

ASIA PLUS 10



A Strategy Indexed Annuity
Issued By American National Life Insurance Company of New York





Your Life. Your Strategies.

You've come a long way. You're not a financial novice anymore. You have worked hard, built some equity, lost more equity than you would have liked and are looking for a future that will smooth out the rough edges, provide you some safety and yet also provide you the potential to grow a portion of your money for future needs.

You like the idea of having a backstop that will prevent the big declines in value and yet will keep pace with inflation and allow you to have the opportunity to grow your nest egg. In an era where taxes are expected to continue to rise, you would like to accumulate cash value tax-deferred until the day you need it. Finally, you want to have flexibility so all of your money is not in the same basket with the same degree of risk.

What is an Indexed Annuity?

Indexed annuities offer consumers the potential to have a higher rate of interest calculated, based on the movement of an index, than a traditional fixed annuity. Indexed annuities calculate the amount of interest during a defined period of time based on the movement of an index. There will never be a negative index charge to your indexed interest, and you will always earn at least the minimum guaranteed interest rate.

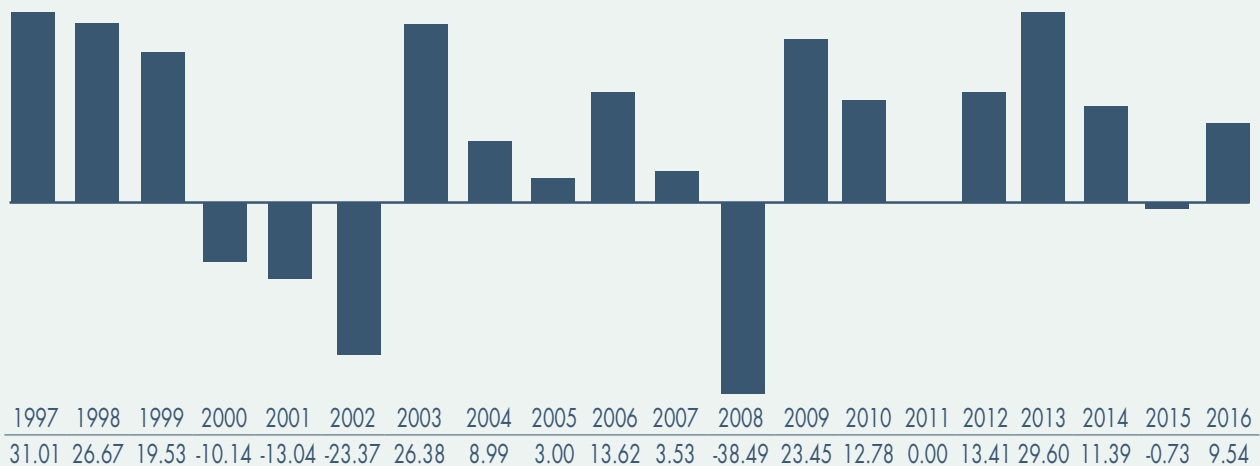
The **ASIA PLUS 10** bases the interest credited to your annuity on the S&P 500® Index. Your premium is never placed directly in the stock market or in an indexed fund. Interest credited is simply based upon the movement of the S&P 500® Index, hence the name Indexed Annuity. The movement of the S&P 500® Index over the past 20 years is illustrated on the next page.

The S&P 500® Index is based upon the common stock price of the 500 top publicly traded domestic companies in the U.S. economy as determined by Standard and Poor. It is one of the most commonly followed indices and is considered to be representative of the market as a whole. The index is market value weighted so that the stocks of the companies with a larger market capitalization have a greater effect on the index.

Your premium earns interest, if any, based upon the chosen strategy and the performance of the S&P 500® Index from the beginning of your one-year Segment Term to the end of your Segment Term. The interest credited is subject to both a Cap and Participation Rate or a Specified Rate which are declared at the beginning of each Segment Term.

