



Athene
AscentSM Accumulator
Fixed Indexed Annuities

Your retirement savings
goals are within reach.

Driven to do more.[®]  **ATHENE**



Why choose an annuity?

Annuities give you the potential to grow your savings and provide insurance against the risk that you will outlive your money.

Choose an annuity from Athene Annuity and Life Company and you can expect...



Solutions to your needs.

Whether you're looking for growth, income or a combination of both, Athene can provide the appropriate solution for your needs.



Your money will work harder.

Our extensive experience in fixed annuities allows us to offer highly competitive rates on our products.



Financial strength you can depend on.

A sound balance sheet and disciplined risk management protect your money so your savings will stay on the right track.*

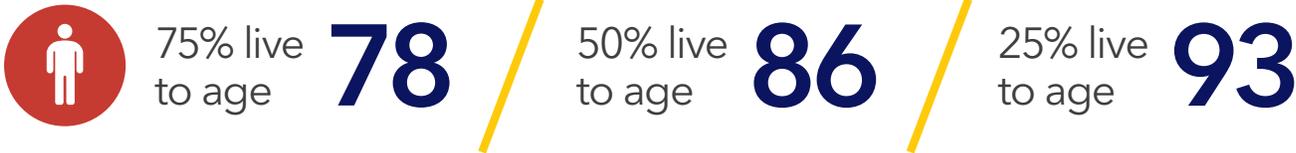
* Athene Annuity and Life Company, West Des Moines, Iowa, issues annuities in all states except New York. Athene Annuity & Life Assurance Company of New York, Nyack, N.Y., is licensed to do business in the state of New York. The individual subsidiary insurance company is responsible for meeting its ongoing insurance policy and contract obligations. Athene Holding Ltd is not responsible for meeting the ongoing insurance policy and contract obligations of its subsidiary insurance companies.

Get the most out of your retirement savings growth potential.

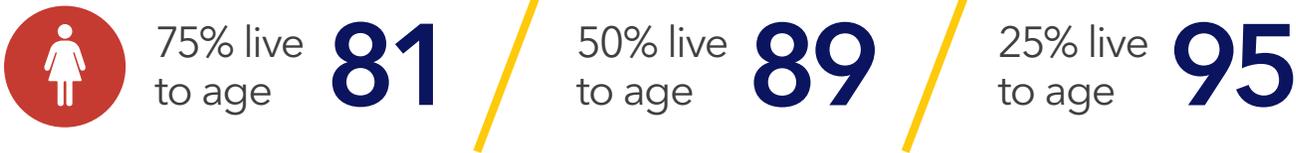
Plan to keep saving after you retire.

How long will you live?

For men who reach age 65...



For women who reach age 65...



Are you married?



Sources: LIMRA Secure Retirement Institute analysis of the Human Mortality Database, University California, Berkeley (USA), and Max Planck Institute for Demographic Research (Germany), and 2013 U.S. population mortality. Available at www.mortality.org or www.humanmortality.de.



Athene Ascent Accumulator can help you reach your retirement savings goals.

Guarantees

Receive a Guaranteed Accumulated Value at the end of your Withdrawal Charge period with our Minimum Interest Credit feature.



Growth potential

Pursue additional growth with Interest Credits that are based in part on the performance of an external market index.



Protection from downside market risk

Your money is not directly exposed to the risks of the stock market or individual stocks.



Tax Deferral

Annuities provide the advantage of tax-deferred interest accumulation. You don't pay taxes on any growth until you withdraw money.*



*Under current tax law, the Internal Revenue Code already provides tax deferral on qualified money, so there is no additional tax benefit obtained by funding an IRA with an annuity. Consider the other benefits provided by an annuity, such as lifetime income and a Death Benefit.

Grow your money to reach your goals.

With Athene Ascent Accumulator, you can allocate your money among the interest crediting strategies in your contract.

Indexed Strategies

These give you the potential to earn interest based in part on the upward movement of a stock market index. The interest you earn in a particular strategy is credited at the end of the strategy's Index Term Period. You're guaranteed to never earn less than 0% interest.*

