



Ready. Aim. **Retire.**

Athene
Target HorizonSM

Fixed Indexed Annuities
with Income Riders



Driven to do more.®  **ATHENE**



Why choose an annuity?

Annuities provide insurance against the risk that you'll outlive your money after you retire. They give you the potential to grow your savings and create a guaranteed income stream to last a lifetime.

If your goal is protecting what you have, then you should consider a fixed annuity. These annuities provide protection from loss due to market downturns. They also give you the assurance of a guaranteed minimum rate of interest.

A fixed indexed annuity provides additional growth potential. It combines the benefits of a fixed annuity with the potential to earn interest credits based on the performance of a stock market index.

CHOOSE A FIXED INDEXED ANNUITY FROM ATHENE AND YOU CAN EXPECT:

Growth and income. Whether you're looking for growth, income or a combination of both, Athene can provide the appropriate fixed indexed annuity solution to address your needs.

Your money will work harder. Our extensive experience in fixed indexed 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 and instill confidence that your savings will stay on the right track.

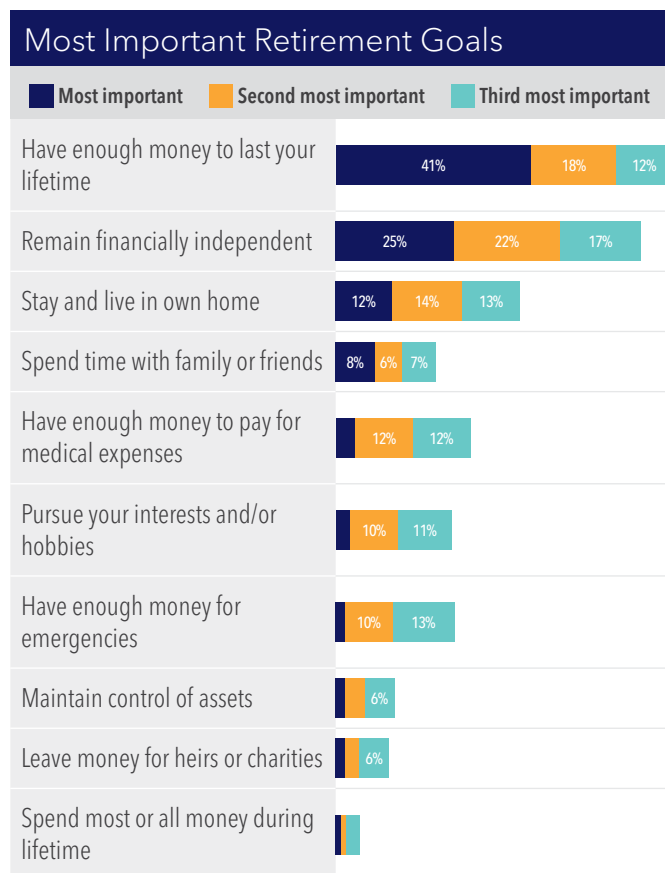
Are you concerned about having enough money for retirement?

You're not alone.

Most Americans are concerned about:

#1 Outliving their retirement savings

#2 Remaining financially independent



Source: *Finding the Right Mix: Retirement Income Attitudes and Preferences*, LIMRA Secure Retirement Institute, 2014

2 out of 3 pre-retirees acknowledge that Social Security and pensions will not cover basic living expenses.

Source: *The Pre-Retiree Market, Surveying the Landscape*, LIMRA Secure Retirement Institute, 2012

Annuities can be a great solution for many people.

4 out of 5 annuity owners agree that annuities are a good fit for their financial needs.

Source: *Annuities: Love Them When You Know Them, Hate Them When You Don't*, LIMRA Secure Retirement Institute, 2014

55% of recent annuity buyers list supplementing Social Security and pension income as their top reason for purchasing an annuity.

Source: *Retirement Income Reference Book*, LIMRA Secure Retirement Institute, 2012

Athene TargetHorizon – Achieving your retirement goals is as easy as...

Ready... Target your retirement goals

Aim... Grow your money and keep your retirement on target

Retire... Enjoy a predictable income you can't outlive

An Athene TargetHorizon fixed indexed annuity may be right for you if you want...

Guarantees. You can choose the certainty of a fixed rate of interest that is declared each year by the insurance company and subject to minimum guarantees. Your annuity will always have a Minimum Guaranteed Contract Value.

Growth Potential. You can pursue additional growth with interest credits that are based on the performance of an external market index.

