that rates won't change over the Withdrawal Charge Period.

Penalty-free access to a portion of your money for life's unexpected moments.

Flexibility

Choose from 7 interest crediting strategies to meet your needs:

- Growth potential
- Protection from stock market losses
- Confidence in managing volatility and the potential to receive more predictable returns.



* Under current tax law, the Internal Revenue Code already provides tax deferral to qualified money, so there is no additional tax benefit obtained by funding a qualified contract, such as an IRA, with an annuity; consider the other benefits provided by an annuity, such as lifetime income and a Death Benefit.

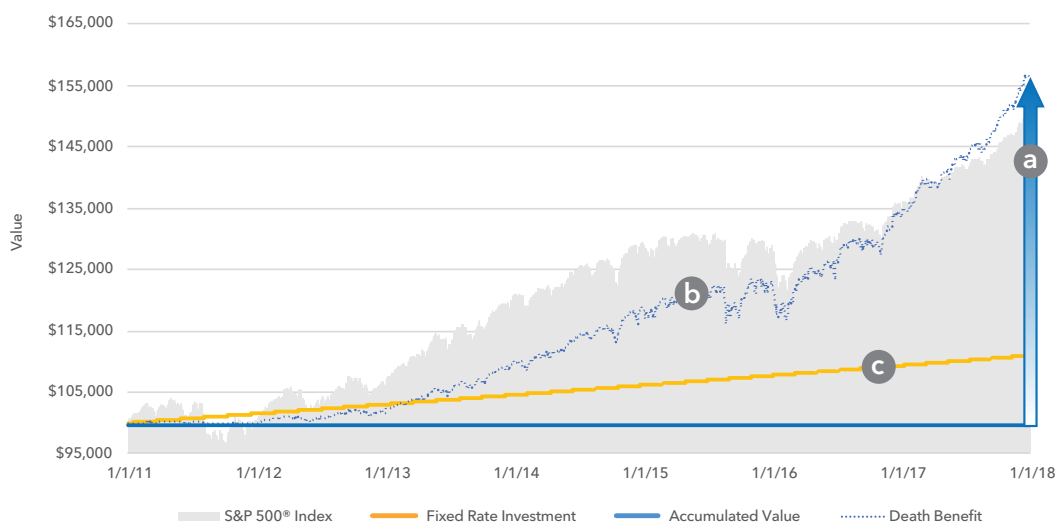
Strength

Continue to grow, even as you near retirement

AccuMax 7 is an accumulation-focused fixed indexed annuity (FIA) that offers strong growth potential, even in a low interest rate environment.

Built around multi-year crediting strategies, AccuMax 7 is designed to provide higher Participation Rates while maintaining protection from market loss.

Also, unlike standard death benefits that only provide the current Accumulated Value, your beneficiary will receive an amount equal to the Accumulated Value plus a portion of any index growth from the current crediting period.



This hypothetical example assumes \$100,000 initial premium into the 7-Year Point-to-Point S&P 500® Index Strategy with a 50% Participation Rate, no withdrawals and a rate of 1.50% for a hypothetical fixed rate product. The product was not available during this time frame and the index was simulated solely for comparative values. This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance of any specific product.

Annuities differ from fixed rate products. Withdrawal charges may apply to an annuity. Interest earnings in an annuity are not taxed until withdrawn. Annuity withdrawals and distributions may be subject to income tax and, if withdrawals or distributions are taken prior to age 59½, a 10% federal penalty tax may apply. Annuities are issued by insurance companies and are not FDIC insured. Fixed rate products issued by financial institutions may be FDIC insured.

- a** With a typical FIA crediting strategy, gains are locked in every year. However, this level of protection comes with a cost. With AccuMax 7 multi-year strategies, gains are based on the entire term, which allows for a higher Participation Rate and potentially higher gains.
- b** Your death benefit is an indicator of how your funds are performing. When you "set it and forget it," you can see how your policy is performing in real time, with the understanding that interest won't be credited to your Accumulated Value until the end of the term.
- c** Work with your financial professional to understand how AccuMax 7 may compare to other options you may have, including fixed rate investments. Depending on your situation, you may want to look at how guarantees, withdrawal charges, taxes, potential growth and other factors apply to you.