Fixed Strategy

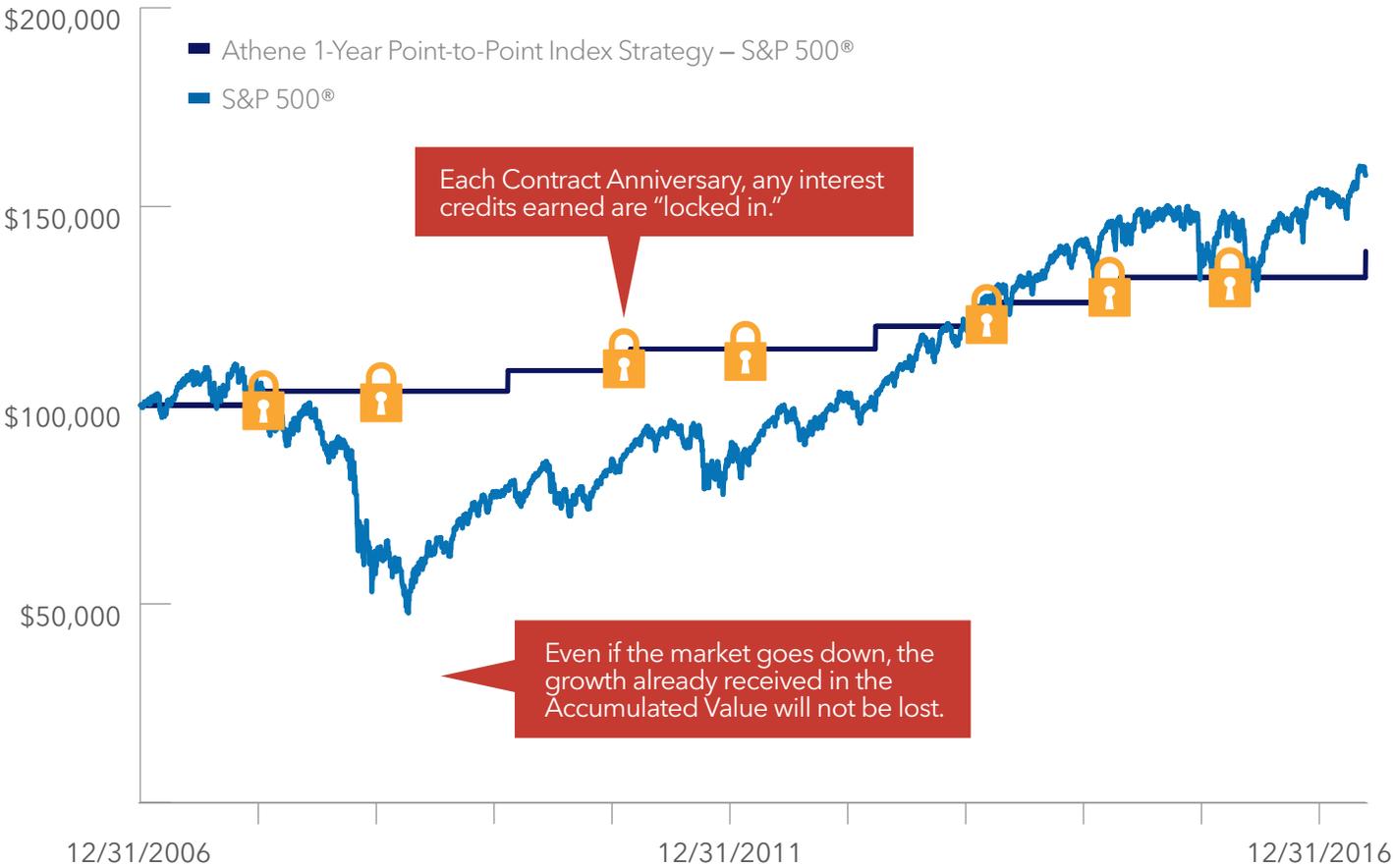
The fixed strategy provides a guaranteed rate of interest that is credited to your annuity daily. Athene declares the guaranteed rate for this strategy each contract year.

* Please see the Athene Ascent Strategy Insert provided with this brochure for more information. Note that Athene may add or eliminate indexed strategies from time to time. A specific strategy may not be available for the life of your contract.

Athene Ascent Accumulator gives you the opportunity to grow value and lock in gains.



Your money is not directly exposed to the risks of the stock market or individual stocks. We guarantee you will not lose money due to stock market risk or losses.*



This hypothetical example assumes \$100,000 initial premium, 1-Year Point-to-Point Index Strategy, 5% annual cap. The contract was held for 10 years and no withdrawals or rider fees are taken. Your Accumulation Value could decrease if you purchase an optional rider and receive no interest credits. This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance of any specific product.

*Fixed 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. Clients who purchase indexed annuities are not directly investing in a stock market index.

Additional features for added peace of mind.

Free Withdrawals

Beginning in the first Contract Year, you can withdraw up to 10% of your annuity's Accumulated Value each Contract Year without a Withdrawal Charge or Market Value Adjustment (MVA).¹

Required Minimum Distributions (RMDs) are IRS mandatory withdrawals required of anyone over age 70½ with qualified contracts (such as an IRA).² These withdrawals in your annuity contract are considered part of your Free Withdrawal, free of a Withdrawal Charge and MVA, for the Contract Year.

Bailout Feature – Flexibility and Protection

If Athene lowers the declared 1-Year Point-to-Point Index Strategy Annual Cap Rate below the Bailout Cap Rate, you'll have full access to your annuity's Accumulated Value – free of any charges for up to 30 days after the Contract Anniversary in which the Bailout Cap Rate was pierced. After the 30-day Bailout Window, all charges may apply.

