



Uncomplicate Retirement.®



American Custom 10[®]

From Great American Life Insurance Company[®]

Accumulate more for retirement with the American Custom 10 fixed-indexed annuity!

- Opportunity to receive lifetime income
- Choose from multiple interest crediting strategies
- 5% penalty-free withdrawals
- Early withdrawal charges and a market value adjustment that end after 10 years
- Liquidity with extended care and terminal illness waiver riders

	Declared Rate	1-year point-to-point indexed strategies			
		S&P 500 Risk Control with participation rate	S&P 500 [®] with cap	iShares [®] U.S. Real Estate with cap	SPDR [®] Gold Shares with cap
Purchase payments \$150,000 and over					
Purchase payments under \$150,000					

MVA rates shown above. Available in all states except: AK, CA, IN, MN, MS, OH, PA, TX and UT.

The S&P 500 Risk Control refers to the S&P 500 Average Daily Risk Control 10% USD Price Return Index. For more information, visit US.SPIndices.com and search keyword **SPXAV10P**. For more information on the iShares U.S. Real Estate ETF, visit iShares.com and search ticker symbol **IYR**.

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Caps and rates are current as of the date shown and are subject to change at any time. Interest rates for indexed strategies are determined, in part, by the change in the applicable index or unit value, are limited by the applicable cap or participation rate, but will never be lower than 0%. Indexed interest, if any, is credited at the end of each one-year term. If you allocate money to an indexed strategy, you aren't investing directly in any index or exchange-traded fund, the stocks included in any index, or the securities, commodities or other investments held in the portfolio of any exchange-traded fund. Withdrawals impact contract values. Taxable amounts withdrawn prior to age 59 ½ may be subject to a penalty tax in addition to ordinary income tax. If a waiver rider applies, early withdrawal charges and market value adjustments are waived. Lifetime income payments are based on the account value.

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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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