

# Athene Performance Elite® 7



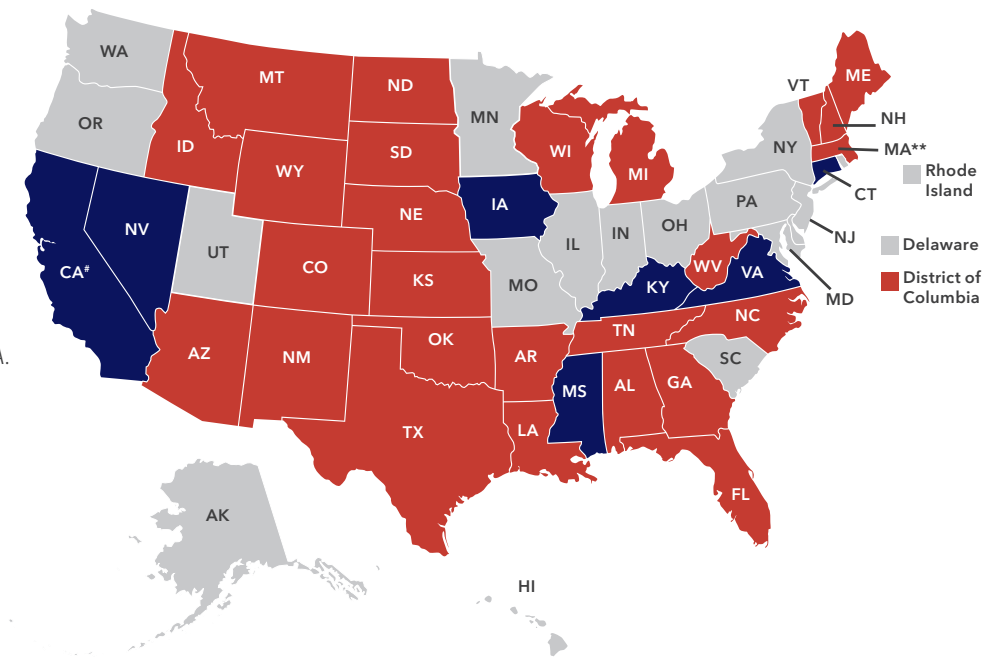
Product Guide – Rates effective June 12, 2017

## State Availability

- Performance Elite 7 Only:  
ages 0-83
- Performance Elite 7 and 7 Plus:  
ages 0-83
- Performance Elite 7 is not  
available for sale at this time.

\*\*Confinement Waiver not available in MA.

#Confinement and Terminal Illness not available in CA.



## Interest Crediting Rates

	Performance Elite 7	
	Base	Plus
<b>Premium Bonus (Most States)</b>	NA	5%
<b>Premium Bonus (OK and TX)</b>	NA	4%
<b>Annual Rider Charge Rate</b>	NA	0.95%
<b>BNP Paribas Multi Asset Diversified 5 Index</b> 2-Year No Cap Point-to-Point Index Strategy (Participation Rate)	110%	
<b>Morningstar® Dividend Yield Focus Target Volatility 5 Index<sup>SM 1</sup></b> 2-Year No Cap Point-to-Point Index Strategy (Participation Rate)	90%	
<b>S&amp;P 500 Daily Risk Control 2 8%™ Index TR (Total Return)<sup>1</sup></b> 2-Year No Cap Point-to-Point Index Strategy (Annual Spread) 1-Year No Cap Point-to-Point Index Strategy (Participation Rate)	3.05% 45%	
<b>S&amp;P 500®</b> 1-year Point-to-Point Index Strategy (Cap) 1-year Monthly Cap Index Strategy (Cap)	4.25% 1.75%	
Fixed Account with 1-Year Guarantee	1.55%	
Withdrawal Charge Duration	7 years	

This material is provided by Athene Annuity and Life Company headquartered in West Des Moines, Iowa, which issues annuities in 49 states and D.C., and Athene Annuity & Life Assurance Company of New York headquartered in Nyack, New York, which issues annuities only in New York. Products not available in all states.

