

Renewal rates: a long-term focus on customer value.



Like all fixed indexed annuities, Athene Performance Elite provides two important and related benefits. Clients receive protection from loss due to market downturns. At the same time, they can pursue growth potential based in part on the upward movement of a market index.

Caps, Participation Rates and Spreads help secure these benefits. Rates are declared at the start of each term period and are subject to change each renewal year. Renewal rates are guaranteed never to fall below the Guaranteed Minimum Rate set at issue.

A strategy to promote stability and growth.

Athene's long-term strategy aims to keep renewal rates stable for duration of the Withdrawal Charge period. We use initial premiums to purchase assets in line with the contract's Withdrawal Charge period. A portion of the yield on these assets is used to create an option budget. We use the budget to purchase options that replicate the mechanics of our index credits.

We can't be certain that renewal rates will remain in line with prior rates. However, we do assume a stable option budget over the Withdrawal Charge Period. At the beginning of each renewal term, we purchase options that allow us to provide the best possible value to customers while achieving our pricing objectives. Factors that may impact our ability to maintain stable renewal rates include option costs, portfolio yields, and policyholder behavior.

Strong, stable renewal rates on market-leading index interest crediting strategies.

Since Athene Performance Elite launched in 2015, we have delivered not only competitive new money rates, but stable renewal rates as well.

Take a look and see for yourself!

Indexed Account Cap Rates

At least **95%** have renewed at **100%** of initial cap rate

Participation Rates

All have renewed at **100%** of initial participation rate

Fixed Account Rates

All have renewed at **100%** of initial fixed rate

Spread Rates

All have renewed at **100%** of initial spread rate

Renewal history includes approximately \$5.3 billion in Athene Performance Elite Accumulated Value issued by Athene Annuity and Life Company. While historical renewal rate action is no guarantee of future rate action, these examples demonstrate Athene's stable rate setting philosophy in action. Renewal rate data as of 12/31/2018.

Great new money rates are only part of the story. Next time you have a client that's "in it for the long haul", consider Athene Performance Elite – consistent competitive rates now and in the future. That's stability you can count on!

See for yourself. Contact the best Sales Desk in the business to illustrate Athene Performance Elite today!

Guarantees provided by annuities are subject to the financial strength of the issuing insurance company.

Athene Performance Elite [GEN (09/15) NB, GEN10 (04/14), TBS15 (09/12)] Athene Performance Elite Plus [BONUS (04/17)] and Enhanced Liquidity Rider [ICC15 PEPR (11/14)] or state variations are issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificate of Disclosure for details. Products not available in all state

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