



Nationwide®
is on your side

Nationwide
High Point 365®
Lifetime Income Benefit
rider with Purchase
Payment Bonus

Guaranteed Lifetime
Income Guide

Plan for secure retirement income

Nationwide New Heights® fixed indexed annuity and Nationwide High Point 365® Lifetime Income Benefit rider with Purchase Payment Bonus provide a source of guaranteed income for life

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

Guaranteed income backed by the strength of Nationwide®

We work hard to help you protect what matters today and prepare you for what comes tomorrow, including your retirement savings. In fact, we've been helping members protect what's important since 1925.



A+

A.M. Best

Received 10/17/2002
Affirmed 11/16/2018

A1

Moody's

Received 3/30/2009
Affirmed 11/7/2017

A+

Standard & Poor's

Received 12/22/2008
Affirmed 5/10/2018

This material is not a recommendation to buy, sell, hold or rollover any asset, adopt a financial strategy or use a particular account type. It does not take into account the specific investment objectives, tax and financial condition or particular needs of any specific person. Clients should work with their financial professional to discuss their specific situation.

These ratings and rankings reflect rating agency assessment of the financial strength and claims-paying ability of Nationwide Life Insurance Company and Nationwide Life and Annuity Insurance Company. They are not intended to reflect the investment experience or financial strength of any variable account, which is subject to market risk. Because the dates are only updated when there's a change in the rating, the dates above reflect the most recent ratings we have received. They are subject to change at any time.

Prepare to meet today's unique retirement challenges

People nearing or in retirement today face unique challenges. With traditional pensions largely a thing of the past, many Americans are facing uncertainty about what sources of income will be available to pay retirement expenses. You may need a solution that can help you successfully navigate today's retirement landscape, including:



Low interest rates

Today's interest rates on traditional fixed income solutions are 66% lower than they were 20 years ago¹



Market downturns

A bear market near or early in retirement can impact when and how you're able to retire



Longer retirement

Today's 60 year-old has almost a 50% chance to reach age 90 and will need income for every year of retirement²

A Nationwide New Heights[®] fixed indexed annuity and Nationwide High Point 365[®] Lifetime Income Benefit rider with Purchase Payment Bonus ("High Point 365[®] with Bonus"), an optional rider available for an annual charge, may offer a predictable source of retirement income that can help you approach retirement with a level of confidence.

What is a fixed indexed annuity?

A fixed indexed annuity is a contract you buy from an insurance company that provides the opportunity to earn interest based on the changes in an index such as the S&P 500[®] Composite Price Index. Regardless of index performance, indexed annuity contract values will not be impacted by negative index returns.

¹Source: Board of Governors of the Federal Reserve System. 10-year U.S. Treasury Rate on 12/31/1999 and 12/31/2018.

²Source: Actuaries Longevity Illustrator.

Benefit from guaranteed income growth

It's important to have a source of income that will last throughout retirement. High Point 365 with Bonus offers guaranteed retirement income growth as you prepare for retirement and provides a source of lifetime income once you begin withdrawals. High Point 365 with Bonus features:

110% OF YOUR INITIAL PURCHASE PAYMENT
TODAY

High Point 365 with Bonus immediately adds an additional 10% of your purchase payment to the amount used to calculate your future lifetime income.³

7% COMPOUND ANNUAL GROWTH
FOR 10 YEARS

Your income benefit base will continue to grow daily at a 7% compound annual rate for the earlier of 10 years or until you begin lifetime withdrawals.⁴

**Guaranteed
Income
IN RETIREMENT**

You may begin lifetime income after the first year or anytime thereafter, and it is guaranteed even if you live to age 100 or more.⁵

Lifetime income is calculated using your High Point Income Benefit Base multiplied by a lifetime payout percentage. Your lifetime payout percentage increases each year you wait to begin taking income.

³ Lifetime income is calculated using your High Point Income Benefit Base (see definition below). A 10% Minimum Income Benefit Value bonus, credited at contract issue and calculated upon the purchase payment, will be added to your guaranteed minimum income benefit value. A 1% purchase payment bonus, credited at contract issue and calculated upon the purchase payment, will also be added to the Contract Value and Return of Purchase Payment Guarantee amount. The purchase payment bonus vests over time and is fully vested by the end of the CDSC period. Please see the Additional Information and Certificate of Disclosure.