Protection. There is no direct downside market risk to your money.

Tax Deferral. Annuities provide the advantage of tax-deferred interest accumulation. You don't pay taxes on any growth until you withdraw money.¹

Income. You can elect Lifetime Income Benefits from your rider that provides an income benefit, or you can exercise payment options provided by your annuity.

A Premium Bonus. A Premium Bonus (if applicable) is applied when you purchase your annuity. It provides an immediate increase to your annuity's Accumulated Value.²

Minimum Guaranteed Value. Regardless of market conditions, your annuity provides you with a Minimum Guaranteed Contract Value (MGCV). The MGCV ensures that you will receive a minimum interest crediting rate on a percentage of your premium adjusted for withdrawals and Rider Charges³ while the contract is in effect.

A Death Benefit. Your annuity can offer your loved ones a quick source of funds to settle matters after your death.⁴

¹ Under current tax law, the Internal Revenue Code already provides tax deferral to 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.

² Premium Bonus annuities include a Premium Bonus Vesting Schedule and may include a lower Cap Rate or other limitations not included in similar annuities that don't offer a Premium Bonus feature. Please see Product Details Insert for more information. Not available on all products.

³ Rider Charges for the optional income riders are not deducted from the Minimum Guaranteed Contract Value in certain states.

4 ⁴ After annuitization, payments will be consistent with the settlement option selected.

Ready. Aim. Retire.

Ready for your retirement?
It's time to target your retirement goals.

Use these benefits and features to get ready for the retirement you want.

- Protection from market downturns
- Premium Bonus*
- TargetHorizon Income Rider at no extra charge (Provided if TargetPaySM or TargetPaySM Plus are not elected)
- TargetPay Income Rider (Available for a charge)
- TargetPay Plus Income Rider (Available for a charge)
- Free Withdrawals 5% (Years 2+)
- Required Minimum Distribution (RMD) "friendly"
- Death Benefit Floor
- Confinement Waiver*
- Terminal Illness Waiver*

*May not be available in all states. Additional limitations, variations and exclusions may apply. Please see the Certificate of Disclosure for more information.

Ready. **Aim.** Retire.

Aim for your future. Grow your money and keep your retirement on target.

Interest Crediting Strategies

Personalize your Athene TargetHorizon annuity by allocating your money in one or more of the interest crediting strategies available. You have the flexibility to reallocate available funds at the end of each crediting period.

Fixed Strategy

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

Indexed Strategies

With indexed strategies, you receive interest credits that are linked in part to the performance of external market indices, such as the S&P 500®. Interest you earn is credited at the end of each Index Term Period. You're guaranteed to never earn less than 0% interest.

While it's possible that you may have years when you have no interest credited to your contract, you will not lose any money in your annuity due to market losses – even during economic downturns.¹

In exchange for this protection, indexed crediting strategies limit the interest rate you can receive. The limit can take the form of a Cap Rate or an Annual Spread and Participation Rate.

Athene declares the caps, annual spreads and participation rates at the end of each term period. Please see the Indexed Strategy Inserts 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.

Protection from market downturns

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 market risk or losses.²


Premium Bonus

Athene TargetHorizon annuities include a Premium Bonus that is credited at issue and provides an immediate increase to your annuity's Accumulated Value.

The bonus and any earnings on the bonus are subject to a Premium Bonus Vesting Adjustment. See the Products Limitations page for additional information.

¹ Charges for optional income riders may reduce your Accumulated Value

² 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. Clients who purchase indexed annuities are not directly investing in a stock market index.



Athene TargetHorizon annuities offer six indexed strategies:

1-Year Point-to-Point Index Strategy

(subject to an Annual Cap rate)

1-Year Monthly Cap Index Strategy

(subject to a Monthly Cap rate)

1-Year Monthly Average Index Strategy

(subject to an Annual Cap rate)

1-Year Cap Point-to-Point Multiple Index Strategy

(subject to an Annual Cap rate)

1-Year No Cap Point-to-Point Index Strategy

(subject to an Annual Spread and Participation Rate)

5-Year No Cap Point-to-Point Index Strategy

(subject to an Annual Spread and Participation Rate)

Athene's indexed strategies feature the following benefits:

- Any interest earned is credited at the end of the crediting period
- Your interest credits are "locked in" once credited, and cannot be lost due to market downturns
- Interest credits will never be less than 0%

Access to your money when you need it most.

