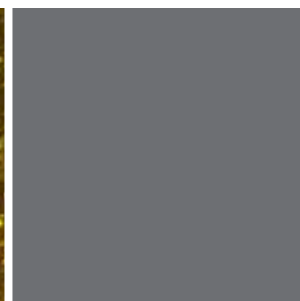
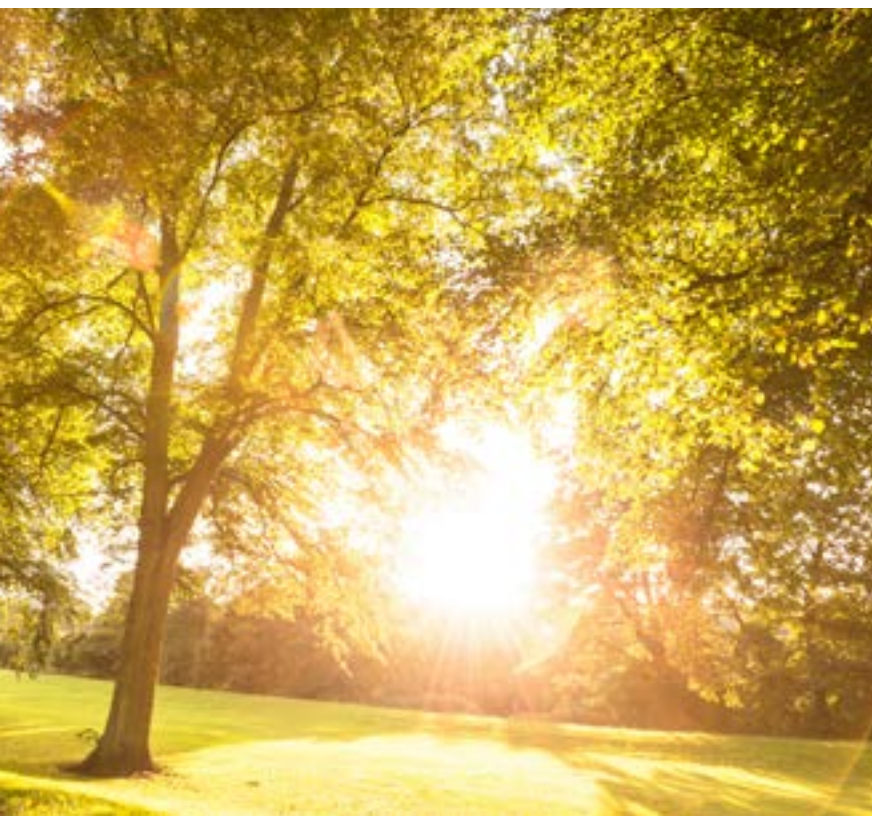


American Custom 10

An indexed annuity from Great American Life Insurance Company®




GREATAMERICAN
INSURANCE GROUP

Uncomplicate Retirement®



Photo submitted by **Bruce** from **New Jersey**,
Great American customer since 2001.

Help Secure Your Retirement With The American Custom 10

An indexed annuity that offers:



Growth opportunity

You can allocate your money to interest strategies that may help you accumulate more assets for retirement.



Protection from loss

Regardless of market conditions, you won't lose the money you contribute to your annuity unless you take a withdrawal or surrender your contract during its early withdrawal charge period.



Guaranteed retirement income

When you're ready to turn the money you've accumulated in your annuity into retirement income, you can select from a variety of payout options, including an income stream that will last for the rest of your life.

Annuity Basics

Simply put, an annuity is a contract between you and an insurance company. It is a long-term financial vehicle that's designed to protect and grow your money, and then provide a stream of income during your retirement. In fact, other than pensions, **annuities are the only products that provide guaranteed lifetime income.**

Great American Insurance Group is committed to offering annuities that are simpler and easier to understand – helping to achieve your goals with no surprises.



Photo submitted by **Vicki** from **California**, Great American customer since 2006.





Pick Your Path To Growth

Indexed annuities offer multiple interest strategies to help you build your savings.

