

Looking for more than a guarantee?



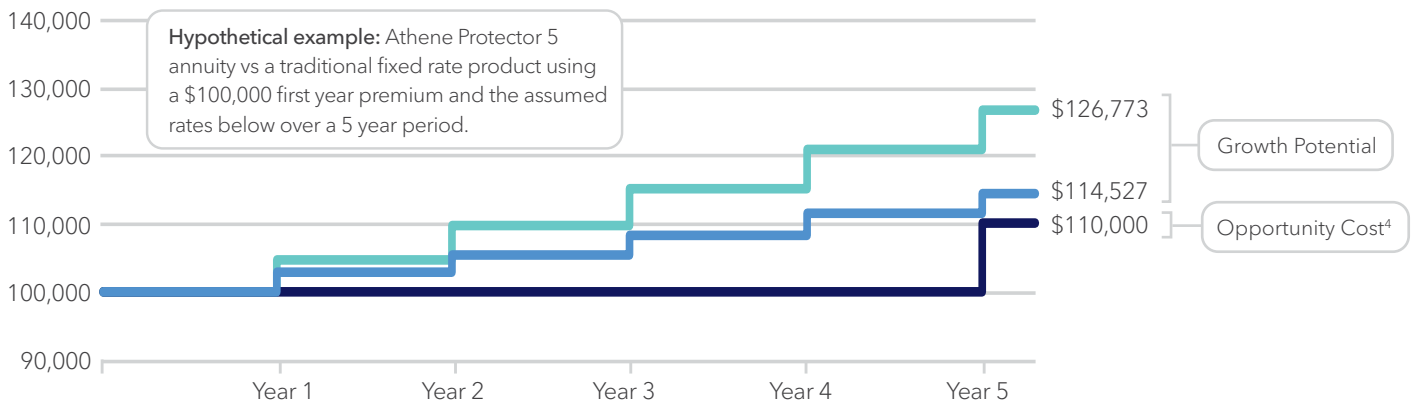
Before you decide, consider Athene Protector 5!

This popular fixed indexed annuity can go head to head with most traditional fixed rate products. That's because Athene Protector offers the guarantees you're looking for – plus the potential for more!

Athene Protector 5 delivers...

- ✓ A 10.00% guaranteed Minimum Interest Credit after 5 years.¹
- ✓ Guaranteed protection from loss due to market downturns.
- ✓ A Return of Premium Guarantee that provides added confidence and peace of mind.²
- ✓ Plus...additional growth potential from Indexed Interest Crediting Strategies with strong rates!³

Compare and see for yourself...



— **Athene Protector 5:** Accumulated Value with 100% allocated to the BNP Paribas Multi Asset Diversified 5 Index, 1-year No Cap Point-to-Point Strategy (Participation Rate), with no withdrawals taken. The interest crediting rate of 5.28% assumed in the calculation of the non-guaranteed amounts is based upon the historical movement of the Index, assuming a contract, held for 5 years, was issued each day over a time period averaged over the period from 12/31/2002-12/31/2021 utilizing the closing price of the Index on each of those days. The BNP Paribas Multi Asset Diversified 5 Index was launched on January 25, 2016.^{5,6}

— **Hypothetical 5-year Fixed Product:** 2.75% credited annually.

— **Athene Protector 5:** Cash Surrender Value with the guaranteed Minimum Interest Credit assuming a 0% annual return.

Call your financial professional today and ask about the Athene Protector fixed indexed annuity.

You might be surprised at how it stacks up!

¹ Rates subject to change.

² Built-in for a charge.

³ The Company reserves the right to discontinue, change, or add index crediting strategies. The interest earned is subject to certain limitations such as an Annual Spread, a Cap Rate, and Participation Rate. These limitations are declared by the Company before the beginning of each Index Term Period. Please note that the interest you earn may be zero; however, the interest that you earn will never be less than zero.

⁴ The term "opportunity cost" in this example represents the amount given up for the potential to earn more.

⁵ **Free Withdrawals.** This annuity provides annual Free Withdrawal privileges beginning in the first Contract Year. Each Contract Year, you can withdraw up to 10% of the Accumulated Value (as of the most recent Contract Anniversary) without incurring a Withdrawal Charge. Withdrawals and surrender may be subject to federal and state income tax and, except under certain circumstances, will be subject to an IRS penalty if taken prior to age 59½.