## Performance Elite 7

Base

Plus

Ownership	Qualified <sup>2</sup> – must be single ownership Nonqualified – joint ownership available																											
Premiums	Single premium only: Minimum – \$25,000 (\$5,000 in TX) Maximum – \$1,000,000																											
Withdrawal Charge Rate Schedule <sup>3</sup>	<table border="1" data-bbox="477 428 857 772"> <thead> <tr> <th>Contract Yr</th> <th>Charge %</th> <th>CA</th> </tr> </thead> <tbody> <tr><td>1</td><td>9%</td><td>8.2%</td></tr> <tr><td>2</td><td>8.8%</td><td>7.6%</td></tr> <tr><td>3</td><td>7.9%</td><td>6.6%</td></tr> <tr><td>4</td><td>6.9%</td><td>5.5%</td></tr> <tr><td>5</td><td>5.9%</td><td>4.4%</td></tr> <tr><td>6</td><td>5.0%</td><td>3.4%</td></tr> <tr><td>7</td><td>4.0%</td><td>2.3%</td></tr> <tr><td>8+</td><td>0.0%</td><td>0%</td></tr> </tbody> </table>	Contract Yr	Charge %	CA	1	9%	8.2%	2	8.8%	7.6%	3	7.9%	6.6%	4	6.9%	5.5%	5	5.9%	4.4%	6	5.0%	3.4%	7	4.0%	2.3%	8+	0.0%	0%
Contract Yr	Charge %	CA																										
1	9%	8.2%																										
2	8.8%	7.6%																										
3	7.9%	6.6%																										
4	6.9%	5.5%																										
5	5.9%	4.4%																										
6	5.0%	3.4%																										
7	4.0%	2.3%																										
8+	0.0%	0%																										
Market Value Adjustment	A Market Value Adjustment applies to surrenders or withdrawals in excess of the Free Withdrawal amount during the withdrawal charge period.																											
Premium Bonus Vesting Percentage Schedule (For Plus version only)  *Applied to surrenders or withdrawals in excess of the Free Withdrawal amount.	<table border="1" data-bbox="477 949 756 1331"> <thead> <tr> <th>Contract Yr</th> <th>Vesting %</th> </tr> </thead> <tbody> <tr><td>1</td><td>0%</td></tr> <tr><td>2</td><td>5%</td></tr> <tr><td>3</td><td>15%</td></tr> <tr><td>4</td><td>25%</td></tr> <tr><td>5</td><td>40%</td></tr> <tr><td>6</td><td>60%</td></tr> <tr><td>7</td><td>80%</td></tr> <tr><td>8+</td><td>100%</td></tr> </tbody> </table>	Contract Yr	Vesting %	1	0%	2	5%	3	15%	4	25%	5	40%	6	60%	7	80%	8+	100%									
Contract Yr	Vesting %																											
1	0%																											
2	5%																											
3	15%																											
4	25%																											
5	40%																											
6	60%																											
7	80%																											
8+	100%																											
Free Withdrawal Percentage Schedule <sup>3</sup>	<table border="1" data-bbox="477 1377 600 1486"> <tr> <td>Y1+</td> </tr> <tr> <td>10%</td> </tr> </table> <p>The Free Withdrawal amount is calculated by applying the percentage shown in the schedule above to the Accumulated Value as of the previous contract anniversary.</p>	Y1+	10%																									
Y1+																												
10%																												
Terminal Illness Waiver <sup>4</sup>	You can withdraw up to 100% of your annuity's Accumulated Value if you're diagnosed with a Terminal Illness that is expected to result in death within one-year and you meet the eligibility requirements. This waiver is available after your first Contract Anniversary. You may not be diagnosed during the first Contract Year. Not available in all states.																											
Confinement Waiver <sup>4</sup> (Not available in MA)	After the first Contract Year, you can withdraw up to 100% of your annuity's Accumulated Value if you've been confined to a Qualified Care facility for at least 60 consecutive days and meet the eligibility requirements. You cannot be confined at the time the contract is issued. Confinement period must begin at least one year after the contract date.																											
Death Benefit <sup>5</sup>	Greatest of (i) Accumulated Value with no surrender charges, (ii) the Minimum Guaranteed Contract Value or (iii) the Return of Premium Benefit (if applicable).																											

## Performance Elite 7

Base

Plus

Enhanced Free Withdrawals (Plus only)	If no withdrawals are taken in a given year, up to 20% of the Accumulated Value is available for withdrawal in the next year.
Return of Premium (Plus only)	After the fourth contract year, the Cash Surrender Value will never be less than the premium minus premium taxes (if applicable) and prior withdrawals, including Withdrawal Charges, Premium Bonus Vesting Adjustment and Market Value Adjustment (if applicable) on those withdrawals.
Annual Liquidity Rider Charge Rate (Plus only)	0.95% charge deducted from the Accumulated Value during the Rider Charge Period (same duration as the Withdrawal Charge period). The Charge is assessed upon the following: (i) end of each contract year; (ii) when a withdrawal is taken; (iii) on the Annuity Date; (iv) upon surrender; (v) upon the date of proof of death. The rider may not be terminated during the Withdrawal Charge period.
Enhanced Annuitization (Plus only)	After the 5th contract year, you may elect to surrender your contract and apply the Accumulated Value to one of five settlement options. No Withdrawal Charges, Premium Bonus Vesting Adjustments, or Market Value Adjustments will apply upon election of this feature, provided one of the Settlement Options is elected and annuity payments commence. Please refer to the Certificate of Disclosure for specific settlement options.