Indexed strategies offer you the unique opportunity to earn interest based, in part, on market performance without the risk of market loss. A **declared rate strategy** allows you to grow your money at a fixed interest rate that is set at the beginning of each one-year term.

You have the flexibility to choose the strategies that are right for you. We know your needs may change over time, so you can revisit your strategy selections at the end of each one-year term.

How Do Indexed Strategies Work?

It's simple. Funds in an indexed strategy earn interest based, in part, on the positive performance of an external index, such as the S&P 500®. Interest is credited on the last day of each one-year term and is **guaranteed to never be less than 0%**.

The American Custom 10® offers point-to-point indexed strategies. These strategies compare the closing value of an index at the end of a one-year term to the closing value on the first day of the term. If the result is positive, interest is credited. If the result is negative, the credited interest rate is 0%. The amount of interest credited at the end of the term is limited by either a cap or a participation rate.

- A **cap** is the maximum interest rate that will be credited for a one-year term.
- A **participation rate** is the percentage of a positive index change that will be credited for a one-year term.

Any interest credited to your account value is locked in at the end of each one-year term and cannot be lost due to future market performance.

Balancing Growth And Protection

Let's say you purchased an American Custom 10[®] with \$100,000 and allocated your entire purchase payment to a point-to-point indexed strategy with a 6% cap.

The example compares your \$100,000 purchase payment to a \$100,000 IRA invested in stocks that make up the S&P 500[®] Index. Going back to 2000, you can see how your annuity account value would have grown, while your principal and earnings were protected from market loss.




















It assumes the 6% cap applied during the entire period and you did not change your strategy allocation during that time.



If the indexed annuity account value grew at the minimum cap of 1%, the account value would have grown to \$112,682. Please see the notes on the next page regarding important information related to this chart.

How Your Rate Is Calculated

When index performance is positive, interest is credited, up to the cap. When index performance is flat or negative, the credited interest rate is 0%.

	S&P 500 Index return	Interest credited to your annuity (with 6% cap)
 Year 1	-10.14%	0.00%
 Year 2	-13.04%	0.00%
 Year 3	-23.37%	0.00%
 Year 4	26.38%	6.00%
 Year 5	8.99%	6.00%
 Year 6	3.00%	3.00%
 Year 7	13.62%	6.00%
 Year 8	3.53%	3.53%
 Year 9	-38.49%	0.00%
 Year 10	23.45%	6.00%
 Year 11	12.78%	6.00%
 Year 12	0.00%	0.00%
 Year 13	13.41%	6.00%
 Year 14	29.60%	6.00%
 Year 15	11.39%	6.00%
 Year 16	-0.73%	0.00%
 Year 17	9.54%	6.00%
 Year 18	19.42%	6.00%
 Year 19	-6.24%	0.00%

While past performance does not guarantee future results, with an indexed annuity, you can be certain that your money will be protected against loss if you hold your annuity through the early withdrawal charge period.

The hypothetical indexed annuity in this example uses the S&P 500® index, excluding dividends paid on the stocks included in the index, and the annual point-to-point method to calculate the indexed interest rate for each term. One-year terms for our indexed annuities are not based on a calendar year but start on the 6th and 20th of each month. A different term start date would affect the performance of the hypothetical indexed annuity and result in higher or lower annuity account values than those shown in this example. The term for a purchase payment begins on the next start date after we receive that purchase payment.

For purposes of this example, we assume \$100,000 is allocated to a strategy with a 6% cap. However, during the period shown in the example, the actual caps that we applied to our indexed annuities varied from term to term and ranged from 3.25% to 10%. Caps are subject to change, but will never be less than your annuity's guaranteed minimum interest rate that is set out on your contract specifications page. It will be 1% or higher. Indexed interest is credited only on amounts held for the entire term. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. For contracts with a market value adjustment feature, that adjustment will apply if money is withdrawn during the early withdrawal charge period.

When you buy an indexed annuity, you own an insurance contract. You are not buying shares of any stock or index.