Historical Movement of S&P 500® Index between 1997 – 2016

The following chart shows the annual change in the S&P 500® Index over a twenty year period:



The S&P 500® Index does not reflect dividends paid on the stocks underlying the index. You do not have any direct ownership in any individual stock or index. The index cannot be predicted over any given period of time. Past performance of the Index is no guarantee of future results.

What makes ASIA PLUS 10 Unique?

ASIA PLUS 10 provides you one plan with multiple interest crediting strategies which offer the opportunity to diversify your risk without the hassle of obtaining multiple annuity contracts. It's all about choice. With the interest crediting strategies, income and payout options available, your annuity will be as unique as you are.

Crediting Strategies

ASIA PLUS 10 provides multiple one year interest crediting strategies and multiple Participation Rates. The strategies allow you to choose different Interest crediting strategies and Participation Rates for the opportunity to potentially have higher interest credited if the S&P 500® Index increases in value and you have chosen a strategy with a higher Cap. Assigning a portion of your premium to the Declared Rate Strategy can ensure that a portion of your annuity receives a pre-set interest rate which is compounded and credited daily on a 365 day basis.

Strategies that credit interest related to the performance of the S&P 500® Index are dependent on index performance. Each interest crediting strategy has different potential for interest earnings under different scenarios. There is not one particular interest crediting strategy that will deliver the most interest under all economic conditions.¹

¹At any given contract anniversary some of the strategies may not be available due to economic conditions. At the end of the Segment Term, the Segment Earnings are calculated.

Protection Strategies

ASIA PLUS 10 seeks to provide protection in a variety of forms.

- **Protection from negative economic conditions:** By choosing ASIA PLUS 10, you are not investing directly in the stock market. Your Annuity Value will not be reduced in negative economic years, and in the event the underlying index performs below the minimum guarantee interest rate your contract will earn the minimum guaranteed interest rate.
- **Protection from income taxes:** ASIA PLUS 10 allows you to accumulate value in the annuity on a tax deferred basis until the day you need the money. The Annuity Value accumulates without having any of the interest credited taxed until it is removed from the annuity.*
- **Death Benefit protection for your family:** With the available Death Benefit options, you can choose how and when the Death Benefit will be distributed to best meet your loved one's needs.

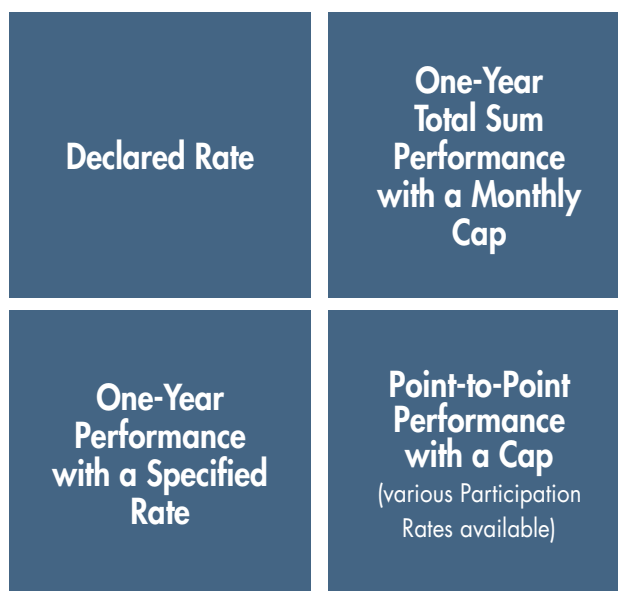
See detailed information on each of these topics as you read through the brochure.

* Under current tax law, the Internal Revenue Code provides tax deferral to IRAs. 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. An IRS penalty of 10% may be assessed on any withdrawals made prior to age 59 1/2. Withdrawals are subject to ordinary income tax.

Potential Crediting Strategies Available

When you set up your contract, you will be able to choose one of several strategies to meet your goals. You may use as many different options as you deem appropriate for your planning needs subject to American National's minimum and maximum requirements.