Free Withdrawals¹

Beginning in the second contract year, 5% of the Accumulated Value is available penalty free each year throughout the withdrawal charge period. Required Minimum Distributions (RMDs) or Lifetime Income Benefits under any of the TargetHorizon income riders can be taken penalty free in any year. All withdrawals are taken first from the Fixed Strategy and then pro rata from any other Index Strategies.

Death Benefit Floor

The Death Benefit Floor feature adds 1% simple interest to your remaining premium, plus any applicable premium bonus. No Withdrawal Charge, Market Value Adjustment (MVA), or applicable Premium Bonus Vesting Adjustment applies to this value. Income Rider Charges, if applicable, do not reduce the value of the Death Benefit Floor.

Cash Surrender Value

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 adjusted for any applicable Premium Bonus Vesting Adjustment, less any applicable Withdrawal Charges, and plus/minus any applicable Market Value Adjustments
- The Minimum Guaranteed Contract Value

Confinement Waiver²

Have peace of mind knowing 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. You cannot be confined at the time your contract is issued and confinement must begin at least one year after the Contract Date. Keep in mind that no Withdrawal Charge, MVA or applicable Premium Bonus Vesting Adjustment apply if you qualify for this benefit.

Terminal Illness Waiver²

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. 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. No Withdrawal Charge, MVA or applicable Premium Bonus Vesting Adjustment apply if you qualify for this benefit.

¹ Withdrawals 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, MVA and any Premium Bonus Vesting Adjustment which may result in the loss of principal.

² Waivers may not be available in all states. Additional limitations, variations and exclusions may apply. Please see the Certificate of Disclosure for more information.

Ready. Aim. **Retire.**

Retire and enjoy a predictable income you can't outlive. You have three ways to hit the target.

When you purchase an Athene TargetHorizon 10- or 15-year annuity, you have access to three ways to grow your income. And, with guaranteed income for life, you can retire on your own terms.

All income riders offer:

- Lifetime Income Benefits¹
- Level or Inflation-Adjusted Income Payout Options
- RMD "Friendly"
- Statement of Benefits
- Premium Protection
- Confinement Income Tripler²
- Spousal Continuation
- TargetReserveSM

The purchase of an optional income rider takes the place of the TargetHorizon Income Rider.

The Rider Charge for Athene TargetPay and TargetPay Plus is deducted from your Contract's Accumulated Value, Market Value Adjustment Base and Minimum Guaranteed Contract Value (MGCV). It will not reduce your annual Maximum Lifetime Income Benefit. Rider Charges are not deducted from the MGCV in certain states. There is no Rider Charge for the TargetHorizon Income Rider. Refer to the Certificate of Disclosure for complete details.

TargetHorizon Income Rider

No extra charge

You automatically receive an income rider at no extra charge with your TargetHorizon annuity purchase. (Provided if TargetPay or TargetPay Plus are not elected)

TargetPay Income Rider

Optional for a charge³

TargetPay gives you all of the features of the TargetHorizon Income rider, but provides a higher guaranteed income.

TargetPay Plus Income Rider

Optional for a charge³

You have the potential to receive interest credits toward your Accumulated Value. Why shouldn't your income do the same? With TargetPay Plus, you have that potential.

TargetPay Plus gives you all of the features of the TargetHorizon Income Rider, plus the potential to grow at 150% of interest credits. You'll begin with a lower targeted Lifetime Income Benefit amount than the TargetPay Income Rider. However, prior to taking income, interest credits, if any, may be applied toward increasing your Lifetime Income Benefit. This may increase the future "retirement paycheck" you can receive.

¹ Lifetime Income Benefits may be reduced or may stop if you take Excess Withdrawals from your contract. If Excess Withdrawals, Withdrawal Charges, Premium Bonus Vesting Adjustment or MVAs reduce the contract's Accumulated Value to zero, your Lifetime Income Benefit Payments will stop and the rider will terminate.

² May not be available in all states. Additional limitations, variations and exclusions may apply. Please see the Certificate of Disclosure for more information.

³ If you decide this rider doesn't fit with your needs, you may cancel the rider on or after the tenth anniversary of the Rider Effective Date.

Create an income stream that can last a lifetime.

Choose Single or Joint Life Withdrawals

You may elect Single Life Withdrawals to receive income payments for the duration of your lifetime. You can also choose the Joint Life Withdrawal option that provides an income stream over two lifetimes.

The decision to receive either single or joint income payments is made at the time you elect to begin receiving income - not when you purchase the annuity. Payments can be taken monthly, quarterly or annually and are detailed in your Statement of Benefits.

