



It pays to keep things simple.®

# Settling for short-term liquidity?

It could cost in the long run!

The steady interest rates and short-term liquidity of a fixed rate product may sound appealing, but could end up costing your clients in the long run.

Below is a hypothetical example that compares a fixed-indexed annuity and two fixed rate products over a 10-year period. The fixed-indexed annuity uses historical S&P 500® performance and assumes the entire account value is allocated to the 1-year point-to-point indexed strategy, and a 6% cap applies for each term.

Year	Fixed-indexed annuity with S&P 500 1-year point-to-point indexed strategy with 6% cap		Fixed rate product at 0.50%		Fixed rate product at 2%	
	Return	Account Value	Return	Account Value	Return	Account Value
0	-	\$100,000	-	\$100,000		\$100,000
1	6%	\$106,000	0.50%	\$100,500	2%	\$102,000
2	6%	\$112,360	0.50%	\$101,003	2%	\$104,040
3	0%	\$112,360	0.50%	\$101,508	2%	\$106,121
4	6%	\$119,101	0.50%	\$102,015	2%	\$108,243
5	6%	\$126,247	0.50%	\$102,525	2%	\$110,408
6	6%	\$133,821	0.50%	\$103,038	2%	\$112,616
7	0%	\$133,821	0.50%	\$103,553	2%	\$114,869
8	6%	\$141,850	0.50%	\$104,071	2%	\$117,166
9	6%	\$150,361	0.50%	\$104,591	2%	\$119,509
10	0%	\$150,361	0.50%	\$105,114	2%	\$121,899

This product would need a return of **7.96%** in years 6-10 to equal the return of the fixed-indexed annuity.

This product would need a return of **6.37%** in years 6-10 to equal the return of the fixed-indexed annuity.

You can see that a fixed-indexed annuity may earn significantly more than a short-term fixed rate product with a lower return. Over the course of 10 years, **the fixed-indexed annuity earned \$45,247 more than the fixed rate product with a return of 0.50% and \$28,462 more than the product with a return of 2%.**

For hypothetical use only. Example assumes a \$100,000 purchase payment and no withdrawals. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. Amounts withdrawn may be subject to taxes.

Assumes that, for the entire 10-year period, clients held a Great American Life<sup>®</sup> fixed-indexed annuity, allocated 100% of their funds to the S&P 500 1-Year Point-to-Point with Cap indexed strategy for each one-year term, terms coincided with calendar years, and a cap of 6% applied for each term. Indexed interest rates for the strategy are based on changes in the index over one-year terms, which are not based on calendar years but begin on the 6th and 20th of a month. The information presented above reflects a hypothetical cap, which is not a guaranteed rate. The actual caps that we might have applied during this period would have been different and might have been significantly lower.

Past performance does not guarantee future results. Historical index returns are not indicative of the interest that would have been credited to a fixed-indexed annuity during the same time period.

The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by Great American Life Insurance Company<sup>®</sup>. Standard & Poor's<sup>®</sup>, S&P<sup>®</sup> and S&P 500<sup>®</sup> are trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones<sup>®</sup> 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 Great American Life. Great American Life's annuity products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, 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 interruption of the S&P 500 Index.

Products issued by Great American Life Insurance Company<sup>®</sup> and Annuity Investors Life Insurance Company<sup>®</sup>, members of Great American Insurance Group (Cincinnati, Ohio).



It pays to keep things simple.<sup>®</sup>

Not FDIC or NCUSIF Insured	No Bank or Credit Union Guarantee	Not Insured by any Federal Government Agency	Not a Deposit	May Lose Value
----------------------------	-----------------------------------	--	---------------	----------------