ASIA PLUS 10 offers multiple indexing strategies as well as a Declared Strategy. The chart to the right illustrates the strategies available. You are able to participate in multiple strategies in one contract. The minimum amount required for participation in any of the Indexed strategies is \$5,000. There is no minimum allocation amount for the Declared Rate Strategy.



Indexed strategies earn interest related to the performance of the S&P 500® Index. . The performance of the index cannot be predicted over any given period of time. Past history of the Index is no guarantee of future performance. There is not one particular interest crediting strategy that will deliver the most interest under all economic conditions. American National and its agents do not make any recommendations regarding the selection of indexed strategies. American National and its agents do not guarantee the performance of any indexed strategies. The Declared Rate Strategy earns interest at an interest rate we declare at the beginning of each Contract Year and is guaranteed for one year.

Declared Rate Strategy

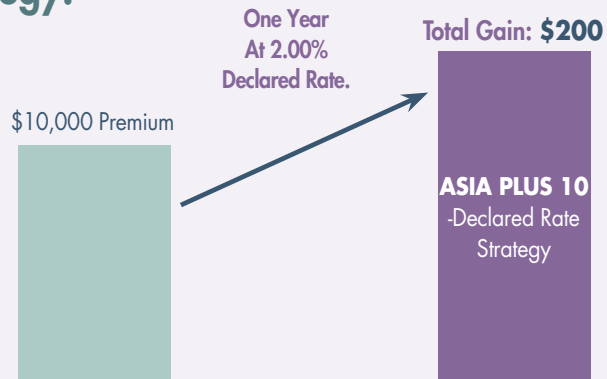
The rate is set at the beginning of each Segment Term so you know what return you will receive on the premium placed in the Declared Rate Strategy.

Hypothetical Declared Rate Strategy:

Allocation Amount: \$10,000
Segment Term: One Year
Declared Rate: 2.00%

What does this mean for you?
 Because this strategy is not related to the index, no matter how the index changes, you will receive 2.00% interest on your \$10,000

Total Gain: \$200



These hypothetical examples are provided for illustrative purposes only.

One-Year Performance with a Specified Rate – (Specified Rate Strategy)

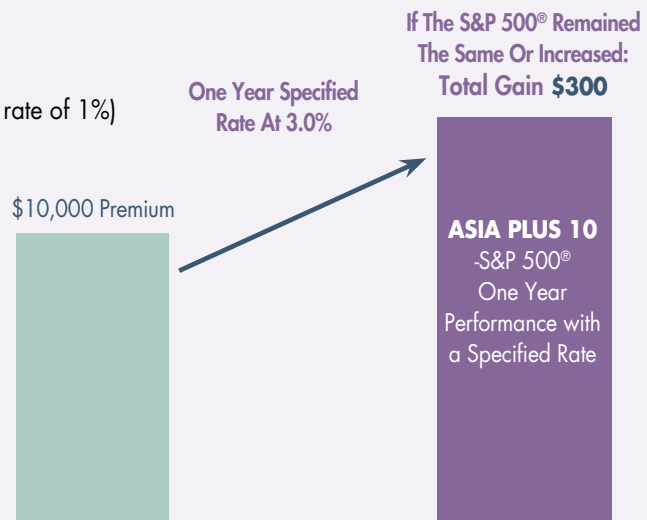
The Specified Rate is set at the beginning of each Segment Term; subject to the guaranteed minimum specified rate. At the end of the one year Segment Term, the earnings are calculated as follows: If the index is up or unchanged at the end of the Segment Term, then the interest earnings equal the specified rate multiplied by the Annuity Value in this indexed crediting strategy; otherwise, interest is credited at the minimum guaranteed interest rate for indexed strategies.