Then choose Level or Inflation-Adjusted Income

1. Level Income - Provides you with a "retirement paycheck" amount that remains the same and is guaranteed for life.
2. Inflation-Adjusted Income¹ - Helps protect your purchasing power. The economy continues to provide more questions than answers regarding your financial future and rising costs can significantly impact your retirement income. With Inflation-Adjusted Income, you'll receive a lower initial income amount than with the Level Income option, but your income has the potential to increase over time based upon movements in the most recently published CPI-U (Consumer Price Index-All Urban Consumers-not seasonally adjusted).

Once you decide to start Lifetime Income Benefits, your withdrawal amount is locked in for life. Payments are guaranteed as long as you live, and will not decrease unless you take Excess Withdrawals from your Athene TargetHorizon annuity base contract.²

¹ Increases only applied on the contract anniversary for a maximum of 10% each year for up to 30 years, or until your annuity's Accumulated Value is reduced to zero, whichever occurs first. Under both income options, if you take an Excess Withdrawal, your annual Maximum Lifetime Income Benefit will be reduced.

² Lifetime Income Benefits may be reduced or may stop if you take Excess Withdrawals from your contract. If Excess Withdrawals, Withdrawal Charges, Premium Bonus Vesting Adjustment or MVAs reduce the contract's Accumulated Value to zero, your Lifetime



How the income options work

Hypothetical example of Annual Lifetime Income Benefits.¹

Income Option	Year 1	Year 5	Year 10	Year 20	Year 30
Level	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Inflation-Adjusted ²	\$4,000	\$4,502	\$5,219	\$7,014	\$9,426

Flexibility for additional withdrawals

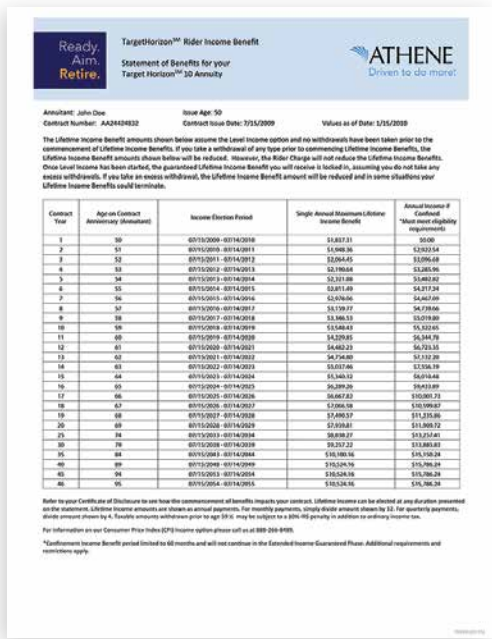
TargetHorizon income riders are Required Minimum Distribution (RMD) "friendly." For qualified annuities, such as an IRA, the IRS requires individuals to withdraw a minimum amount annually from their retirement account starting at age 70½.³ This withdrawal is called an RMD. The riders are RMD friendly, meaning if your RMD amount is more than your annual Lifetime Income Benefit amount, it will not be subject to any charges or be considered an Excess Withdrawal. These withdrawals in your annuity contract are considered part of your Free Withdrawal for the Contract Year, and not subject to a Withdrawal Charge, MVA and Premium Bonus Vesting Adjustment.

¹ Assuming no Excess Withdrawals taken.

² Assumes 3% annual change in the Consumer Price Index.

³ The 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 a 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%.

Statement of Benefits: Understand your tomorrow, today



The Athene TargetHorizon income riders offer unmatched clarity. From the time you purchase your TargetHorizon Annuity and choose an income rider, you will know what your targeted future income amounts will be. This “retirement paycheck” is detailed in your Statement of Benefits.

You will receive your Statement of Benefits each year (up to the time you begin taking income). The longer you defer income, the higher your Lifetime Income Benefit will be.

The income riders provide fixed Lifetime Income Benefit payments based on several factors, including:

1. The annuity selected
2. Which income rider you have elected
3. Your premium amount
4. Your age when your annuity is issued
5. Your age when you begin taking income
6. Income Option selected

This hypothetical example is provided only to show a representation of the Statement of Benefits.

TargetReserveSM Flexibility for your future needs

TargetReserve helps you plan for future expenses. If you’ve started receiving income and your needs change, you can choose to defer all or part of your income using the TargetReserve feature.

