



Visions
of the
Future

"We will speak as one voice, act as one being, put one and only one face forward for all to see. That face will be developed to bring maximum impact and favorable response in the marketplace."

D.J. NOBLE



OUR VISION OF COMMITMENT

I believe the principles of excellence by which American Equity performs, combined with the fundamental strengths of our core business and talented leadership throughout our organization, enables us to achieve continued success and record results.

Declining and uncertain financial markets have driven many to the security of fixed annuities. "Sleep insurance" is what we offer...knowing your money is protected from financial market volatility with a minimum interest rate guarantee!

American Equity remains committed to consistent delivery of quality products, unmatched service, and strong relationships as we strive to position ourselves as leaders in the financial services industry.



"Our goal at American Equity is to continue providing customer service that is without question, second to no one else."

*D. J. Noble,
Executive Chairman*

SUPERIOR SERVICE

The leadership by a senior management team with more than 200 years of combined experience in the annuity and life insurance industry helps ensure the realization of our vision.

During the last decade alone, this management group helped thousands of annuity contract owners reap the rewards of tax-deferred wealth accumulation.

SUPERIOR VALUE

At American Equity, our experience tells us that value means many things to many different people...

- **Tax-Deferred Interest**
- **Flexibility to Meet Changing Needs**
- **Beneficiary Benefits**

To meet the unique and ever changing needs of our contract owners, American Equity is committed to being an industry leader in product flexibility and innovation. Most importantly, we do not believe in the "one size fits all" theory when it comes to annuity and life insurance products.

American Equity offers important benefits and features such as Nursing Care and Terminal Illness Riders, Penalty-free Withdrawals and Lifetime Income Options. We also offer a complete portfolio of Fixed Annuities with interest rates based on increases in the S&P 500® Index, the Dow Jones Industrial AverageSM and the 10-Year U.S. Treasury Bond. American Equity consistently ranks among the leaders in the U.S. for total sales in these exciting products. American Equity is committed to being the **RIGHT CHOICE** for your tax-deferred annuity and life insurance needs.

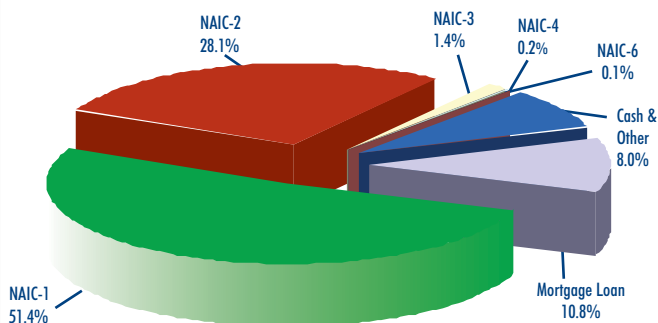


SAFETY AND FLEXIBILITY

A fundamental business principle of American Equity is to protect the safety of our contract owners' money. With assets of \$28.0 billion* as of December 31, 2012, we assure this commitment by maintaining an exceptionally high quality asset portfolio. As of December 31, 2012, 97.9% of our bond portfolio was investment grade.

Our asset portfolio provides income, liquidity and flexibility needed to provide superior value while meeting the challenges of a competitive and changing marketplace.

TOTAL CASH AND INVESTMENTS 12/31/12



Fixed Maturity Securities

NAIC Designation	Rating Agency Equivalent	Percent
1	Aaa/Aa/A	63.3%
2	Baa	34.6%
3	Ba	1.7%
4	B	0.3%
5	Caa and lower	-
6	In or near default	0.1%

The above table represents our fixed securities by NAIC designations and the equivalent ratings of the nationally recognized securities rating organizations as of 12/31/12. For non-agency residential mortgage-backed securities, the actual rating agency rating may be less than the equivalent rating shown in the table.

*Liabilities as of 12/31/12 are \$26.4 Billion.

TECHNOLOGY www.american-equity.com

We consider technology to be a strategic asset shaping the way we do business and helping us to remain a significant player in the industry. We encourage you to visit our website at

www.american-equity.com.

You will find tutorials on fixed annuities, tax-deferred calculators and the latest financial reports on American Equity. We are developing additional functions within our website to expand communications and provide value added services to help make your insurance decisions easier and more informed.



SUPERIOR SERVICE

American Equity views each employee as an integral component in delivering the heart of our mission – Superior Service.

Our service commitment begins during and continues after the purchase of an American Equity annuity contract or life insurance policy. This means easy to understand product brochures and forms, maximum annuity issue time of 48 hours, and easily accessible answers to questions about your American Equity contract/policy.

We're the One!
People Service Future

Individual commitment to excellence and achievement is a non-negotiable standard. By testing new ways to meet challenges and achieve excellence, we will better serve you, our contract owner.

Financial RATING



American Equity's commitment to sound business principles has

been recognized by A.M. Best, a nationally recognized industry rating authority.

Investment Quality **Capital Adequacy**
Policy Reserves **Cost Control**
Management Experience

A.M. Best's rating of "A-" (Excellent) for American Equity is a measure of performance in the areas of:

A.M. Best uses 15 rating categories ranging from A++ to F. An A- rating from AM Best is its fourth highest rating. For the latest rating, access www.ambest.com

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