Additional Benefits



Tax treatment that allows faster growth

You don't pay taxes on the interest your contract earns until you start receiving payments or take a withdrawal, so your money can grow at a faster rate than it would in a taxable product.



Guaranteed retirement income

With the average retirement lasting 18 years, you may worry about outliving your savings. The American Custom 10[®] provides the opportunity to turn the money you've accumulated in your annuity into a steady stream of retirement income. Depending on which payout option you choose, income benefit payments are made for a specific number of years or for life.

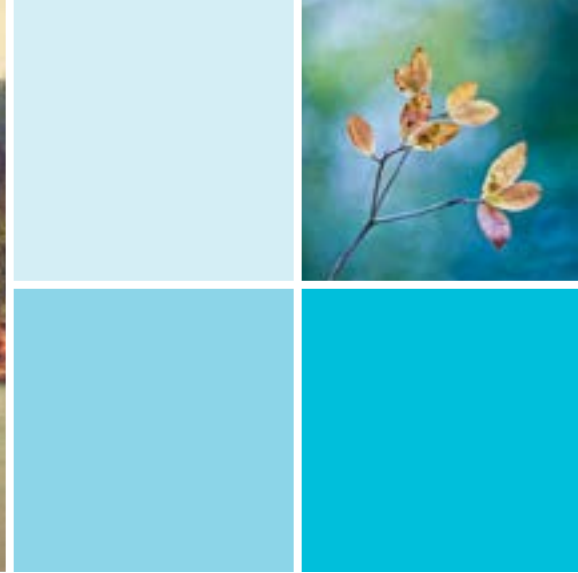


Protection for your loved ones

No one likes to think about it, but part of achieving peace of mind is knowing what would happen to your money if you pass away unexpectedly. With the American Custom 10, any death benefit is paid directly to your beneficiaries, which allows them to receive your financial legacy without the cost and delays of probate.

This information is not intended or written to be used as legal or tax advice. It was written solely to provide general information and support the sale of annuity products. You should seek advice on legal or tax questions based on your particular circumstances from an attorney or tax advisor.

For qualified contracts, the full amount withdrawn is generally subject to income tax. For other contracts, only the gains are subject to income tax. If you are under age 59½, the taxable amount is also generally subject to a 10% federal penalty tax.



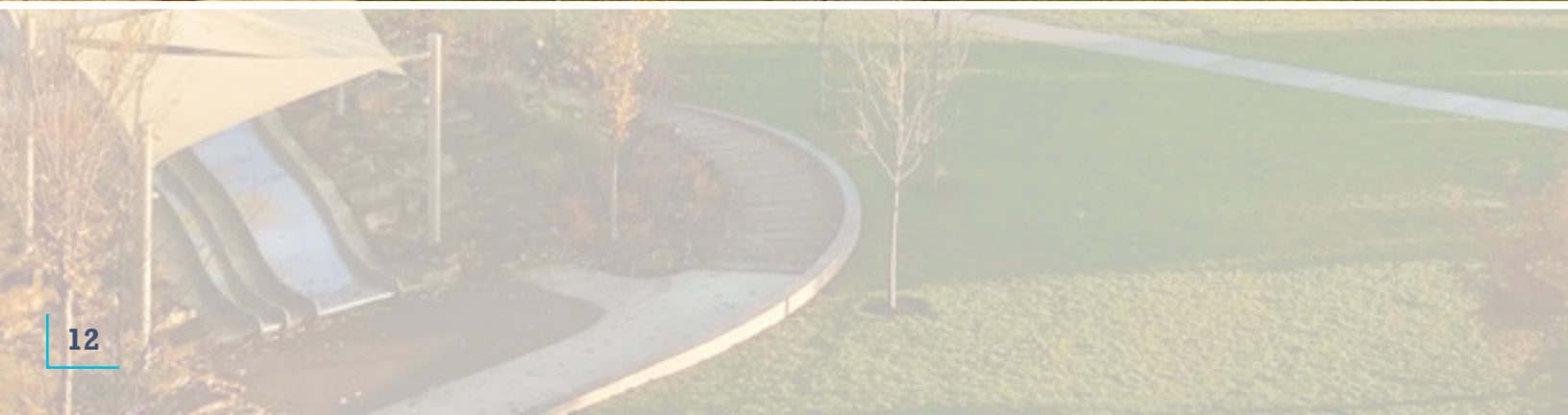
Consider Your Liquidity Needs

The American Custom 10 is intended to be a long-term product. However, you will have access to a portion of your money each year with penalty-free withdrawals.