**This insert must be accompanied by the applicable Certificate of Disclosure, product brochure and Index Strategy Inserts. The Certificate of Disclosure provides more detailed product information and definitions of terms that are capitalized in this insert.**

<sup>1</sup> Because the index applies a volatility control mechanism, the range of both the positive and negative performance of the index is limited. The index is managed to create stabilized performance and avoid very high positive returns and very low negative returns.

<sup>2</sup> Under current tax law, the Internal Revenue Code already provides tax deferral to qualified contracts, such as IRAs, so there is no additional tax benefit obtained by funding a qualified contract with an annuity; consider the other benefits provided by an annuity, such as lifetime income and a Death Benefit.

<sup>3</sup> Withdrawals prior to age 59½ may be subject to a 10% IRS penalty.

<sup>4</sup> Limitations, variations and exclusions apply. Please see the Certificate of Disclosure for more information.

<sup>5</sup> After annuitization, payments will be consistent with the settlement option selected.

Athene Performance Elite<sup>®</sup> 7 [GEN (09/15) NB, GEN7 (04/17) NB, ICC17 GEN7 (04/17) NB], PREMIUM BONUS ENDORSEMENT [BONUS (04/17), ICC17 BONUS (04/17)] AND ENHANCED LIQUIDITY RIDER [PEPR (11/14), ICC15 PEPR (11/14)] or state variation is 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 states.

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 collectively, 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 ("Company") for use in a fixed indexed annuity offered by the Company (the "fixed indexed annuity"). 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 by Standard and Poor's or any of its affiliates (collectively, "S&P") or by any third party licensor of information to BNPP (the "Third Party Licensors"). BNPP's only relationship to the Company is the licensing of the BNPP MAD 5 Index and BNPP Marks for certain purposes. S&P<sup>®</sup>, S&P 500<sup>®</sup> and S&P GSCI<sup>®</sup> are trademarks of Standard & Poor's Financial Services LLC and have been licensed for use by BNPP. None of S&P, BNPP or any Third Party Licensors has any

obligation to take into consideration any of the needs of the Company or any of the owners, annuitants or beneficiaries of the fixed index annuity.

BNPP, S&P OR ANY THIRD PARTY LICENSOR DOES NOT GUARANTEE THE ACCURACY, ADEQUACY, TIMELINESS, COMPLETENESS OR AVAILABILITY OF THE BNPP MAD 5 INDEX OR ANY COMPONENT THEREOF OR DATA INCLUDED THEREIN, OR THAT NO ERROR, OMISSION, DELAY OR INTERRUPTION WILL EXIST THEREIN. NONE OF BNPP, S&P OR ANY THIRD PARTY LICENSOR MAKES ANY REPRESENTATION OR WARRANTY, AND EACH OF BNPP, S&P AND THE THIRD PARTY LICENSORS EXPRESSLY DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE BNPP MAD 5 INDEX, ANY BNPP MARK, AN S&P INDEX, TRADEMARK (INCLUDING S&P 500<sup>®</sup> OR THE S&P GSCI<sup>®</sup>) OR SERVICE MARK OF S&P (COLLECTIVELY, THE "S&P MARKS") OR THE FIXED INDEXED ANNUITY, INCLUDING, WITHOUT LIMITATION, THOSE REGARDING (I) MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, OR (II) THE ADVISABILITY OF ANY PERSON INVESTING IN THE FIXED INDEXED ANNUITY.

BNPP, S&P or any Third Party Licensor does not have any liability with respect to the fixed indexed annuity in which an interest crediting option is based on the BNPP MAD 5 Index is included, 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 S&P Mark or otherwise.

No purchaser, seller or holder of the fixed indexed annuity, or any other person or entity, should use or refer to any BNPP Mark or other BNPP trade name to sponsor, endorse, market or promote the fixed indexed annuity without first contacting BNPP. Under no circumstances may any person or entity claim any affiliation with BNPP without the prior written permission of BNPP.

In calculating the performance 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. The volatility control applied by BNPP may reduce the potential positive or negative 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.

Athene Annuity and Life Company's Products are not sponsored, endorsed, sold or promoted by Morningstar. Morningstar makes no representation or warranty, express or implied, to the owners of the Athene Annuity and Life Company's Products or any member of the public regarding the advisability of buying annuities generally or purchasing the Athene Annuity and Life Company's Products in particular or the ability of the Athene Annuity and Life Company's Products to track general stock market performance. Morningstar's only relationship to Athene Annuity and Life Company is the licensing of: (i) certain service marks and service names of Morningstar; and (ii) the relevant Morningstar index ("Index") which is determined, composed and calculated by Morningstar without regard to Athene Annuity and Life Company or the Athene Annuity and Life Company's Products.