Additional Withdrawal Provisions. This annuity includes a Confinement Waiver and a Terminal Illness Waiver that permit withdrawal of up to 100% of the Accumulated Value if eligibility criteria are met. Confinement Waiver not applicable in CA and MA and Terminal Illness Waiver not applicable in CA.

Withdrawal Charge. A Withdrawal Charge in accordance with the rate schedule will apply to surrenders or amounts withdrawn in excess of the Free Withdrawal amount for Athene Protector 5 as follows: **8%, 8%, 7%, 5.9%, 4.6%**

⁶ This backtested, hypothetical, historical data has inherent limitations and is provided for illustrative purposes only. It should not be read as a guarantee or an indication of the future performance of the BNP Paribas Multi Asset Diversified 5 Index. Results during these periods may have been different (perhaps considerably) had the strategy actually been in existence. Unlike actual performance records, hypothetical or simulated performances, returns or scenarios may not necessarily reflect certain market factors such as liquidity constraints. THE FIGURES RELATING TO PAST PERFORMANCES AND/OR SIMULATED PERFORMANCES REFER TO PAST PERIODS AND ARE NOT A RELIABLE INDICATOR OF FUTURE RESULTS. PLEASE REFER TO CAUTIONARY STATEMENTS REGARDING HYPOTHETICAL SIMULATIONS UNDER "IMPORTANT LEGAL NOTICE" AT THE END OF THE DOCUMENT. For more information on any Athene annuity products and performance with the BNP Paribas Multi Asset Diversified 5 Index, ask your financial professional for an illustration.

Guarantees provided by annuities are subject to the financial strength and claims paying ability of the issuing insurance company.

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.

BNP Paribas Multi Asset Diversified 5 Index • The BNP Paribas Multi Asset Diversified 5 Index (the "BNPP MAD 5 Index") is the exclusive property of BNP Paribas or one of its affiliates (BNP Paribas and its affiliates are hereinafter called "BNPP") and is determined, composed and calculated by BNPP. "BNP", "BNPP", "BNP Paribas", "BNPP MAD 5 Index" and "BNP Paribas Multi Asset Diversified 5 Index" (collectively, the "BNPP Marks") are trademarks or service marks of BNPP and have been licensed by Athene Annuity and Life Company (the "Company") for use in a fixed indexed annuity offered by the Company. The fixed indexed annuity is not, in whole or in part, sponsored, structured, priced, endorsed, offered, sold, issued or promoted by BNPP or any of its affiliates, or any third party licensor of information to BNPP. BNPP's only relationship to the Company is the licensing of the BNPP MAD 5 Index and BNPP Marks for certain purposes. BNPP shall not have any liability with respect to a fixed indexed annuity in which an interest crediting option is based on the BNPP MAD 5 Index, and is not liable for any loss relating to the fixed indexed annuity, whether arising directly or indirectly from the use of the BNPP MAD 5 Index, its methodology, any BNPP Mark or otherwise.

In calculating the level of the BNPP MAD 5 Index, BNPP deducts a servicing cost of 0.50% per annum, calculated on a daily basis. In addition, the BNPP MAD 5 Index methodology embeds certain costs which cover among other things, rebalancing and replication costs. Such costs may vary over time with market conditions. These costs reduce the potential positive change in the BNPP MAD 5 Index and thus the amount of interest that will be credited to the fixed indexed annuity that includes the BNPP MAD 5 Index.

This material is a general description intended for general public use. Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (excluding NY) and in D.C., is not undertaking to provide investment advice for any individual or in any individual situation, and therefore nothing in this should be read as investment advice. Please reach out to your financial professional if you have any questions about Athene products or their features.

The term "financial professional" is not intended to imply engagement in an advisory business with compensation unrelated to sales. Financial professionals will be paid a commission on the sale of an Athene annuity.

Athene Protector GEN (09/15) NB and Return of Premium Rider ICC17 ROP (08/17) or state variations issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificates of Disclosure for details. Products not available in all states.

ATHENE ANNUITIES ARE PRODUCTS OF THE INSURANCE INDUSTRY AND NOT GUARANTEED BY ANY BANK NOR INSURED BY FDIC OR NCUA/NCUSIF. MAY LOSE VALUE. NO BANK/CREDIT UNION GUARANTEE. NOT A DEPOSIT. NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY. MAY ONLY BE OFFERED BY A LICENSED INSURANCE AGENT.

This insert must be accompanied by the applicable product brochure and Certificate of Disclosure which provide more detailed product information, including all charges or limitations as well as definitions of capitalized terms.