Minimum Interest Credit – Automatic Interest Boost

The indexed crediting strategies in a fixed indexed annuity guarantee that your Accumulated Value will never decrease due to market performance. The Minimum Interest Credit feature in Athene Ascent Accumulator annuity takes this guarantee one step further.

If at the end of your withdrawal charge period, the total interest credited to your Accumulated Value is less than the Minimum Interest Credit, you will automatically receive a one-time interest credit equal to the difference.³ The Minimum Interest Credit is based upon a percentage of your Initial Premium less withdrawals and charges.

Confinement Waiver

You can withdraw up to 100% of your annuity's value if you are confined to a Qualified Care Facility. This benefit is available if you are confined for at least 60 consecutive days any time after the first Contract Year and meet eligibility requirements. No Withdrawal Charge or MVA apply if you qualify for this benefit.

You cannot be confined at the time your contract is issued and confinement must begin at least one year after the Contract Date.³

Terminal Illness Waiver

Withdraw up to 100% of the annuity's Accumulated Value if you are diagnosed with a terminal illness that is expected to result in death within one year and meet eligibility requirements. No Withdrawal Charge or MVA apply if you qualify for this benefit.

This waiver is available after your first Contract Anniversary and the initial diagnosis of terminal illness must be made at least one year after the Contract Date.³



Death Benefit

Your annuity can offer your loved ones a quick source of funds to settle matters after your death. Your beneficiary is guaranteed your annuity's full Accumulated Value or Minimum Guaranteed Contract Value, whichever is greater.⁴

Minimum Guaranteed Contract Value

Ensures you will receive a minimum interest crediting rate on a percentage of your premium, adjusted for withdrawals, while the contract is in effect.

Contract Surrender

If you decide to surrender your Contract, Athene will pay you the Contract's Cash Surrender Value. The Cash Surrender Value is equal to the greater of the following values as defined in your contract:

- The Accumulated Value less any applicable Withdrawal Charges and adjusted for any MVA
- The Minimum Guaranteed Contract Value

Please see the Certificate of Disclosure for more information on these features.

¹Withdrawals 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. Withdrawals are not credited with index interest in the year they are taken. Withdrawals in excess of the free amount are subject to a Withdrawal Charge or MVA which may result in the loss of principal if taken during the first 10 years of the contract. Withdrawals are based upon the Accumulated Value of the last Contract Anniversary.

²The first payment can be delayed until April 1 of the year following the year in which you turn 70½. For all subsequent years, including the year in which you were paid the first RMD by April 1, you must take the RMD by December 31 of the year. If an account owner fails to withdraw an RMD, fails to withdraw the full amount of the RMD, or fails to withdraw the RMD by the applicable deadline, the amount not withdrawn is taxed at 50%.

³Not available in all states. Additional limitations, variations and exclusions may apply. Please see the Certificate of Disclosure for more information on these features. Confinement Waiver is not available in MA.

⁴After annuitization, payments will be consistent with the Settlement Option selected. Taxes may apply.

Additional information.

Athene Ascent annuities are designed to meet your long-term savings and retirement needs. They include a Withdrawal Charge period. If you withdraw more money than the free amount allowed by your contract, or if you surrender the annuity before the Withdrawal Charge period ends, a Withdrawal Charge or Market Value Adjustment will be applied.

These charges do not apply to Free Withdrawals, RMDs, payments made in settlement of your annuity's Death Benefit, or Confinement and Terminal Illness waivers.

Withdrawal Charge

If you surrender your annuity or withdraw an amount that exceeds the Free Withdrawal amount during the Withdrawal Charge period, you will incur a Withdrawal Charge. In part, Withdrawal Charges allow the company to invest your money on a long-term basis and generally credit higher yields than possible with a similar annuity of shorter term. For more information, see the Product Details Insert provided with this brochure.¹

