



EquiTrust[®]
Life Insurance Company



WEALTHMAX BONUS LIFE[®]

Life insurance with index-linked accumulation potential

Secure a seamless wealth transfer strategy and leave
a lasting legacy for your heirs

For years, you've worked hard to build a strong financial foundation. And now, it's time to ensure your legacy will endure for generations to come. There are several important questions to consider.

- 1 How can I leave a tax-free legacy for my heirs?
- 2 Do I have access to my money in case of emergencies?
- 3 Is there a way to build the value of my estate in the meantime?

WHAT IS WEALTHMAX BONUS LIFE?

WealthMax Bonus Life is a life insurance policy with index-linked accumulation potential. The concept is simple — the Accumulation Value of your policy grows on a tax-deferred basis during your lifetime. And when you pass away, the policy pays a tax-free death benefit¹ to your beneficiaries. It also provides living benefits to you if a health condition occurs and you need access to the death benefit to help pay for expenses related to chronic care, nursing care confinement or terminal illness.

Funds in a WealthMax Bonus Life policy are not invested directly in the market, meaning your policy won't be exposed to market risk. Plus, we make it easy to get started, with no required medical records or exams.

ADVANTAGES OF WEALTHMAX BONUS LIFE

Your policy is backed by the claims-paying ability of the insurance company, EquiTrust. Index-linked life insurance policies offer several important advantages:



Income tax-free death benefit for your beneficiaries¹



Ability to avoid probate



Protection of your principal



Access to living benefits for qualified medical conditions



Tax-deferred growth potential



Return of your premium payment — less any withdrawals — if you need to surrender your policy



12% premium bonus



Access to your money for income in your later years

What is a premium bonus?

The bonus isn't only in the name. With WealthMax Bonus Life, EquiTrust immediately credits your policy an extra 12% on your premium, which means your Accumulation Value starts growing right away.



RightNow Underwriting

Underwriting for WealthMax Bonus Life is completed through a simple, online process. No medical records, fluids or lengthy exams are required. Just answer a few straightforward health questions and you'll get an immediate decision on your application.



LEAVE A LEGACY FOR YOUR LOVED ONES

It starts with making a single premium payment, followed by choosing your index accounts. The entire premium amount and 12% premium bonus are immediately credited to your policy's Accumulation Value. Then, on each policy anniversary, "index credits" are calculated based on your chosen strategies and applied to the policy's Accumulation Value. Index credits will never be less than zero.



Leave a tax-free death benefit

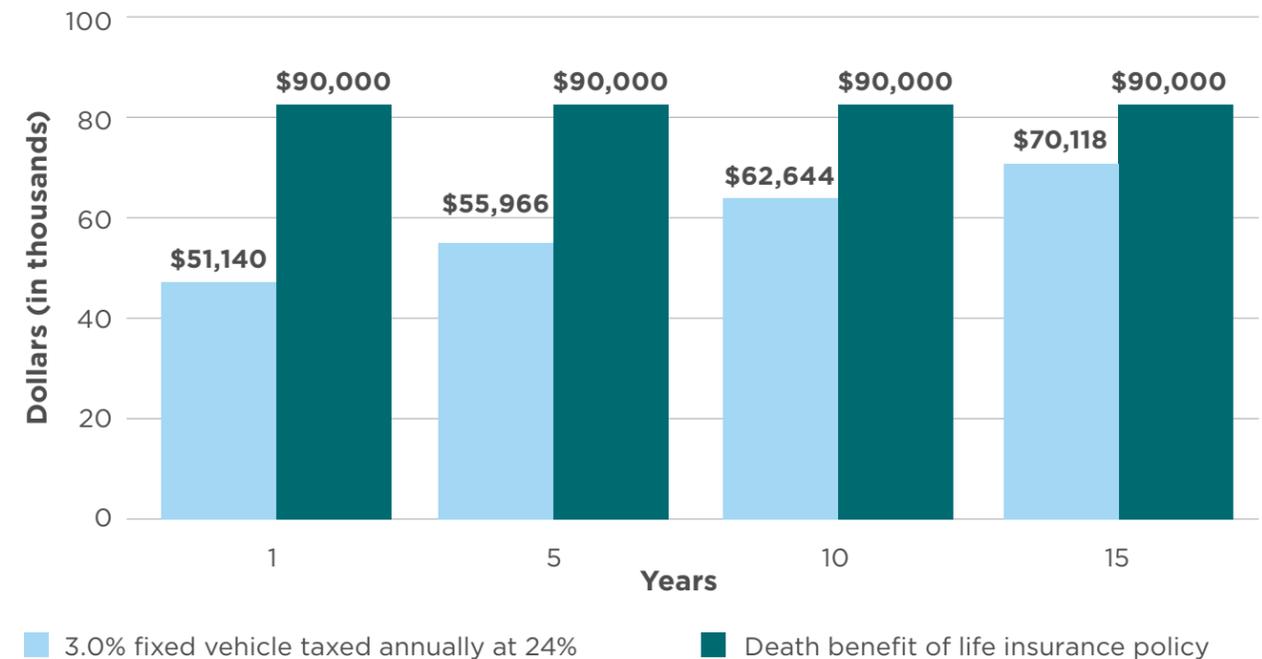
The Accumulation Value of your policy grows income tax-deferred during your lifetime. When you die, the policy pays a death benefit to your beneficiaries. Life insurance death benefit payments usually pass to your beneficiaries free of federal income taxes. And typically, the death benefit will bypass probate — meaning your beneficiaries will receive the money faster.



