

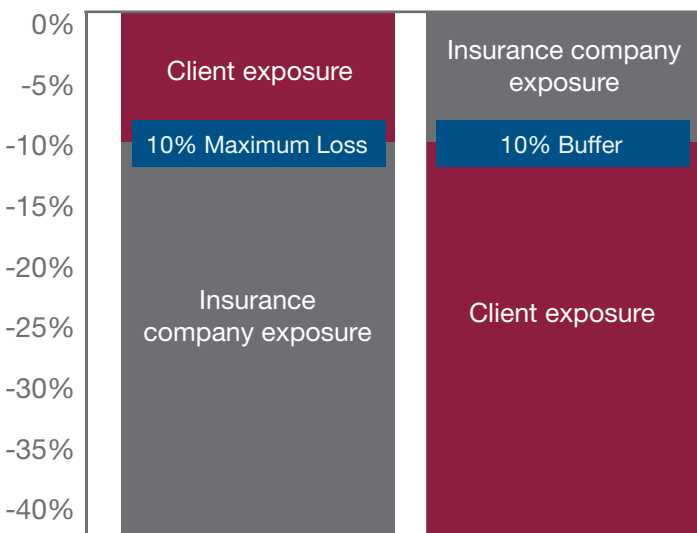
The Upside Of Managing Your Clients' Downside

It's no secret – investing in the stock market can be lucrative. But with reward comes risk, and as your clients near retirement, it's important to know what's at stake.

With a registered index-linked annuity from Great American Life®, your clients can allocate money to indexed strategies that allow them to participate in market growth while receiving a set level of protection from market downturns, known as a **maximum loss**. The indexed strategy's maximum loss represents the largest percentage of money your clients can lose during a one-year term. If market volatility has your clients concerned, this downside protection can provide peace of mind.

Some registered index-linked annuities offer a **buffer**. With this type of product, the insurance company absorbs market losses up to the buffer. Clients realize the remaining loss, which means their downside is unknown – and unlimited – each term.

Hypothetical example assuming a 40% market decline



The average decline in the S&P 500 Index in the 13 bear markets since 1929 was 40%. If the market decreases by 40%:

- Clients with a 10% maximum loss product would incur a loss of 10%.
- Clients with a 10% buffer product would incur a loss of 30%.

How do your clients want to be protected from the next market correction?

Your clients will always know their level of protection each term.
No surprises – it's as simple as that.



It pays to keep things simple.®

Great American's registered index-linked annuities can only be sold through a Broker/Dealer that is contracted with Great American Life Insurance Company. Any sales solicitation must be accompanied or preceded by a prospectus. To obtain a copy of the prospectus, please visit GAIAnnuities.com.

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