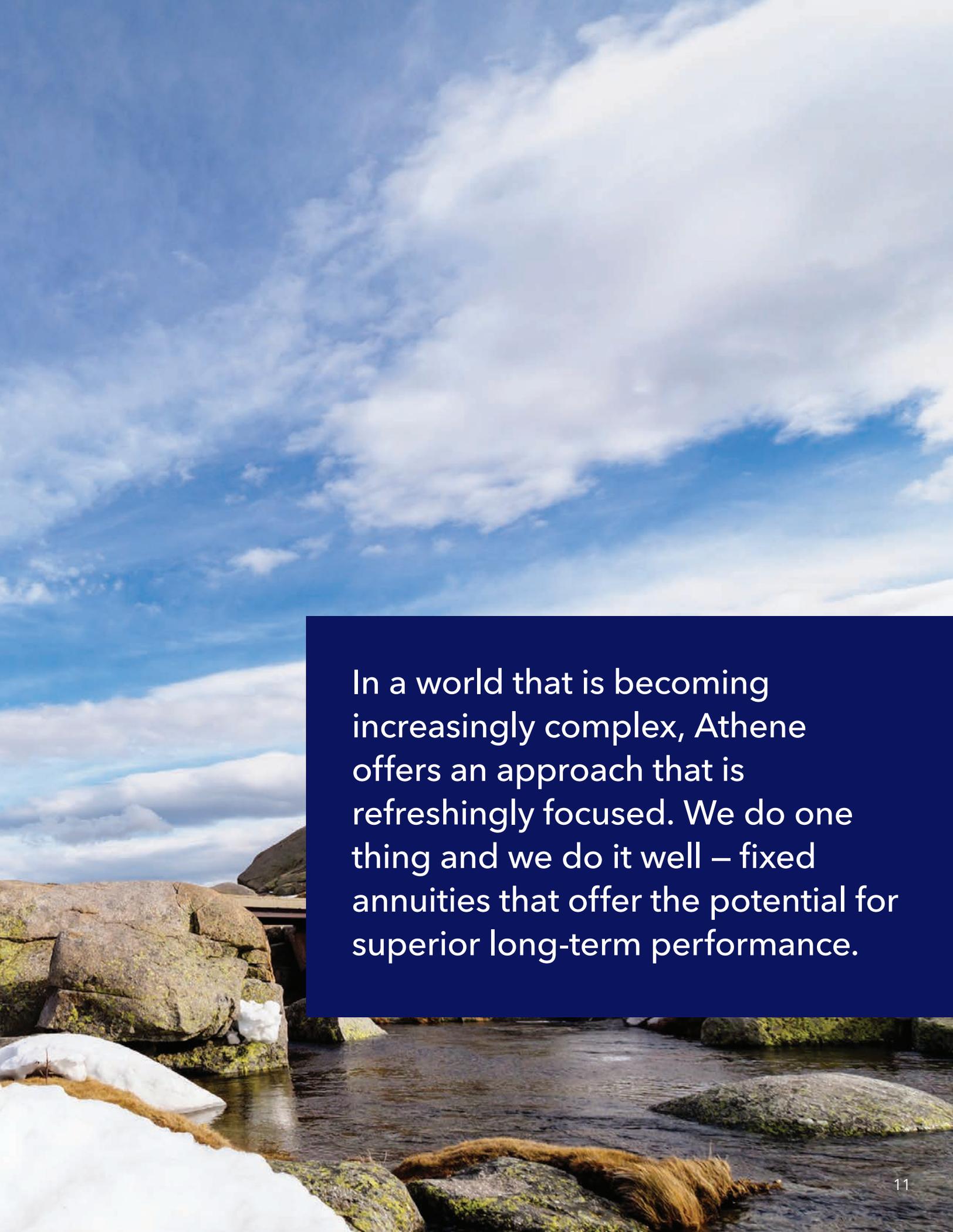
Market Value Adjustment

A Market Value Adjustment applies to withdrawals in excess of the free withdrawal amount and full surrenders during the withdrawal charge period. If you take a withdrawal before the end of your withdrawal charge period, an MVA will be applied to that withdrawal. If interest rates in the market are higher than when you purchased your annuity, the MVA is negative, meaning an additional amount is deducted from your contract value. The MVA may increase or decrease the amount of the Withdrawal or Cash Surrender Value of your Contract depending on the change in interest rates. If interest rates have increased, stayed the same, or decreased by less than 0.25%, the MVA will be negative. If interest rates have decreased by more than 0.25%, the MVA will be positive.²

¹Withdrawals 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. Withdrawals are not credited with index interest in the year they are taken. Withdrawals in excess of the free amount are subject to a Withdrawal Charge or MVA which may result in the loss of principal if taken during the first 10 years of the contract. Withdrawals are based upon the Accumulated Value of the last Contract Anniversary.

²For more information, please see Certificate of Disclosure or Form 17653, *Understanding the MVA*.





In a world that is becoming increasingly complex, Athene offers an approach that is refreshingly focused. We do one thing and we do it well – fixed annuities that offer the potential for superior long-term performance.

Your retirement savings goals are within reach.

With an Athene Ascent Accumulator annuity you can expect...



This annuity has limitations and charges. For costs and complete details, please request a Certificate of Disclosure.

Athene Ascent Accumulator [GEN (09/15) NB, ICC15 GEN (09/15) NB, GEN (07/16) NB], or state variations are 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.

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We are Athene. And we are relentless when it comes to creating an innovative portfolio of fixed annuities to meet your accumulation and retirement income needs.

At Athene, we see every day as a new opportunity to measure ourselves against the best – and then we don't stop until we've set the bar even higher. We stand ready to help you achieve more.