The value of income-tax free

Taxable savings vehicles may result in a substantial tax obligation upon your death, but with WealthMax Bonus Life, the death benefit received by your beneficiaries will ordinarily be income tax-free. Let's take a look at how life insurance death benefits compare with a taxable vehicle.²

Comparison of a life insurance policy death benefit with a taxable vehicle



This example is hypothetical and for illustrative purposes only. Assumptions: Female, age 65, standard non-tobacco rating class with a \$50,000 single premium. Taxable vehicle assumes a 3.0% interest rate and a 24% income tax bracket. Taxes are paid from taxable vehicle. All other interest is reallocated. This hypothetical chart compares a potential death benefit that may be payable to a beneficiary of a life insurance contract with a taxable vehicle.

YOU CONTROL HOW YOUR PREMIUM IS ALLOCATED

Talk with your agent to determine the allocation strategy that best aligns with your goals.

Fixed rate account

- **1-Year Interest Account** — The fixed rate is guaranteed for one policy year. On policy anniversaries the rate may change subject to the contractual Minimum Guaranteed Interest Rate.

Index accounts

A variety of index accounts offer earnings — called “index credits” — based on the changes of a specified index. Credits are never less than zero, and are added to the policy Accumulation Value at the end of the one-year period. Cap, participation and trigger rates are reset annually.

Crediting strategies	Indices			
	S&P 500® Index	S&P 500 Dynamic Intraday TCA Index	Barclays Focus50 Index	S&P MARC 5% Excess Return Index
1-Year Point-to-Point Cap — Percentage change from previous policy anniversary, up to specified cap.	X			
1-Year Point-to-Point Participation — Percentage change from previous policy anniversary, multiplied by participation rate.		X	X	X
1-Year Point-to-Point Performance Trigger — Percentage change from previous policy anniversary, with index credits based on a declared Performance Trigger Rate if index growth is positive. If the index decreases or has no growth, index credits are zero.	X			
1-Year Monthly Average Participation — Percentage change from previous policy anniversary to monthly index average, multiplied by participation rate.	X			

About the indices

S&P 500 Index³

Visit spglobal.com/spdji

Ticker: SPX

Widely regarded as the best single gauge of large-cap U.S. equities. More than \$15.6 trillion is indexed or benchmarked to the S&P 500 Index, with indexed assets comprising approximately \$7.1 trillion of this total. Includes 500 leading companies and covers approximately 80% of available market capitalization.