During the first contract year, you may withdraw up to 5% of your purchase payments. After the first contract year, 5% of the account value on the most recent contract anniversary may be withdrawn.

It's important to note withdrawals in excess of this amount may be subject to **early withdrawal charges** and a **market value adjustment**. Early withdrawal charges and market value adjustments end after 10 years.

Our simple promise to you:
superior service and annuities
that are easier to understand.



Great American. It Pays To Keep Things Simple.®

Serving with great pride for more than a century

With a heritage dating back to 1872, our insurance companies have a long history of helping people achieve their financial goals. Great American Life® is a member of Great American Insurance Group and a subsidiary of American Financial Group, Inc. (AFG), which is publicly traded on the New York Stock Exchange (NYSE: AFG). Headquartered in Cincinnati, Ohio, AFG has assets of more than \$60 billion.

The importance of financial strength

With medical advances in health care leading to increased longevity, it's possible your retirement may last longer than 30 years. That's why it's important to work with a company that has long-term financial strength and experience. Great American Life Insurance Company® is proud to be rated **"A" (Excellent)** by A.M. Best and **"A+"** by Standard & Poor's.

A.M. Best rating affirmed August 17, 2018. "A" (Excellent) is third highest of 16 categories. S&P rating affirmed March 14, 2019. "A+" is fifth highest of 21 categories.

American Custom 10 Features

Issue ages	<p>Qualified: 0–85 Non-qualified: 0–85 Inherited IRA: 0–75 Inherited non-qualified: 0–75</p>																								
Purchase payments	<p>You can purchase this annuity with an initial purchase payment of \$25,000 or more. You can add to your annuity during the first two contract months with additional purchase payments of at least \$2,000.</p>																								
Fees	<p>There are no upfront charges. All your money goes to work for you.</p>																								
Interest strategies	<ul style="list-style-type: none"> > Declared rate > S&P 500® 1-year point-to-point with cap > S&P 500 Risk Control 1-year point-to-point with participation rate > SPDR® Gold Shares 1-year point-to-point with cap > iShares U.S. Real Estate 1-year point-to-point with cap <p>Available strategies may vary by state and by producer. Our products currently offer a declared rate strategy and indexed strategies. A particular indexed strategy may not always be included in this contract. Indexed strategies may be added or removed if there is a significant change in the investment objectives, strategies, or operations of the investment fund or if a specified market declines in importance.</p>																								
Term	<p>Each strategy offers a one-year term.</p>																								
Penalty-free withdrawals	<p>During the first contract year, you may withdraw up to 5% of your purchase payments. After the first contract year, 5% of the account value on the most recent contract anniversary may be withdrawn. Amounts withdrawn in excess of the penalty-free withdrawal allowance may be subject to early withdrawal charges and a market value adjustment.</p>																								
Early withdrawal charges	<p>During the first 10 contract years, an early withdrawal charge starting at 9.5% is applied to surrenders and withdrawals that exceed the 5% penalty-free amount. All charges end after 10 years.</p>																								
	<table border="1"> <thead> <tr> <th>Contract year</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8</th> <th>9</th> <th>10</th> <th>11+</th> </tr> </thead> <tbody> <tr> <td>Early withdrawal charge</td> <td>9.5%</td> <td>8.75%</td> <td>7.75%</td> <td>6.75%</td> <td>5.75%</td> <td>4.75%</td> <td>3.75%</td> <td>3%</td> <td>2%</td> <td>1%</td> <td>0%</td> </tr> </tbody> </table>	Contract year	1	2	3	4	5	6	7	8	9	10	11+	Early withdrawal charge	9.5%	8.75%	7.75%	6.75%	5.75%	4.75%	3.75%	3%	2%	1%	0%
Contract year	1	2	3	4	5	6	7	8	9	10	11+														
Early withdrawal charge	9.5%	8.75%	7.75%	6.75%	5.75%	4.75%	3.75%	3%	2%	1%	0%														
Market value adjustment	<p>A market value adjustment (MVA) will apply if you surrender your contract during the first 10 years. The MVA is calculated by comparing the interest rate environment when you purchase your contract to the environment when you choose to surrender your contract. This can result in an increase to your surrender value during a period of decreasing rates, or a decrease to your surrender value during a period of increasing or steady rates. The MVA will also apply to withdrawals in excess of the 5% free-withdrawal allowance during the first 10 contract years.</p>																								