Stability

Maintaining control
while moving ahead



As you near retirement, you may think you need to choose between growth potential or protecting what you've already saved. With AccuMax 7, you can balance your need for both. You'll have strong growth potential – and protection from market loss.

All fixed and indexed crediting strategy rates for your Withdrawal Charge Period are set and guaranteed at issue, even on 1-year strategies. You can choose a 7-year strategy and "set it and forget it," or choose a 1-year strategy with the flexibility to revisit your choice annually. You can also create an allocation to both depending on your specific needs.

After the end of the Withdrawal Charge Period, all Indexed Strategies will terminate and funds will be moved to the Fixed Strategy, with a new interest rate being declared each year.

Several innovative index options are also available. Because each has a unique methodology and design, they tend to perform differently in varying economic environments.

Flexibility

What's your comfort zone?

With AccuMax 7, you have the flexibility to choose one or more of seven crediting strategies based in part on your needs and comfort level. To help choose what's right for you, here are the pieces that make up each strategy.

Index

An index is part of what determines how your money could grow.

Your money is not invested directly in the actual index. Instead, you receive interest credits based in part on index performance.

You can allocate your premium among one or more index crediting strategies. The index options with AccuMax 7 give you a blend of choices that complement each other and can help you choose what works for you.

S&P 500® Index (SPX)	AI Powered Multi-Asset Index (AIMAX)	Shiller Barclays CAPE® Allocator 6 Index (BXIISC6E)
Large cap benchmark	Diversified exposure to multiple asset classes	Value stock sector rotation strategy
Widely regarded as the best single gauge of large-cap U.S. equities, this index captures approximately 80% of available market capitalization.	This multi-asset index uses IBM Watson® to analyze millions of data points daily. Based on this analysis, AiMAX evaluates each asset, finds those whose prices are poised for growth and rebalances its portfolio weekly. AiMAX targets a 5% daily volatility.	This index aims to provide exposure to U.S. sectors that appear to be undervalued according to their Cyclically Adjusted Price to Earnings (or CAPE®) ratio and a basket of U.S. Treasuries while targeting a 6% daily volatility.

Crediting method

This refers to the way we calculate interest credits.

- Point-to-Point means interest credits are based on the difference between the value of the index at the start of the term and the end of the term, subject to a Participation Rate, which is the percentage of any index gain that is credited to the annuity.
- Annual Interval Sum, or Annual Sum, means interest credits are based on the sum of annual index changes, subject to a Participation Rate when index performance is positive and a floor when index performance is negative.
- Fixed rate means interest credits are based on a declared rate that lasts for a specified amount of time.
- AccuMax 7 offers interest crediting strategies of 1 or 7 years.
You can divide your money among more than one crediting strategy.

Term

How long do you want the crediting strategy to last?

AccuMax 7 Interest Crediting Strategies

Strategy Name	Term	Crediting Method
7-year Point-to-Point S&P 500® Index	7 years	Point-to-Point
7-year Point-to-Point AI Powered Multi-Asset Index*	7 years	Point-to-Point
7-year Point-to-Point Shiller Barclays CAPE® Allocator 6 Index*	7 years	Point-to-Point
7-year Annual Interval Sum S&P 500® Index	7 years	Annual Sum
1-year Point-to-Point AI Powered Multi-Asset Index*	1 year	Point-to-Point
1-year Point-to-Point Shiller Barclays CAPE® Allocator 6 Index*	1 year	Point-to-Point
Fixed	1 year	Fixed