Hypothetical Example:

Allocation Amount: \$10,000
Specified Rate: 3.0%
Segment Term: One Year (minimum guaranteed interest rate of 1%)

What does this mean for you?:

- During the one year Segment Term, American National will track the change in the index. At the end of the year, if the index has remained the same or increased any amount, you will receive the Specified Rate of 3.0% interest on your original \$10,000.
- If the change in the index is negative or less than the minimum guaranteed interest rate for indexed strategies at the end of the year, your strategy will receive the minimum guaranteed interest rate for indexed strategies for the Segment Term.



Total Gain: \$300 or \$100 (minimum guaranteed interest rate)

Form SRS13(NY)

These hypothetical examples are provided for illustrative purposes only.



One-Year Total Sum Performance with a Monthly Cap – (Monthly Sum)

The Monthly Sum strategy credits interest on an annual basis by comparing the monthly changes in the S&P 500® Index. Each month, American National will calculate the changes in index value compared to the previous month. Increases each month are subject to a Cap while decreases each month have no bottom limit. The 12 values are summed to determine the annual interest credited with a floor rate of the minimum guaranteed interest rate for indexed strategies. There is no Cap on the final interest rate credited.

In the hypothetical examples, the assumed minimum guaranteed interest rate is 1%.

Form 1YRTS13(NY)

These hypothetical examples are provided for illustrative purposes only.

Months	Hypothetical Example 1		Hypothetical Example 2	
	Index Change	Monthly Capped Change	Index Change	Monthly Capped Change
1	4%	2%	2%	2%
2	2%	2%	2%	2%
3	-3%	-3%	-3%	-3%
4	1%	1%	-4%	-4%
5	-1%	-1%	-1%	-1%
6	0%	0%	0%	0%
7	3%	2%	2%	2%
8	-2%	-2%	-2%	-2%
9	4%	2%	-2%	-2%
10	1.5%	1.5%	1.5%	1.5%
11	-1%	-1%	-1%	-1%
12	2%	2%	2%	2%
Total		5.5%		-3.5%
Interest Rate Credited		5.5%		1% (cannot be credited lower than the minimum guaranteed interest rate)

Indexed strategies earn interest related to the performance of the S&P 500® Index. The amount of interest an indexed strategy earns depends on a number of factors including: index performance, participation rate, cap, segment term, and the minimum guaranteed interest rate for indexed strategies. The performance of the index cannot be predicted over any given period of time. Past history of the Index is no guarantee of future performance. There is not one particular interest crediting strategy that will deliver the most interest under all economic conditions. American National and its agents do not make any recommendations regarding the selection of indexed strategies. American National and its agents do not guarantee the performance of any indexed strategies. The Declared Rate Strategy earns interest at an interest rate we declare at the beginning of each Contract Year and is guaranteed for one year.

Point to Point Performance with a Cap - (Point to Point)

Point to Point indexing allows for one year Segment Terms and multiple Participation Rates and Caps. Current Participation Rates are 100%, 75% and 50%.

A point to point strategy measures the change in the index by comparing the closing value of the index at the end of the Segment Term to the index value on the first day of the Segment Term.

Starting value	Ending Value	Change	Percent of change
1000	1100	+100	10%
1000	900	-100	-10%

Even though the index can have a negative percent of change, your contract has a minimum guaranteed interest rate for indexed strategies. This means that the lowest interest rate that can be applied to any Segment Term is the minimum guaranteed interest rate for indexed strategies. American National's Point to Point Performance with Cap Strategy is subject to a Participation Rate and Cap on all index earnings.

What is a participation rate?

A Participation Rate is the portion of the increase in the S&P 500® that is used to determine the amount of interest credited for the Segment Term. For example, a Strategy with a 50% Participation Rate will be credited 50% of the increase in index (up to the Cap), and a strategy with 100% Participation Rate will be credited 100% of the increase in the index (up to the Cap).

