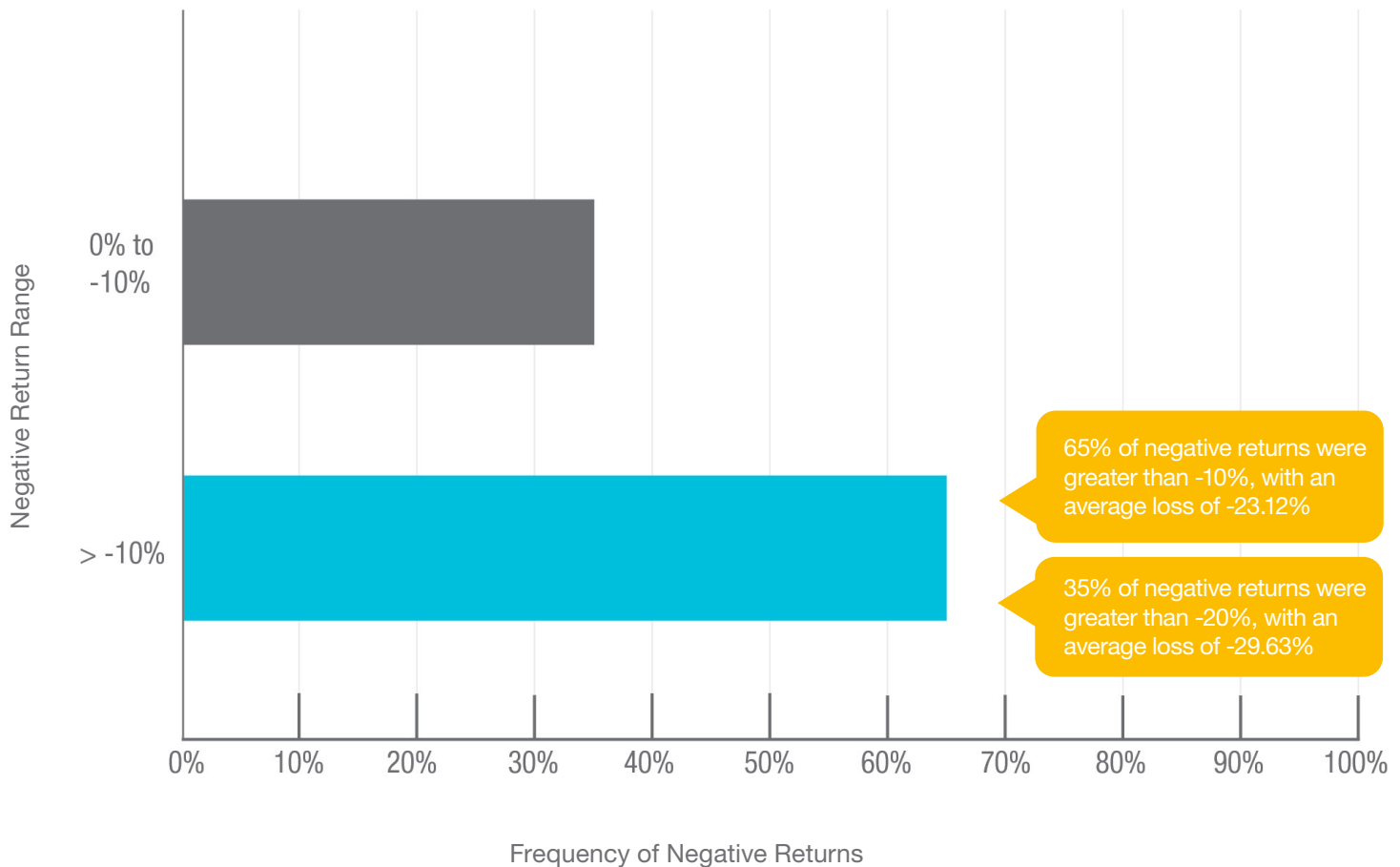


# Predictable Protection For An Unpredictable Market

Helping your clients find the right balance between risk and reward can be challenging. While investing directly in the market can be lucrative, it also subjects clients' assets to unlimited downside risk potential – meaning a sharp downturn could wipe out years of savings.

Using one-year rolling returns for the S&P 500® Index since 2000, you can see how frequently negative returns exceeded -10% and -20% – indicating a need for a level of protection against loss. This analysis includes 4,777 observations.



Index Frontier® annuities from Great American Life® offer indexed strategies that limit losses to -10%, so clients know exactly how exposed their assets are in the event of a sharp market decline. Talk to your clients today about how an Index Frontier annuity can fit into their financial portfolio.



It pays to keep things simple.®

One-year rolling returns refer to the index change over a one-year time frame and use initial index values on all dates of the open market. Rolling returns help highlight the frequency and magnitude of different periods of performance, and may provide a more comprehensive return history. -23.12% was the average loss of negative returns that were greater than -10%. -29.63 was the average loss of negative returns that were greater than -20%. Average losses calculated by Great American Life.

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 [GAIG.com/RILArates](http://GAIG.com/RILArates).

Annuities are intended to be long-term products and may not be suitable for all investors. Withdrawals from an annuity contract may have tax consequences. Additional indexed strategies may be available. Review the prospectus for information on all available indexed strategies.

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All guarantees subject to 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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