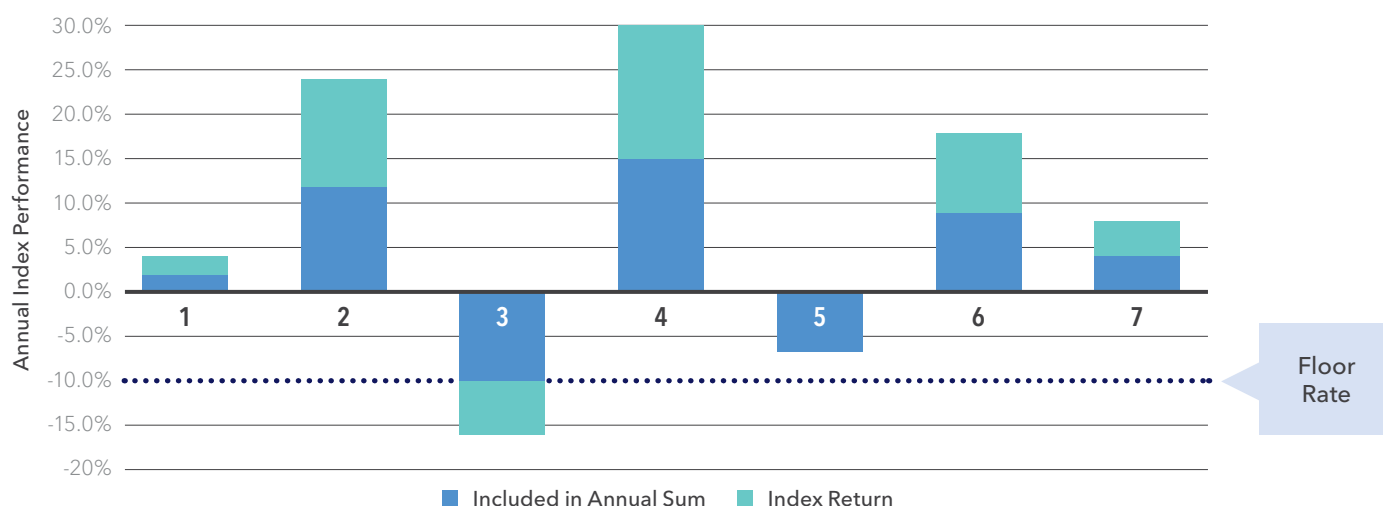
Please refer to the Product Guide for additional details and available index options. 7-Yr strategy options are only available in the first Contract Year.

* Because the index applies a volatility control mechanism, the range of both the positive and negative performance of the index is limited.

Annual Interval Sum

A new, but familiar idea

An Annual Interval Sum, or Annual Sum, crediting method is new to fixed indexed annuities. It provides the benefit of higher rates through a multi-year strategy, but with the ability to measure index performance in annual steps. While it may sound complex, here's a simple example showing how it works.



Year	Yr 1		Yr 2		Yr 3		Yr 4		Yr 5		Yr 6		Yr 7		Annual Sum Credit
Included in Annual Sum	2%	+	12%	+	(-10%)	+	15%	+	(-7%)	+	9%	+	4%	=	25%
Index change	4%		24%		-16%		30%		-7%		18%		8%		
How it works	4% gain X 50% Participation Rate in positive years		24% X 50%		Negative performance included up to -10% floor		30% X 50%		-7% (falls between 0% and -10% floor)		18% X 50%		8% X 50%		

- Annual sum is the total of each year's index performance multiplied by the Participation Rate in years when the index performance is positive. In years when the index performance is negative, the sum decreases by the amount it went down, but only to the floor of -10%.
- A premium of \$100,000 in year 1 would be credited \$25,000 in interest at the end of 7 years, for a total of \$125,000.
- Since there is a -10% floor, the impact of a market loss in any given year is limited to -10%. If the cumulative performance was negative at the end of the term, there is a 0% floor for total performance. You would maintain your original premium, even if the index declined every year. In addition, your Accumulated Value and Death Benefit during the term are guaranteed to never be less than your original premium.
- Participation Rate shown for illustrative purposes only. Please refer to the Product Guide for additional details and current rates.

This hypothetical example assumes \$100,000 initial premium into the 7-Year Annual Interval Sum Strategy with a 50% Participation Rate, -10% floor rate and no withdrawals. This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance of any specific product.