S&P 500 Dynamic Intraday TCA Index³

Visit spglobal.com/spdji

Ticker: SPFDYNI

Seeks to provide exposure to the S&P 500 through the use of E-mini S&P 500 futures, while applying an intraday volatility control and trend-following mechanism. The index rebalances up to 13 times throughout the trading day, employing a time-weighted average price (TWAP) to adapt to changing market conditions as it seeks a more stable volatility experience compared to traditional risk control indices. Trend signals guide rebalancing to help the index respond to market movements while seeking to maintain a 15% volatility target to allow for higher potential S&P 500 exposure.

Barclays Focus50 Index⁴

Visit Indices.Barclays/Focus50

Ticker: BXIIF50E

Seeks growth opportunities while limiting volatility through exposure to a dynamic combination of U.S. stocks and U.S. Treasury Indices. Low-volatility U.S. stocks are used because, historically, they have tended to outperform other, higher volatility stocks on a risk-adjusted basis. The broad universe consists of all stocks listed on the NYSE and NASDAQ issued by companies headquartered in the U.S. The addition of Treasuries adds a diversification benefit and a potential reduction in risk. To further control risk, the index aims to limit its annual volatility to a 5% target using a process called volatility control.

S&P MARC 5% Excess Return Index³

Visit spglobal.com/spdji

Ticker: SPMARC5

Seeks to provide multi-asset diversification within a simple risk-weighting framework, tracking three underlying component indices that represent three asset classes: equities, commodities and fixed income. This index is dynamically rebalanced between the three indices and the cash component to target a 5% level of volatility. In low-volatility environments, the index risk-control mechanism increases market exposure to riskier assets by increasing the allocation to the index (up to a leveraged position of 150%).

IMPORTANT FEATURES THAT OFFER PEACE OF MIND

✓ Access to your money

- **Withdrawals** — After the first policy year, you may withdraw 5% of your Accumulation Value each year without a surrender charge.⁵ Surrender charges are in effect during the first 10 years of your policy, and decline annually: 12, 12, 12, 12, 11, 10, 8, 6, 4 and 2%. Withdrawals of more than 5% are subject to a surrender charge. A \$25 fee will be assessed on partial withdrawals.
- **Loans** — Loans are available from your policy.⁶ Loans will be charged at a declared rate. Any loan taken will terminate the return of premium guarantee and Longevity Benefit.

Most WealthMax Bonus Life policies are classified as a Modified Endowment Contract (MEC).⁷ Loans, withdrawals and surrenders are distributed and taxed as income first, and may be subject to an additional 10% federal tax penalty if made prior to age 59½.



