

# Capture growth potential intelligently



The AI Powered US Equity Index (Ticker Symbol: AIPEX) is a new kind of equity strategy built by IBM Watson®.

Watson™ enables AiPEX to look at equity markets the way people do. People make market decisions by analyzing information they find in financial statements, news articles and the like. AiPEX does too, except it analyzes millions of data sources each day, around the clock. And thanks to Watson, it's able to continuously learn and improve as new information becomes available.

## Intelligent by design

- Rather than relying on one analyst's opinion, AiPEX selects stocks based on the insights of an army of simulated researchers and traders in complete coordination, allowing for information learned by one to be instantly available to all.
- Each month, the index seeks to identify and include companies whose stock prices are poised for growth using a three-step automated selection process that scores, selects and weighs companies according to their growth potential. It's modeled after a traditional actively managed approach, only thousands of times faster and broader in scope.
- The index uses a 6% risk control mechanism to reduce the impact of short-term volatility by managing your exposure to the index on a daily basis.\*

### How you earn interest

Interest credits, if any, are based in part on the performance of the AI Powered US Equity Index during each Index Term Period, subject to a Participation Rate.

Once earned, interest credits are locked in and cannot be lost to future market downturns. You will never receive less than 0% interest in any crediting period.

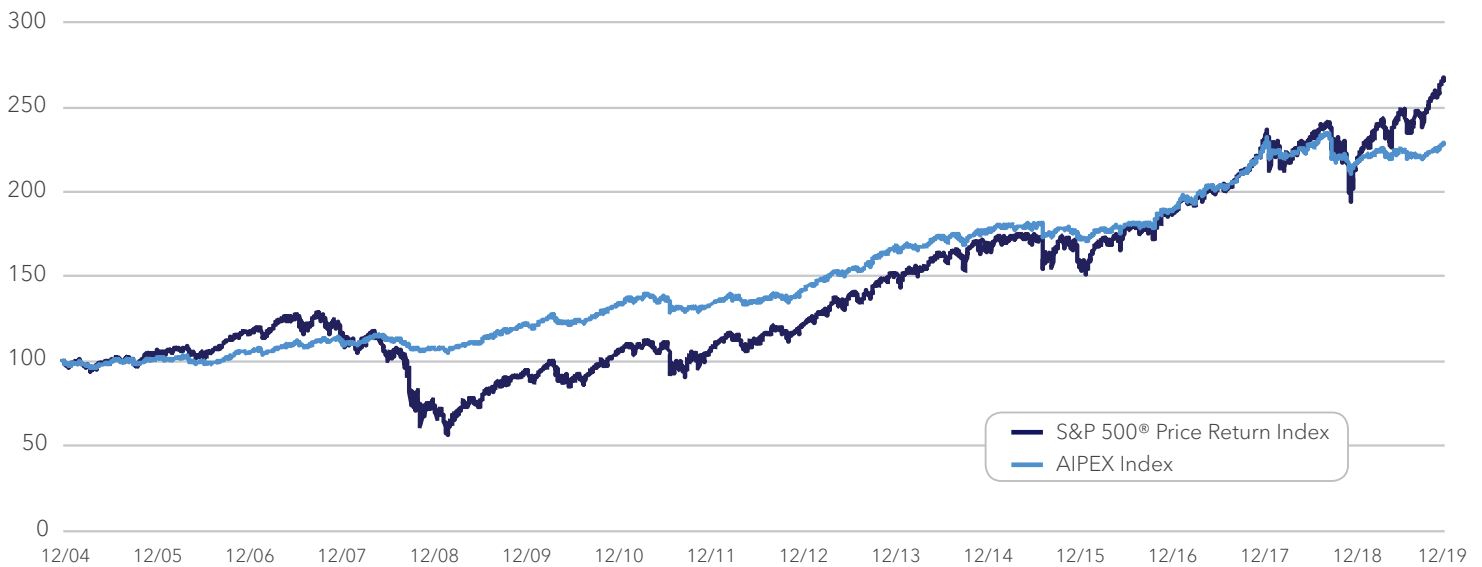
### Choosing an interest crediting strategy in your Athene fixed indexed annuity

The AI Powered US Equity Index may be appropriate for you if you want an index that seeks to:

- Harness the power of AI to capitalize on equity market opportunities.
- Utilize big data, keeping pace with today's market volume and complexities to make informed decisions.
- Manage the risk of volatility in the underlying index with a volatility control mechanism.

# Let AI guide you toward smoother, more consistent returns

## AI Powered US Equity Index: Hypothetical Index Values



The AI Powered US Equity Index inception date is 08/09/2019. This scenario illustrates pre-inception performance data of the Index, as provided by HSBC, based on the hypothetical closing index data from 12/31/2004 through 08/08/2019 and actual performance data after the inception date through 12/31/2019.

Index performance reflects back-tested results, which is not actual performance, but is calculated by applying the index methodology (designed with the benefit of hindsight) to historical financial data. While the index did not exist during this time period, the components did. Back-tested performance is hypothetical and has been provided for informational purposes only. It is not intended to predict future performance and actual performance will vary, perhaps materially, from the hypothetical performance shown above. The hypothetical performance of the index does not correlate directly to index credits. Please refer to the Index Strategy Insert for more information about how interest is credited.

### Four great companies at work for you

**HSBC:** One of the world's largest banking and financial services companies, HSBC has connected over 40 million customers to opportunities since 1865. HSBC is the sponsor of the AiPEX index.

**EquBot:** The first team to develop and market an AI-based ETF, their proprietary algorithms and multiple AI cognitive computing platforms are the driving force behind the AiPEX methodology.

**IBM Watson:** A platform representing a new era in computing where systems understand the world the way humans do – through intuition, learning and experience.

**Athene:** A leader in fixed indexed annuity sales known for bringing innovative products to market.

### Want to learn More?

Visit [aipex.gbm.hsbc.com](http://aipex.gbm.hsbc.com). Then, contact your Athene financial professional to see how this innovative index, through the power of AI, can help simplify investing in today's technologically advanced world.

### AI: At work in your life



- Medical screenings and clinical trials
- GPS navigation
- Visual recognition
- Fraud protection
- Mobile banking and more!

[ibm.com/watson/about](http://ibm.com/watson/about)

\* AiPEX is an excess return index. The return of AiPEX is determined by reference to the performance of the Base Index (as adjusted based on the applicable exposure) in excess of the performance of a reference rate, the USD 3-month LIBOR rate. Because this index applies a volatility control mechanism, the range of both the positive and negative performance of the index is limited.

While there is no stated Cap Rate with this strategy, certain limitations such as a Participation Rate will apply. Interest credits, if any, are calculated and credited at the end of the Index Term Period. Interest credits are based upon the point-to-point movements of this index over the Index Term Period, subject to stated limitations. It is possible that the interest earned may be zero. Index Crediting strategies may be added or eliminated at the company's discretion, and may not be available in all states. If a strategy is eliminated, its value will be reallocated to the Fixed Strategy.

Fixed indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. Market indices may not include dividends paid on the underlying stocks, and therefore may not reflect the total return of the underlying stocks; neither an Index nor any market-indexed annuity is comparable to a direct investment in the equity markets. Clients who purchase indexed annuities are not directly investing in a stock market index.

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The volatility control applied by EquBot may reduce the potential positive or negative change in the AiPEX Index and thus the amount of interest that will be credited to the fixed indexed annuity option that is based on the AiPEX Index.

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