When using TargetReserve, the deferred income accumulates and can be accessed later. It’s like your own personal “piggy bank”. Take out extra cash down the road when you need it. Withdrawals from your TargetReserve do not affect your Lifetime Income Benefit amount.*

Here is a hypothetical example of what TargetReserve looks like after turning on your income:

Year	Available Lifetime Income Benefit	Lifetime Income Benefit + TargetReserve	Income taken	TargetReserve
1	\$10,000	\$10,000	\$10,000	\$0
2	\$10,000	\$10,000	\$7,000	\$3,000
3	\$10,000	\$13,000	\$13,000	\$0
4	\$10,000	\$10,000	\$4,000	\$6,000
5	\$10,000	\$16,000	\$15,000	\$1,000

* This amount cannot be greater than the Accumulated Value. If, at any point, the amount is greater than the Accumulated Value, the entire Maximum Lifetime Income Benefit must be taken. Withdrawals reduce the TargetReserve and the Accumulated Value on a dollar-for-dollar basis. Rider Charges reduce the TargetReserve. When the Accumulated Value reaches zero, no more Lifetime Income Benefits can be added to the TargetReserve. Funds taken from the TargetReserve are not subject to any Withdrawal Charge or Market Value Adjustment.

Confinement Income Benefit “Tripler”

Having an extended illness or injury can be stressful and costly. That’s why we’ve created the “Tripler”– our Confinement Income Benefit¹ – to help you supplement these costs. Available on both the single and joint income payout options, your Income Benefit Rider income stream will be tripled² as long as:

1. You have had your annuity policy for at least two years.
2. You meet all eligibility requirements outlined in your policy, including becoming confined in a Qualified Care Facility for 180 days.
3. This benefit is payable for a maximum of 60 months, and in all circumstances, the confinement benefit will stop when your annuity’s Accumulated Value is reduced to zero. Once your Accumulated Value reaches zero, your rider income will be adjusted back to the original amount and continue for your life.

Annual Income Amount	Annual Amount with Confinement Income “Tripler”
\$10,000	\$30,000

Premium Protection

If at the end of the Premium Protection Period you have not taken any withdrawals, including RMDs, and the Accumulated Value is less than the premium paid (plus any applicable premium bonus), then a one-time interest credit will be applied. As a result, your Accumulated Value will equal your original premium, plus any applicable premium bonus.³

Spousal Continuation

If your spouse is the sole primary beneficiary and elects to continue the annuity contract after your death:

- The surviving spouse becomes the sole Annuitant and the sole Owner of your contract. A new Statement of Benefits would be issued based upon the spouse’s age at the time the rider was originally purchased.
- If the rider is in the Accumulation Phase at the time of spousal continuation, the rider will continue in the Accumulation Phase.
- If the rider is in the Income Phase at or prior to the time of spousal continuation, the surviving spouse may continue the rider only if the Maximum Lifetime Income Benefit was based, in part, on the life of the surviving spouse. If the Maximum Lifetime Income Benefit was based solely on the life of the deceased spouse, the rider will terminate.
- If the rider is in the Extended Income Guarantee Phase, the surviving spouse may continue the rider only if the Maximum Lifetime Income Benefit was based, in part, on the life of the surviving spouse. If the Maximum Lifetime Income Benefit was based solely on the life of the deceased spouse, the rider will terminate.

¹ Confinement Income Benefit not available in CT, HI, NJ, PA and WA. This benefit is not long-term care insurance, and it is not a substitute for such coverage.

² Please see the TargetHorizon, TargetPay and TargetPay Plus Income Benefit Riders Certificate of Disclosure for full eligibility requirements. You cannot increase the TargetReserve with any portion of the Confinement Income Benefit. If you are released from your Qualified Care Facility, your rider income will adjust back to the original level.

³ Not applicable to the TargetHorizon Income Benefit Rider due to no rider charge to reduce the Accumulated Value.

Product Limitations

Excess Withdrawal

An Excess Withdrawal will reduce the Maximum Lifetime Income Benefit amount and the contract's Accumulated Value by the same proportion. Such a withdrawal may also be subject to Withdrawal Charges, Premium Bonus Vesting Adjustment and Market Value Adjustments (MVA) associated with the base contract. If Excess Withdrawals, Withdrawal Charges, Premium Bonus Vesting Adjustment or MVAs reduce the contract's Accumulated Value to zero, your Lifetime Income Benefit Payments will stop and the rider will terminate. The MVA is not applicable in all states.