Hypothetical Example Step 1: Apply Participation Rate		Participation Rate: 100%	Participation Rate: 75%	Participation Rate: 50%
Index increases by 3%	After Participation Rate:	3.0%	2.25%	1.5%
Index increases by 6%	After Participation Rate:	6.0%	4.5%	3.0%
Index increases by 12%	After Participation Rate:	12.0%	9.0%	6.0%

What is a cap?

A Cap is the upper limit or maximum interest that your Segment can earn during a Segment Term. Once the Participation Rate has been applied, if the index increase is greater than the Cap, the Cap will be used to determine the amount of interest that will be credited for that Segment Term. Using the same example as above, we will now apply the Cap.

A higher Participation Rate offers a lower Cap, and a lower Participation Rate offers a higher Cap. When considering the various Participation Rates, you should choose a strategy depending on how you believe the index may perform over the one year segment term. Please see the hypothetical examples.

Hypothetical Example Step 2: Apply Cap		Participation Rate: 100% Cap: 4.0%	Participation Rate: 75% Cap: 5.5%	Participation Rate: 50% Cap: 7.0%
Index increases by 3%	After Participation Rate:	3.0%	2.25%	1.5%
	Credited After Cap:	3.0%	2.25%	1.5%
Index increases by 6%	After Participation Rate:	6.0%	4.5%	3.0%
	Credited After Cap:	4.0%	4.5%	3.0%
Index increases by 12%	After Participation Rate:	12.0%	9.0%	6.0%
	Credited After Cap:	4.0%	5.5%	6.0%

Form PTP13(NY)

These hypothetical examples are provided for illustrative purposes only. At any given contract anniversary some of the strategies may not be available due to economic conditions. At the end of the Segment Term, the Segment Earnings are calculated.



Your personal goals may change from time to time which is why the **ASIA PLUS 10** gives you the option when each segment term ends to reallocate your Annuity Value among the available options on the contract anniversary.

1. Prior to your contract anniversary, meet with your advisor to discuss your financial goals.
2. Decide which strategies meet your goals.
3. Allocate your funds accordingly.
4. Relax and enjoy the peace of mind that comes with knowing your money is protected from a loss in value if the index declines.

Note: Reallocations require a \$5,000 minimum premium. If a Segment matures and has less than \$5,000, the Segment Value will be reallocated into another Strategy as long as it meets the minimum strategy requirements or will be transferred by American National into the Declared Rate Strategy. If a Segment matures and the strategy is no longer available, the Segment Value will be placed in the strategy most similar to the maturing Segment.

Asset Protection

Making the decision to purchase an indexed annuity can be complicated due to the fluctuations of the index. The important thing to remember is that even when the index has negative returns, your Annuity Value will not decrease. The chart on the next page shows the results from testing the current product against past performance of the S&P 500® Index from 2003 to 2014. As you can see, even though the chart displays both positive and negative years for the index, the overall account does not lose value and grows at a rate of no less than the minimum guaranteed interest rate.

The use of alternate assumptions would produce significantly different results. Although the ASIA PLUS 10 was not available for the period of time referenced, actual historical prices of the S&P 500® Index have been used in the hypothetical example. This hypothetical example is intended solely for illustrative purposes and is not an indication of the annuity's past or future performance.

Assume the allocations:

25% Declared Rate Strategy
2.0% Declared Rate

25% One Year Point to Point with 100% Participation
4.25% Cap

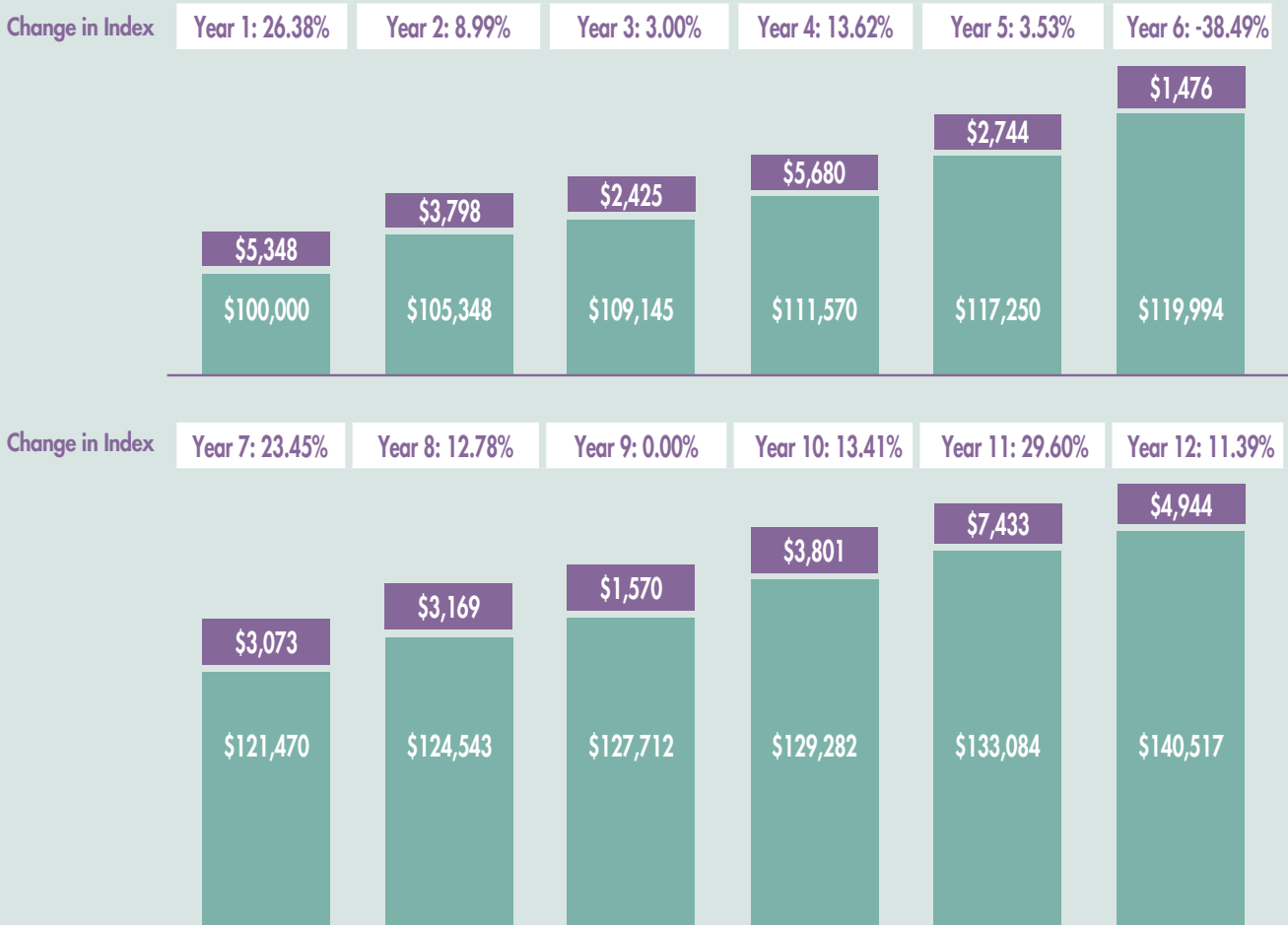
25% One Year Monthly Sum Method
2.0% Monthly Cap

25% Specified Rate Strategy
3.0% Specified Rate

Assume a 1% Guaranteed Minimum Interest Rate

No matter how you choose to allocate your money, your Annuity Value will not lose value due to negative index years.

Beginning of the Year Annuity Value
Amount Credited based on Segment Earnings



Safety of Principal

The **ASIA PLUS 10** allows you to receive interest earnings based upon the movement of the S&P 500® Index without being directly invested in the index. If the index goes down in value during the measuring period, you do not lose principal and will even be credited the minimum guaranteed interest rate for indexed strategies. From that standpoint, your money is protected from a loss in value if the index declines. Don't lose sleep worrying about ASIA PLUS.