Morningstar has no obligation to take the needs of Athene Annuity and Life Company or the owners of the Athene Annuity and Life Company's Products into consideration in determining, composing or calculating the Index. Morningstar is not responsible for and has not participated in the determination of the prices and amount of the Athene Annuity and Life Company's Products or the timing of the issuance or sale of the Athene Annuity and Life Company's Products or in the determination or calculation of the equation by which the Athene Annuity and Life Company's Products are converted into cash. Morningstar has no obligation or liability in connection with the purchase, administration, marketing or crediting of interest for the Athene Annuity and Life Company's Products.

Morningstar does not guarantee the accuracy and/or the completeness of the Index or any data included therein and Morningstar shall have no liability for any errors, omissions, or interruptions therein. Morningstar makes no warranty, express or implied, as to results to be obtained by Athene Annuity and Life Company, owners or users of the Athene Annuity and Life Company's Products, or any other person or entity from the use of the Index or any data included therein. Morningstar makes no express or implied warranties, and expressly disclaims all warranties of merchantability or fitness for a particular purpose or use with respect to the Index or any data included therein. Without limiting any of the foregoing, in no event shall Morningstar have any liability for any special, punitive, indirect, or consequential damages (including lost profits), even if notified of the possibility of such damages.

The S&P 500® (the "Index") is a product of S&P Dow Jones Indices LLC or its affiliates ("SPDJI"), and has been licensed for use by Athene Annuity and Life Company. Standard & Poor's® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Athene Annuity and Life Company.

Athene Annuity and Life Company's Products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, any of their respective affiliates (collectively, "S&P Dow Jones Indices"). S&P Dow Jones Indices makes no representation or warranty, express or implied, to the owners of the Athene Annuity and Life Company's Products particularly or the ability of the S&P 500® to track general market performance. S&P Dow Jones Indices' only relationship to Athene Annuity and Life Company with respect to the S&P 500® is the licensing of the S&P 500® and certain trademarks, service marks and/or trade names of S&P Dow Jones Indices and/or its licensors. The S&P 500® is determined, composed and calculated by S&P Dow Jones Indices without regard to Athene Annuity and Life Company or the Athene Annuity and Life Company's Products. S&P Dow Jones Indices have no obligation to take the needs of Athene Annuity and Life Company or the owners of Athene annuity and Life Company's Products into consideration in determining, composing or calculating the S&P 500®. S&P Dow Jones Indices are not responsible for and have not participated in the determination of the prices, and amount of Athene Annuity and Life Company's products or the timing of the issuance or sale of Athene Annuity and Life Company's Products or in the determination or calculation of the equation by which Athene Annuity and Life

Company's products are to be converted into cash, surrendered or redeemed, as the case may be. S&P Dow Jones Indices have no obligation or liability in connection with the administration, marketing or trading of Athene Annuity and Life Company's Products. There is no assurance that investment products based on the S&P 500® will accurately track index performance or provide positive investment returns. S&P Dow Jones Indices LLC is not an investment advisor. Inclusion of a security within an index is not a recommendation by S&P Dow Jones Indices to buy, sell, or hold such security, nor is it considered to be investment advice.

S&P DOW JONES INDICES DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THE INDEX OR ANY DATA RELATED THERETO OR ANY COMMUNICATION, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATION (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO. S&P DOW JONES INDICES SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. S&P DOW JONES INDICES MAKE NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE OR AS TO RESULTS TO BE OBTAINED BY ATHENE ANNUITY AND LIFE COMPANY, OWNERS OF THE ATHENE ANNUITY AND LIFE COMPANY'S PRODUCTS, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDEX OR WITH RESPECT TO ANY DATA RELATED THERETO. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL S&P DOW JONES INDICES BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE. THERE ARE NO THIRD PARTY BENEFICIARIES OF ANY AGREEMENTS OR ARRANGEMENTS BETWEEN S&P DOW JONES INDICES AND ATHENE ANNUITY AND LIFE COMPANY, OTHER THAN THE LICENSORS OF S&P DOW JONES INDICES.

This material is a general description intended for general public use. Athene Annuity and Life Company, headquartered in West Des Moines, Iowa, and issuing annuities in 49 states, and D.C., and Athene Annuity & Life Assurance Company of New York, headquartered in Nyack, NY, and issuing annuities in New York, are 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.

Guarantees based on the financial strength and claims-paying ability of the issuing company.

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 PERFORMANCE ELITE 7 IS A PRODUCT 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.**

For use in AL, AR, AZ, CA, CO, CT, DC, FL, GA, ID, IA, KS, KY, LA, ME, MA, MI, MS, MT, NE, NV, NH, NM, NC, ND, OK, SD, TN, TX, VT, VA, WV, WI, WY