AccuMax 7 in action

Meet...

Mike and Lisa Henderson

Married, both currently employed

Ages 60 and 57 respectively

In 7 years, Mike wants to retire fully while

Lisa wants to move to part-time.



Financial concerns for retirement

Mike's concerned about protecting his nest egg. He's worked hard to save what he has, and while he's recovered from losses before, he's not sure he can handle any more drops. With 7 years until retirement, he wonders whether time's still on his side.

Lisa wants stability too, along with some potential to grow their retirement savings. She enjoys her current lifestyle and wants a little more assurance there won't be dramatic spending changes when they leave the work force. She's worked equally hard and wants retirement to be their reward for getting through the tough times.

How can they both feel more confident about protecting what they have while also taking an opportunity to see it grow?

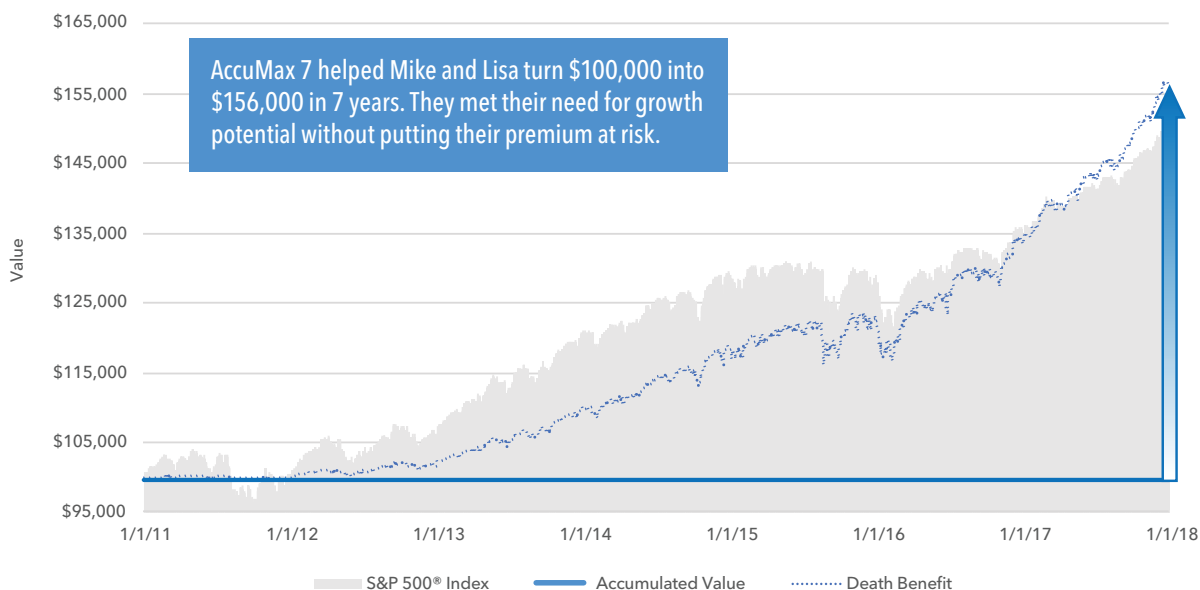
How AccuMax 7 can help solve for both

Mike and Lisa agree to put \$100,000 into AccuMax 7.

Mike gains peace of mind knowing that the money is growing, but he'd never receive less than his original premium back.

Lisa appreciates that the longer term allows for a higher Participation Rate and potential for higher growth.

Both appreciate the added benefit that AccuMax 7 accumulates tax deferred.



This hypothetical example assumes \$100,000 initial premium into the 7-Year Point-to-Point S&P 500® Index Strategy with a 50% Participation Rate and no withdrawals. The product was not available during this time frame and the index was simulated solely for comparative values. This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance of any specific product.

Features for added peace of mind

Free Withdrawals

Beginning in the first Contract Year, you can withdraw up to the greater of 10% of your premium or your annuity's Accumulated Value each Contract Year without a Withdrawal Charge or Market Value Adjustment (MVA).¹

Required Minimum Distributions (RMDs) are IRS mandatory withdrawals required with qualified contracts (such as an IRA).² These withdrawals from your annuity contract are considered part of your annual Free Withdrawal amount.