Control Your Taxes

ASIA PLUS 10 allows you to decide when your income should be taxable to you. With a tax-deferred annuity, the Annuity Value has the potential to grow and in the meanwhile, you will not pay taxes on it until you withdraw the money. It will be there for you when you need it. Why pay taxes when you may not need any or all of the income generated?

Current U.S. tax law provides that earnings from an annuity are taxable only upon a withdrawal as ordinary income. You should contact your attorney or tax advisor on your specific situation.

Surrender Charge Free Withdrawal Privilege

Choosing your plan to build growth is one thing, but what if your plans change? What if you need access to some of your money? You have that flexibility with the **ASIA PLUS 10**. After the contract is issued, you can withdraw up to 10% of your Annuity Value as of the beginning of the contract year, or the Minimum Required Distribution if greater, during each contract year without any surrender charges.*

Full Surrender

The full Annuity Value of your contract is available to you without any surrender charges after the contract has been in force for ten full contract years.*

However, if your financial plans change and you need to surrender your contract prior to the end of ten years, you can do so subject to a surrender charge as shown in this schedule:

10 Year Surrender Charge Schedule

Contract Year	1	2	3	4	5	6	7	8	9	10	11+
Surrender Charge	9%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%

Your Annuity Value is the sum of the values in the indexed and declared rate strategies less any withdrawals you may have taken from the contract. The surrender amount you will receive during the first ten years will be the Annuity Value less surrender charges according to the schedule above.

If you surrender your contract during a Segment Term, Interest will be credited on the amount withdrawn at the minimum guaranteed interest rate for the declared rate strategy.

* Withdrawals prior to age 59½ may be subject to a 10% tax penalty. Withdrawals are subject to ordinary income tax.

Waiver of Surrender Charges

Life has a way of changing your plans and the ASIA PLUS 10 provides assurance that you will have access to your money, without any surrender charges, under these special circumstances:

Confinement Waiver

Surrender charges may be waived when the contract owner is confined to a licensed hospital, licensed convalescent care facility, skilled nursing facility, custodial care facility, or licensed hospice facility for 30 or more days. This special waiver of surrender charge is available to you beginning 90 days after issue.

Disability Waiver

Prior to age 65, surrender charges may be waived if the contract owner is diagnosed as having a disability. This special waiver of surrender charge is available to you immediately after issue.

Terminal Illness Waiver

Surrender charges may be waived when the contract owner is diagnosed with an injury or illness that is reasonably expected to result in death in 12 months or less. This special waiver of surrender charges is available to you after issue.

Conditions and restrictions on the waivers may apply. Please see your contract for specific details.

Death Benefit

The **ASIA PLUS 10** provides a Death Benefit that will be payable to a named beneficiary at the death of the owner of the contract. The Death Benefit, prior to the maturity date of the contract, is the Annuity Value, including any interest earnings up to the date of death.

Maturity

The maturity date of the contract is normally when the owner reaches age 100, but the owner may request a change in date as long as the new maturity date is after the end of the fifth year and is not after the owner is 100 years old.

Annuity Options

At maturity you may elect to receive the proceeds of your annuity in a lump sum payment or in a series of payments to meet your financial goals. American National offers a variety of annuity options. Your advisor can help you make the right choice for your needs at that time.

If the death of the contract owner occurs after maturity and annuity payments are being made then, depending upon the annuity option selected by the contract owner, any remaining payments will be paid to the beneficiary.

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Guarantees are based on the claims paying ability of American National Life Insurance Company of New York.