⁴ The High Point Income Benefit Base is the greater of the guaranteed Minimum Income Benefit Value and the Highest BAV. The Highest BAV is the highest Balanced Allocation Value (BAV) adjusted for withdrawals. The BAV is the greater of the contract value plus any strategy earnings that have not been credited to the contract or the Return of Purchase Payment Guarantee amount.

⁵ Lifetime income will be based on the High Point Income Benefit Base multiplied by a Lifetime Payout Percentage. Lifetime Payout Percentages increase each year you wait to take lifetime income up to age 90. Minimum age of 50 before starting lifetime income. Guarantees and protections are subject to the claims-paying ability of the issuing company.

Guarantee a source of retirement income for life

High Point 365 with Bonus can help you feel confident that you have a predictable source of retirement income guaranteed to grow every day you wait to begin withdrawals and last for the rest of your life once you start taking income.



Hypothetical Assumptions: Issue age 60, \$250,000 purchase payment in New Heights with High Point 365 with Bonus, Lifetime Income Withdrawals at the following rates: 10% Minimum Income Benefit Value bonus, 7% compound annual growth in years 1-10, Single Life, no free partial or lifetime income withdrawals during this period. The High Point Income Benefit Base, the greater of the Minimum Income Benefit Value and the Highest BAV, is used to calculate lifetime income and cannot be withdrawn in a lump sum.

*Lifetime income is calculated by multiplying the High Point Income Benefit Base by a Lifetime Payout Percentage. The Lifetime Payout Percentage used to calculate lifetime income in year 7 is 4.68% and in year 10 is 4.86%. The Lifetime Payout Percentage is based on your age at contract issue (or the age of the youngest covered life if the joint option is elected) and the number of completed contract years when you elect to begin lifetime income payments. Your Lifetime Payout Percentage may be different than what's shown here.

Flexible income options to meet your changing needs

Meet Donna, age 60

Objective

Donna wants to ensure she'll have at least **\$25,000 in annual income** when she plans to retire in 10 years.

Solution

Donna allocated \$250,000 of her retirement savings to High Point 365 with Bonus. After 10 years, she's guaranteed to receive **\$26,291 in annual income** for life.

Result

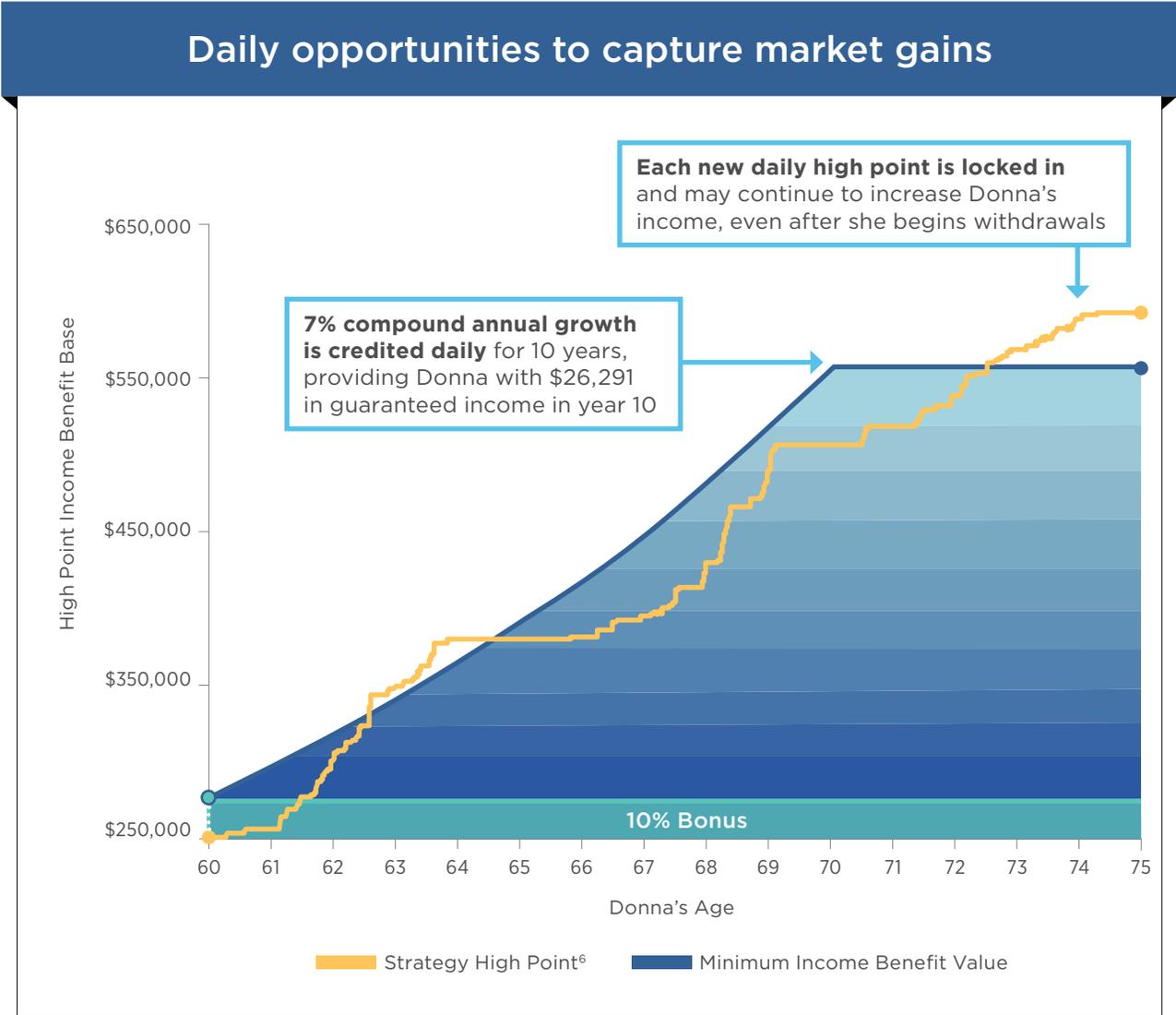
Donna's plans changed, and she decided to wait another five years to begin taking retirement income. During this time, the highest daily value of Donna's positive index performance resulted in a BAV that exceeded her Minimum Income Benefit Value, **increasing her annual lifetime income**. Her Lifetime Payout Percentage also increased from 4.86% at age 70 to 5.79% at age 75.

