

Achieve Index-Linked Performance
And Downside Protection

MarketPower Bonus Index[®] Annuity

A tax-deferred annuity offering growth when markets rise, and protection when they fall

- 10% bonus on all first-year premiums
- Optional rider for lifetime income that you can stop and restart as needed

MarketPower Bonus Index Annuity – offered by EquiTrust Life Insurance Company – never exposes your principal to market risk. You share only in stock-index gains, not the losses – without investing directly in the stock market.

**Contact me today for
more information**

Surrender of the contract subject to surrender charges or market value adjustment. Contract issued on Form Series ICC18-ET-MP10-2000(05-18) or ET-MPP-2000(02-05). Riders issued on Form Series ICC16-ET-IBR-FIXED(07-16) or ET-IBR(06-08). EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. This material is intended for general use with the public. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice. EquiTrust Life Insurance Company, West Des Moines, IA. ET-MP-PA (7-19)



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EquiTrust print ads, flyers and mailers may not be distributed to clients through email or other electronic-delivery systems.

Note Regarding Inserting Contact Information in Fillable Field

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Prior to use, send a copy of the final ad proof to EquiTrust Life, with the following information:

- Name of agent or organization running the ad
- Phone Number
- Email address
- How or where the ad will be used (mailed, newspaper ad, etc.)
- States in which the publication will be distributed

Send this information to:

EquiTrust Life Insurance Company
Attn: Advertising
P.O. Box 14500
Des Moines, IA 50306-3500

Or, send information and ad as an e-mail attachment to:

Bob.Baehr@EquiTrust.com

Questions?

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