Form IA13(NY)

Not FDIC/NCUA insured	Not a deposit	Not insured by any federal government agency	No bank/CU guarantee	May lose value
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ASIA PLUS 10 Overview

Issue Ages:	0-80 (Owner and Annuitant; Age Last Birthday)																								
Issue Dates	1st, 8th, 16th and 24th of each month																								
Maturity Age:	100 (Owner)																								
Premium:	Single Premium Only																								
Minimum Premium:	\$10,000 NQ (\$5,000 per interest crediting strategy) \$5,000 Q (\$5,000 per interest crediting strategy)																								
Maximum Premium:	\$1,000,000																								
Important terms:	<ul style="list-style-type: none"> • Participation Rate: The portion of the change in the Index credited to the contract. • Cap: The maximum interest credited to an indexed strategy. • Index: S&P 500® • Annuity Value: The total amount of Net Annuity Premium, plus credited interest, less any partial and / or systematic withdrawal and associated surrender charges. 																								
Interest Crediting Methods At any given time, all strategies or Segment Terms may not be available due to economic conditions. Indexed strategies earn interest related to the performance of an Index. Whether an indexed strategy earns interest or not and how much interest is earned is dependent on a number of factors: Index Performance, Participation Rate, Cap and Segment Term	<ul style="list-style-type: none"> • Declared Rate: The interest rate is set at the beginning of each contract year and is compounded daily on a 365 day basis and credited daily. • One-Year Performance with a Specified Rate: At the end of the one year Segment Term, the Index Value is compared to the Index Value on the Segment Start Date. If the Index Value on the Segment Maturity Date is greater than or equal to the Index Value on the Segment Start Date then the interest rate credited will be the specified rate; otherwise, the minimum guaranteed interest rate will be credited for that Segment Term. • One-Year Total Sum Performance with a Monthly Cap: The monthly sum strategy credits interest on an annual basis by comparing the monthly changes in the S&P 500® Index. Each month, we will calculate the changes in Index Value compared to the previous month. Monthly increases are subject to a Cap while decreases have no limit. The 12 values are summed to determine the annual interest rate. Interest rate credited will not be less than the minimum guaranteed interest rate. • Point to Point Performance with Cap (various Participation Rates available): The change in the S&P 500®, the Participation Rate, and the Cap are used in determining the interest to be credited. The change in the Index Value is determined by comparing the Index Value at the end of the Segment Term to the Index Value at the beginning of the Segment Term. The participation rate is multiplied by the (Index Value on the Segment Maturity Date minus the Index Value on the Segment Start Date) divided by the Index Value on the Segment Start Date applied as an interest crediting rate, up to but not exceeding the Cap, subject to the minimum guaranteed interest rate. Indexed interest is calculated at the end of each segment term. 																								
Surrender Value:	The Surrender Value is equal to the Annuity Value minus (1) any applicable Surrender Charge and (2) any applicable federal or state premium taxes.																								
Surrender Charge Free Withdrawal Privilege:	After the contract is issued, you can withdraw up to 10% of your Annuity Value as of the beginning of each Contract Year. The minimum withdrawal is \$250.																								
Surrender Charges:	Withdrawals taken in excess of the Surrender Charge Free Withdrawal Amount will be subject to the following surrender charge schedule: <table border="1" data-bbox="402 1549 1214 1644"> <thead> <tr> <th>Contract Year</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8</th> <th>9</th> <th>10</th> <th>11+</th> </tr> </thead> <tbody> <tr> <td>Surrender Charge</td> <td>9%</td> <td>9%</td> <td>8%</td> <td>7%</td> <td>6%</td> <td>5%</td> <td>4%</td> <td>3%</td> <td>2%</td> <td>1%</td> <td>0%</td> </tr> </tbody> </table>	Contract Year	1	2	3	4	5	6	7	8	9	10	11+	Surrender Charge	9%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%
Contract Year	1	2	3	4	5	6	7	8	9	10	11+														
Surrender Charge	9%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%														
Surrender Charge Free Waivers:	Confinement, Disability, and Terminal Illness Please see contract for specific details.																								
Death Benefit:	At the death of the owner, Annuity Value will be paid.																								

Issued by American National Life Insurance Company of New York, Glenmont, New York.