Withdrawal Charge

Athene TargetHorizon is designed for long-term savings and has a Withdrawal Charge period. 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.*

Premium Bonus Vesting Adjustment

Withdrawals or surrenders in excess of the Free Withdrawal amount during the Withdrawal Charge period will result in the loss of a portion of the Premium Bonus. The Premium Bonus Vesting Adjustment is a percentage of the annuity's Premium Bonus Accumulated Value. The Premium Bonus Vesting Adjustment will not be applied in the event of death of the Annuitant or any Free Withdrawal amount, including the Confinement or Terminal Illness Waivers.

* Withdrawals 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, MVA and any Premium Bonus Vesting Adjustment which may result in the loss of principal if taken while Withdrawal Charges apply.



Market Value Adjustment (MVA)

The Market Value Adjustment (MVA) feature only applies during the Withdrawal Charge period to Withdrawals in excess of the Contract's Free Withdrawal amount. The MVA does not apply to Free Withdrawals, RMDs or payments made under the Confinement and Terminal Illness waivers.

The adjustment can increase or decrease the amount deducted from the annuity. Therefore, it is important for you to know that an MVA feature exists and how it may affect your annuity values.

The actual adjustment measures the impact a change in interest rates has on the value of the company's assets. This change is based on a comparison of the interest rate conditions at the time of the withdrawal to the interest rate conditions at the time the contract was issued. An increase in interest rates generally results in a negative MVA, while a decrease in interest rates generally results in a positive MVA.

If the MVA is negative, it will decrease your surrender value, but it can never decrease the surrender value of the annuity to an amount less than the premium paid, plus 25% of the interest credited, less gross Withdrawals of any type.

If the MVA is positive, it will increase your surrender value, but it can never increase the surrender value to an amount greater than the withdrawal charges associated with the amount withdrawn.

The 10 Year Point on the A Rated US Bloomberg Fair Value Curve is the market value adjustment index used in the MVA formula.

What is the MVA Formula?

In calculating the MVA applicable to any withdrawal in excess of the Free Withdrawal amount, Athene Annuity and Life Company will multiply the withdrawal or surrender amount that is subject to the MVA by the applicable Market Value Adjustment Factor.

The Market Value Adjustment Factor is equal to:

$$0.75 \times (A - B) \times N/12$$

Where:

- A** = The beginning index value assigned to the premium and/or interest that is withdrawn from the Contract.
- B** = The closing index value on the day before the surrender or withdrawal is processed by Athene Annuity and Life Company, plus 0.25%.
- N** = The number of complete Contract months remaining before the Withdrawal Charge period expires, calculated from the date the surrender or withdrawal is processed by Athene Annuity and Life Company.

Note: An MVA may increase or decrease your annuity's values and it is in addition to the Withdrawal Charge. In no event will the MVA exceed the maximum MVA as defined in your contract.

This brochure must be accompanied by the Product Details Insert that describes the Withdrawal Charge, Premium Bonus Vesting Percentage Schedule and Market Value Adjustment (MVA) for this product. The MVA is not applicable in all states.

Guarantees provided by annuities are subject to the financial strength of the issuing insurance company; not guaranteed by any bank or the FDIC.

This is a brief description of the Athene TargetHorizon fixed indexed annuities and TargetHorizon, TargetPay and TargetPay Plus optional income riders TargetHorizon 10 Annuity [TBS10 (09/12)], TargetHorizon 10 Annuity [GEN10 (04/14)], TargetHorizon 10 Select [TBS10 (09/12) NB], TargetHorizon 15 Annuity [TBS15 (09/12)], TargetHorizon 15 Annuity [GEN15 (11/14)], [TBSMVA (09/12)], TargetPay Income Benefit Rider [TBSIRF (09/12)], TargetHorizon Income Benefit Rider [ICC15 TBSIRF (05/15)], TargetHorizon Income Benefit Rider [TBSIRF (09/12)], TargetHorizon Income Benefit Rider [ICC15 TBSIRF (05/15)], TargetPay Plus Income Benefit Rider [TBSIRI (09/12)], TargetPay Plus Income Benefit Rider [ICC15 TBSIRI (05/15)] or state variations are 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.

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.

This brochure contains highlights only – please refer to the annuity contract for a full explanation of these annuities and any charges or limitations. Neither Athene Annuity and Life Company nor its representatives offer legal or tax advice. Please consult your personal attorney and/or advisor regarding any legal or tax matters.

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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.