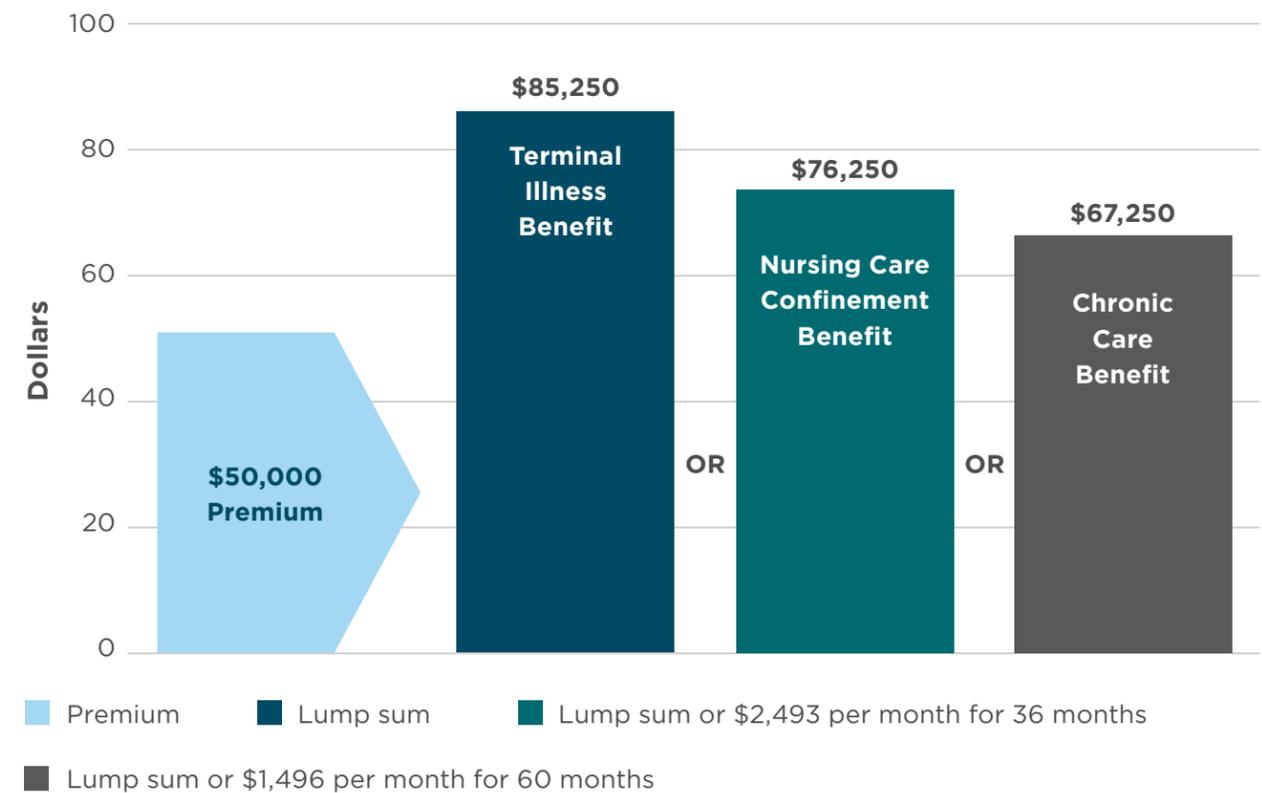
✓ Accelerated Death Benefit Rider

We understand that plans can change and unexpected medical expenses can arise. Through your policy's included Accelerated Death Benefit Rider (ADBR)⁸, you'll be able to access policy benefits during your lifetime for the following conditions:

- **Terminal Illness Benefit** — Access to the death benefit in the form of a lump-sum payment if the insured is diagnosed as terminally ill.
- **Nursing Care Confinement Benefit** — Access up to 100% of the death benefit if the insured is confined to a nursing facility for at least 90 days. This benefit pays monthly payments over 36 months or a single lump-sum payment with a discount factor applied.
- **Chronic Care Benefit** — Access up to 100% of the death benefit if the insured is diagnosed as chronically ill. Receive monthly payments over 60 months or a single lump-sum payment with a discount factor applied.

The impact of the Accelerated Death Benefit Rider*

For a 65-year-old woman with \$50,000 premium, benefits through the Accelerated Death Benefit Rider would be available for these amounts in the event of one of the following health-related conditions.²



*Conditions that will accelerate the Death Benefit vary by state.

✓ **Longevity Benefit**

If your needs change in your later years, you may choose to have the death benefit paid to you in the form of taxable monthly payments over five years. You will be eligible for this benefit after 15 years, when you turn age 85 or older, and if you have not taken any withdrawals, loans or ADBR payments.

✓ **Return of Premium**

At any time, you may surrender your policy and receive your full premium payment back, less any withdrawals. This benefit is terminated in the event of a policy loan, election of ADBR benefits or election of Longevity Benefits.

EquiTrust is a name you can trust

At EquiTrust, we're committed to being a financial partner you can trust with your retirement dreams. Rest assured your annuity contract is backed by a company with conservative investment strategies, anchored by a disciplined and diversified management style. EquiTrust is supported by a history of success, experience and strength. Magic Johnson Enterprises — a diversified consortium of business entities and partnerships — owns a controlling interest in EquiTrust.



¹ The policy must be in force at the time of death to pay a death benefit. The death benefit will be reduced by any outstanding loan balance at the time of death. The death benefit is also reduced by any payments from the Accelerated Death Benefit Rider, Longevity Benefits or partial withdrawals.