This is a hypothetical example to show how New Heights with High Point 365 with Bonus can work. Actual results may differ. Past performance is no guarantee of future performance.



A second opportunity for greater guaranteed income

Whenever you decide to begin withdrawals, your lifetime income will be calculated using the greater of the Minimum Income Benefit Value and the highest value of your strategy at any time you've owned your contract.⁶ Your strategy is tracked daily, and every new high point is locked in, which may help increase future income.



Hypothetical Assumptions: \$250,000 purchase payment in New Heights with High Point 365 with Bonus at the following rates: 10% Minimum Income Benefit Value bonus, 7% compound annual growth in years 1-10, Single Life. Hypothetical strategy performance. The Lifetime Payout Percentage used to calculate lifetime income in year 10 is 4.86%. The High Point Income Benefit Base, the greater of the Minimum Income Benefit Value and the highest BAV, is used to calculate lifetime income and cannot be withdrawn in a lump sum.

⁶ The highest value of your strategy or strategy high point is also referred to as the Highest BAV. Please see the Additional Information and Certificate of Disclosure.

Additional Information

Eligibility

To purchase this rider, you (and your spouse if the joint option is elected) must be between the ages of 40 and 80 when the contract is issued.⁷ High Point 365 with Bonus is only available at contract issue; it cannot be added later.

Excess Withdrawals

Withdrawals that exceed your available lifetime income amount (excess withdrawals) may be taken; however, those excess withdrawals will reduce the Highest BAV, Minimum Income Benefit Value, High Point Income Benefit Base and future lifetime income payments proportionately. The BAV is the greater of the contract value plus any strategy earnings that have not been credited to the contract or the Return of Purchase Payment Guarantee amount. Excess withdrawals will reduce the contract value. If an excess withdrawal reduces the contract value to zero, this rider and the contract will terminate.

High Point Income Benefit Base

The High Point Income Benefit Base is used to calculate the maximum lifetime income benefit payment and the rider charge and is the greater of the Minimum Income Benefit Value and the Highest BAV. The High Point Income Benefit Base is different from the contract value and cannot be withdrawn in a lump sum.

Lifetime Payout Percentage

Your Lifetime Payout Percentage is based on your age at contract issue and the number of completed contract years when you elect to begin lifetime income payments. If the joint option is elected, the Lifetime Payout Percentage is based on the age of the younger spouse and will result in a lower Lifetime Payout Percentage than if you chose a single life contract. The longer you wait to begin lifetime income withdrawals, the higher the Lifetime Payout Percentage will usually be. Once your income payments begin, the Lifetime Payout Percentage is fixed and will not go down.⁸ To see the specific Lifetime Payout Percentage for your age and retirement timeframe, please ask your advisor for current rates or to run an illustration.