<p>Guaranteed minimum surrender value</p>	<p>The amount payable to you if you surrender your contract will never be less than the Guaranteed Minimum Surrender Value (GMSV). The GMSV is based on 90% of your purchase payments, plus interest credited daily at a guaranteed minimum rate. Ask your financial professional for the rate that will apply to your contract.</p> <p>This means, in certain situations when your contract earns no interest due to flat or declining index performance, the amount payable upon surrender may still be greater than the amount of money you contributed to your annuity. It's important to remember the GMSV is reduced by prior withdrawals.</p> <p>The GMSV will not be less than the minimum values required by the state in which your annuity is issued.</p>
<p>Income payout options</p>	<p>Fixed period: You receive income benefit payments for a fixed period of time that you select.</p> <p>Life or life with a minimum fixed period: You receive income benefit payments for life. If you select a minimum fixed period of time and pass away before the end of the period, the remaining income benefit payments are paid to the person you designate.</p> <p>Joint and one-half survivor: Income benefit payments are guaranteed for your life and the life of a designated joint annuitant. If you are survived by the joint annuitant, he or she will receive 50% of the income benefit payment for life.</p>
<p>Included waiver riders</p>	<p>Extended care waiver rider: After the first contract year, if you are confined to a nursing home or long-term care facility for at least 90 consecutive days, you have the option to withdraw up to 100% of the account value without incurring an early withdrawal charge.</p> <p>Terminal illness waiver rider: After the first contract year, if you are diagnosed by a physician as having a terminal illness, you have the option to withdraw up to 100% of the account value without incurring an early withdrawal charge. A terminal illness is defined as having a prognosis of survival of 12 months or less, or a longer period as required by state law.</p> <p>Extended care and terminal illness waiver riders are not available in Massachusetts. In California, the Extended Care Waiver Rider has been replaced with the Waiver of Early Withdrawal Charges for Facility Care or Home Care or Community-Based Services Rider, which provides for a waiver of early withdrawal charges under an expanded variety of circumstances.</p>
<p>Optional riders</p>	<p>For additional benefits, you may have the option to add one of the following riders to your contract:</p> <ul style="list-style-type: none"> > Legacy Income Option® > Simple Income OptionSM > Stacked Income OptionSM <p>Riders are available for an annual charge. For more information, talk with your financial professional or refer to the rider brochures.</p>



The S&P 500 Risk Control 10% Index refers to the S&P 500 Average Daily Risk Control 10% USD Price Return Index. For more information, visit US.SPIIndices.com and search keyword SPXAV10P. For more information on the iShares U.S. Real Estate ETF, visit iShares.com and search ticker symbol IYR. SPDR Gold Shares refer to units of interest in an exchange traded fund that reflect the market value of gold bullion.

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Please note, this is a general description of the product. Please read your contract, including the endorsements and riders, for definitions and complete terms and conditions, as this is a summary of the annuity’s features. For use with contract forms P1104314NW and P1104414NW, and rider forms R6032310NW, R6032410NW (not available in Massachusetts), R6046914NW, R6047014NW and R6049614NW. Contract and rider form numbers may vary by state. Products and features may vary by state, and may not be available in all states. See specific product disclosure document for details.

All guarantees based on the claims-paying ability of Great American Life.

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