Confinement Waiver

You can withdraw all or part of your annuity's value if you are confined to a Qualified Care Facility. This benefit is available if you are confined for at least 60 consecutive days and meet eligibility requirements. No Withdrawal Charge or MVA applies if you qualify for this benefit.

In order to qualify for this benefit, you cannot be confined at the time your contract is issued. Withdrawals are available one year after the Contract Date.³

Terminal Illness Waiver

You can withdraw all or part of your annuity's value if you are diagnosed with a terminal illness that is expected to result in death within one year and meet eligibility requirements. No Withdrawal Charge or MVA applies if you qualify for this benefit.

Withdrawals are available one year after the Contract Date.³

If requesting either the Confinement or Terminal Illness Waiver, you'll be eligible for the greater of the Minimum Guaranteed Contract Value and either **a)** the Interim Value,⁴ if requesting a full surrender, or **b)** the Accumulated Value, if requesting a partial Withdrawal.

Death Benefit

Your annuity can offer your loved ones a source of funds to settle matters after your death. Your beneficiary is guaranteed your annuity's full Interim Value⁴ or Minimum Guaranteed Contract Value, whichever is greater.⁵

¹ Withdrawals and surrender may be subject to federal and state income tax and, except under certain circumstances, will be subject to an IRS penalty if taken prior to age 59½. Withdrawals are not credited with index interest in the year they are taken. Withdrawals in excess of the free amount are subject to a Withdrawal Charge or MVA which may result in the loss of principal if taken during the first 7 years of the contract.

² The IRS requires individuals to take a required minimum distribution (RMD) each year once you reach age 72. The deadline for taking RMDs is December 31 of each year. You may delay taking your first RMD (and only your first) until April 1 of the year after you reach the required beginning age. If you choose to delay your first RMD, you'll have to take your first and second RMD in the same tax year. If an IRA owner fails to withdraw the RMD, fails to withdraw the full amount of the RMD, or fails to withdraw the RMD by the applicable deadline, the amount not withdrawn is taxed at 50%.

³ Additional limitations, variations and exclusions may apply. Please see the Certificate of Disclosure for more information on these features. **This benefit is NOT long-term care insurance nor is it a substitute for such coverage.** Not available in CA.

⁴ Interim Value reflects the pro-rated cumulative performance during the current Index Term Period, subject to the terms of the applicable Strategy. Indexed Strategy interest credits are not applied to the Strategy Value until the Index Term End Date. **The Interim Value is used only to determine the Death Benefit, and is not available for Withdrawal or Surrender, except through qualifying claims under the Confinement and Terminal Illness Waivers, if applicable.**

⁵ If death occurs, annuitization payments will be consistent with the Settlement Option selected. Taxes may apply.

Additional information

Annuities are designed to meet your long-term savings and retirement needs, and most include a Withdrawal Charge Period. If you withdraw more money than the free amount allowed by your contract, or if you surrender the annuity before the Withdrawal Charge Period ends, a Withdrawal Charge and Market Value Adjustment will be applied.

These charges do not apply to Free Withdrawals, RMDs, payments made in settlement of your annuity's Death Benefit, or Confinement and Terminal Illness waivers.

Withdrawal Charges

If you surrender your annuity or withdraw an amount that exceeds the Free Withdrawal amount during the Withdrawal Charge Period, you will incur a Withdrawal Charge. In part, Withdrawal Charges allow the company to invest your money on a long-term basis and generally offer higher rates than possible with a similar annuity of shorter term. For more information, see the Product Guide provided with this brochure.¹

Market Value Adjustment

A Market Value Adjustment applies to Withdrawals in excess of the Free Withdrawal amount and full surrenders during the Withdrawal Charge Period. If interest rates in the market are higher than when you purchased your annuity, the MVA is negative, meaning the Cash Surrender Value or net excess withdrawal you receive will reflect deductions for both withdrawal charges and MVA. If interest rates have decreased, the MVA will be positive.²



¹ Withdrawals and surrender may be subject to federal and state income tax and, except under certain circumstances, will be subject to an IRS penalty if taken prior to age 59½. Withdrawals are not credited with index interest in the year they are taken. Withdrawals in excess of the free amount are subject to a Withdrawal Charge or MVA which may result in the loss of principal if taken during the first 7 years of the contract.