² Example assumes a 65-year-old female, non-tobacco user. \$50,000 single premium x 1.80 face-amount factor = \$90,000 death benefit at issue.

³ The “S&P Multi-Asset Risk Control 5% Excess Return Index”, “S&P 500 Dynamic Intraday TCA Index” and “S&P 500[®]” Indices (“Indices”) are products of S&P Dow Jones Indices LLC or its affiliates (“SPDJI”) and have been licensed for use by EquiTrust Life Insurance Company (“the Company”). Standard & Poor’s[®] and S&P[®] 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 the Company. The products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Indices.

⁴ Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively “Barclays”) is the issuer or producer of WealthMax Bonus Life – an indexed life insurance policy – (“the policy”) and Barclays has no responsibilities, obligations or duties to investors in the policy. The Barclays Focus50 Index (“the Index”) including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by EquiTrust Life Insurance Company (“EquiTrust”) as the Issuer of the policy. While EquiTrust as the issuer of the policy may for itself execute transactions with Barclays in or relating to the Index in connection with the policy investors acquire the policy from EquiTrust and investors neither acquire any interest in the Index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the policy. The policy is not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the policy or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein. Bloomberg Index Services Limited is the official index calculation and maintenance agent of the Index, an index owned and administered by Barclays. Bloomberg Index Services Limited does not guarantee the timeliness, accuracy, or completeness of the Index calculations or any data or information relating to the Index. Bloomberg Index Services Limited makes no warranty, express or implied, as to the Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Bloomberg Index Services Limited, its affiliates, and all of their respective partners, employees, subcontractors, agents, suppliers and vendors (collectively, the “protected parties”) shall have no liability or responsibility, contingent or otherwise, for any injury or damages, whether caused by the negligence of a protected party or otherwise, arising in connection with the calculation of the Index or any data or values included therein or in connection therewith and shall not be liable for any lost profits, losses, punitive, incidental or consequential damages.

⁵ If the policy is surrendered or lapses, it will not participate in any index returns for the index period in which the policy is surrendered or lapses.

⁶ The policy will lapse if the loan balance exceeds a certain amount. A policy lapse may be a taxable event.

⁷ This policy may be a “Modified Endowment Contract” (MEC) as defined by IRS section 7702A. Distributions from a MEC, such as partial withdrawals and policy loans, may be treated as taxable income and subject to federal income penalty.

⁸ Accelerated Death Benefits may vary by state, including waiting periods after issue date, exclusion of Nursing Care Confinement or Chronic Care benefits, administrative fees, definitions of illness, or discount factors. Refer to the Accelerated Death Benefit Rider Disclosure included with the application for rider provisions in your state. Accelerated Death Benefits may be payable in the event of either terminal illness or chronic illness, but not both. Accelerated Death Benefits may be income tax-free. You should consult a qualified tax professional for information on how benefits received may impact your personal situation. The Accelerated Death Benefit shown is based on the initial face amount. Rider provisions, availability and definitions may vary by state.

This brochure briefly highlights EquiTrust Life Insurance Company’s WealthMax Bonus Life insurance policy and its benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the policy may be continued in force, contact your agent. EquiTrust does not offer investment advice to any individual or agent/producer and this material should not be construed as investment advice.

May not be available in all states. Product features may vary by state. See policy for complete details. Policy issued on Policy Form Series ICC19-ETL-IUL-2000(01-19) or ETL-IUL-2000(01-19). Riders issued on Form Series ICC11-ETL-ADBR(03-11); ICC17-ETL-FPW(01-17); ICC17-ETL-PBR(01-17); ETL-GWBR(12-23); and ICC19-ETL-MCSV(01-19). Index accounts issued on Form Series ICC17-ETL-1YRINT(01-17); ICC17-ETL-1YP2PCAP(01-17); ICC17-ETL-1YAVGPART(01-17); ICC17-ETL-1YP2PPART(01-17) and ICC23-ETL-PT(10-23).

Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa.



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