⁷ For New Heights 12, High Point 365 with Bonus is available up to age 75 in all applicable states (except in Florida, where High Point 365 with Bonus is available up to age 64).

⁸ Once your contract is issued, the range of Lifetime Payout Percentages applicable to your contract will not change; however, Lifetime Payout Percentages increase within that range every year income is deferred until the maximum lifetime payout percentage is reached.

Lifetime Withdrawals

The youngest covered life must be age 50 and have held the contract for one year before beginning lifetime withdrawals. Your maximum annual income payment is calculated by multiplying the High Point Income Benefit Base by the lifetime payout percentage. The maximum lifetime income payment is divided by 12 to determine the monthly available lifetime income benefit. As long as you adhere to the rider withdrawal limits, lifetime income payments are guaranteed to continue for your life (or the life of your spouse, whichever is longer, if the joint option is elected). If your contract value is greater than zero and a new Highest BAV is achieved after starting income, your income benefit base will be reset and your lifetime income payment will increase as a result.

Rider Charge

High Point 365 with Bonus has an annual rider charge of 1.10% for the life of the contract; it is calculated on the High Point Income Benefit Base and is deducted from the contract value on a quarterly basis.

Vesting

High Point 365 with Bonus includes a 1% purchase payment bonus that is applied to the contract value and return of purchase payment guarantee amount. If you take a partial withdrawal in excess of the free withdrawal amount or surrender the contract before the end of the CDSC period, you will receive the vested percentage of the purchase payment bonus. Any unvested bonus will be forfeited and recouped from your contract value. To see the vesting schedule for your contract, ask your financial professional and review your Certificate of Disclosure.

Other Withdrawals

Lifetime income payments are free withdrawals and are not subject to contingent deferred sales charges (CDSC) or, if applicable, a market value adjustment (MVA).⁹ A free withdrawal is the amount that you can withdraw annually from your contract without charges and receive full gains to date and is noncumulative. If you take a free partial withdrawal that is not a lifetime income payment, your High Point Income Benefit Base will be reduced proportionally based on the percentage of your contract value withdrawn. Withdrawals taken, including lifetime income payments, may be subject to ordinary income tax and also a 10% early withdrawal federal tax penalty if you are under age 59½. Please consult your qualified tax advisor or attorney regarding the applicability of this information to your specific situation. For more information about CDSC and MVA, please see the New Heights brochure.

⁹ In California, CDSC is called a surrender charge.



Ask your financial professional for more information about New Heights and High Point 365 with Bonus



Talk with your financial professional to learn more about Nationwide New Heights® and High Point 365® with Bonus

Please keep in mind:

- A fixed indexed annuity is not a stock market investment and does not directly participate in any stock or equity investment
- A fixed indexed annuity may be appropriate for those individuals who want the opportunity to capture upside potential while having a level of protection from market downturns
- Lifetime income may be provided through the purchase of an optional rider for an additional cost or through annuitization at no additional cost
- Withdrawals taken before age 59½ may incur a 10% early withdrawal penalty in addition to ordinary income taxes; withdrawals may trigger early surrender charges, reduce your death benefit and contract value, and may also reduce any guaranteed lifetime withdrawal benefits



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This material is not a recommendation to buy, sell, hold or roll over any asset, adopt a financial strategy or use a particular account type. It does not take into account the specific investment objectives, tax and financial condition or particular needs of any specific person. Clients should work with their financial professional to discuss their specific situation.

Nationwide New Heights fixed indexed annuities are issued by Nationwide Life and Annuity Insurance Company, Columbus, Ohio. All guarantees are subject to the claims-paying ability of Nationwide Life and Annuity Insurance Company.

Nationwide New Heights fixed indexed annuity is issued by Nationwide Life and Annuity Insurance Company, Columbus, Ohio. New Heights does not directly participate in the stock market or any index. It is not possible to invest in an index. Withdrawals are subject to income tax, and withdrawals before age 59½ may be subject to a 10% federal tax penalty.

Annuities have limitations. They are long-term vehicles designed for retirement purposes. They are not intended to replace emergency funds, to be used as income for day-to-day expenses or to fund short-term savings goals. Please read the contract for complete details.

Guarantees and protections are subject to the claims-paying ability of Nationwide Life and Annuity Insurance Company.

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