² MVA may vary by state. For more information, please see Certificate of Disclosure or Form 17653, Understanding the MVA. Not applicable in CA.

Action is the way out of worry

It can be an easy trap to watch the market and wonder what your next move should be. AccuMax 7 can be a simple step forward to help you continue to grow your retirement income, while protecting what you've already saved from market loss.

Build your more confident retirement today

- Choose the strength of meaningful growth potential, with longer crediting periods and higher Participation Rates.
- Gain stability with zero risk of losing what you've already saved due to market loss. You'll also gain the ability to plan confidently, because all rates for the Withdrawal Charge Period are set and guaranteed at issue.*
- Appreciate the flexibility of multiple indexes and crediting options that allow you to choose one or more index crediting strategies that works for you.

*After the end of the Withdrawal Charge Period, all Indexed Strategies will terminate and funds will be moved to the Fixed Strategy, with a new interest rate being declared each year.

¹ Athene Holding Ltd. GAAP total assets, AHL shareholders' equity and liabilities as of December 31, 2019. Pledged assets and funds in trust (restricted assets) total \$12.7 billion and total net reserve liabilities of \$114.7 billion as of December 31, 2019.

Athene Annuity and Life Company (AAIA), on a statutory basis, based on the financial statement as of December 31, 2019: Total Admitted Assets: \$65.51 billion; Total Liabilities: \$64.30 billion; Reserves Required: Direct - \$57.17 billion; Assumed - \$0.22 billion; Ceded - \$11.87 billion; Net - \$45.52 billion; Capital & Surplus: Common capital stock - \$0.01 billion; Paid-in and contributed surplus - \$0.96 billion; Unassigned surplus - \$0.24 billion; Total Capital & Surplus: \$1.21 billion.

Athene Annuity & Life Assurance Company of New York (AANY), on a statutory basis, based on the financial statement as of December 31, 2019: Total Admitted Assets: \$3.25 billion; Total Liabilities: \$2.93 billion; Reserves Required: Direct - \$2.60 billion; Ceded - \$2.20 billion; Net - \$409 million; Total Capital & Surplus: \$318 million; Securities Pledged as Collateral –.

The individual subsidiary insurance company is responsible for meeting its ongoing insurance policy and contract obligations. Athene Holding Ltd. is not responsible for meeting the ongoing insurance policy and contract obligations of its subsidiary insurance companies.

² Financial strength ratings for Athene Annuity & Life Assurance Company, Athene Annuity and Life Company, Athene Annuity & Life Assurance Company of New York and Athene Life Re Ltd. A.M. Best, S&P and Fitch's credit ratings reflect their assessment of the relative ability of an insurer to meet its ongoing insurance policy and contract obligations. A.M. Best rating as of May 2020 (A, 3rd highest of 16), S&P rating as of August 2020 (A, 6th highest out of 21), and Fitch rating as of April 2020 (A, 6th highest of 19). Athene Holding Ltd.'s credit rating is bbb/BBB+/BBB+ for A.M. Best, S&P and Fitch, respectively.

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This brochure contains highlights only – for a full explanation of these annuities, please refer to the Certificate of Disclosure which provides more detailed product information, including all charges or limitations as well as definitions of capitalized terms.





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West Des Moines, IA 50266-3862
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We are Athene. And we are relentless when it comes to creating an innovative portfolio of fixed annuities to meet your accumulation and retirement income needs.

At Athene, we see every day as a new opportunity to measure ourselves against the best – and then we don't stop until we've set the bar even higher. We stand ready to help you achieve more.