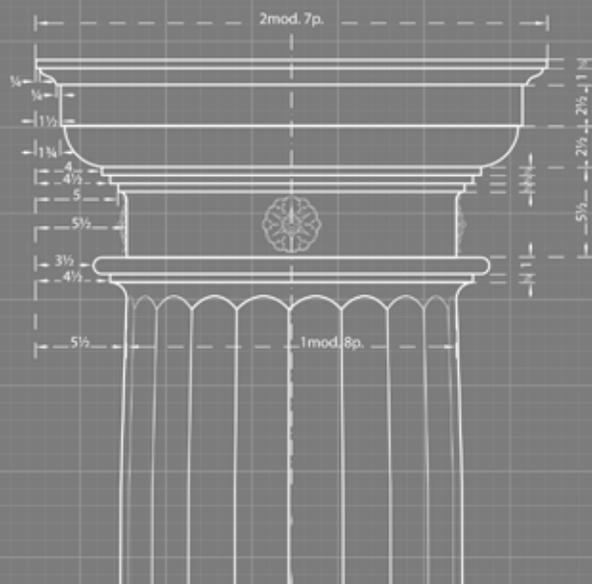


STRATEGIC SERIES



A fixed annuity offering  
index-linked performance  
and downside protection

## INCOME MARCSEVEN INDEX™

Featuring an automatic guaranteed lifetime  
income rider

*When creating a strategy for your financial future, you generally face a tradeoff between risk and reward.*

*A fixed index annuity offers protection against downside risk, and the opportunity to participate in the upside of indices.*

**INCOME MARCSEVEN INDEX** from EquiTrust Life Insurance Company® gives you the benefits when markets are rising, and protection when they're fluctuating. The Income MarcSeven Rider offers lifetime income payments which continue even if the contract's Accumulation Value is depleted.

**When the Market is Up...You're Up!  
When it's Down ...You're Not!**

The **INCOME MARCSEVEN INDEX** never exposes your principal to market risk. You share only in index gains...not the losses. And you benefit from tax-deferred earnings, withdrawal privileges<sup>1</sup> and built-in guarantees – all without investing directly in the stock market.

You may choose among several accounts. The 1-Year Interest Account earns a traditional interest rate, and a variety of Index Accounts that earn credits based on changes in either the S&P 500<sup>®2</sup> or the Goldman Sachs Dynamo Strategy Index.<sup>®</sup>

On appropriate contract anniversaries, "index credits" are determined on Index Accounts and applied to your contract's current Accumulation Value. If your selected index continues steady growth, your Accumulation Value grows. If the index declines, your Accumulation Value is simply unchanged from the preceding period's Accumulation Value.

At the end of the surrender charge period, you have access to your contract's full Accumulation Value – including market-index gains – with no surrender charges. However, by leaving your money in **INCOME MARCSEVEN INDEX** beyond the surrender charge period, you continue to earn interest and index credits on a tax-deferred basis.

## About the Goldman Sachs Dynamo Strategy Index

The Goldman Sachs Dynamo Strategy Index (the "Index") is a multi-asset index customized exclusively for EquiTrust. Your premium is not invested directly in the Index or underlying components; rather, index credits are linked to returns of the Index. The goal of the Index is to deliver the highest risk-adjusted performance subject to a target volatility by combining **Modern Portfolio Theory** and principles of **Momentum-Based Investing**.

- **Modern Portfolio Theory:** seeks to maximize returns for a given level of risk by systematically allocating across a diverse set of asset classes.
- **Momentum-Based Investing:** attempts to allocate more to past outperformers and less to past underperformers.

### The Process: Multi-Asset Reallocation with Controlled Risk

The Index uses historical returns and volatilities to determine the allocation across the underlying components on a monthly basis. The Index can also allocate to a cash component to help reduce the volatility. The Index is designed to deliver:

- **Asset-Class Diversification:** Diversification across asset classes and geographic locations may lead to more stable returns over time.
- **Dynamic Asset Rebalancing:** Uses past data to identify the portfolio that would have had the highest six month return, given the targeted level of volatility and subject to certain weight constraints.
- **Volatility Control:** The Index has a "volatility target" of 5%, which is used to determine the asset allocation on monthly rebalance dates. The volatility control feature can help reduce the magnitude of both upward and downward swings in the Index.

### MORE ABOUT THE GOLDMAN SACHS DYNAMO STRATEGY INDEX

For more information about the Goldman Sachs Dynamo Strategy Index and current index allocations, visit [www.solactive.com](http://www.solactive.com) and enter the ticker symbol GSDYNMO5.

## You Control Your Money... Going In *and* Coming Out

### FLEXIBLE PREMIUMS

After making your initial premium payment, you may add subsequent premiums of \$2,000 or more at any time. Your entire premium amount is credited to the Accumulation Value. Additional premium payments are directed to the 1-Year Interest Account until the next contract anniversary, at which time they can be reallocated. If you would like all initial premiums to be allocated similarly, you may authorize the Company to wait to issue the contract until all specified premiums are received. You may allocate your premiums among the following crediting accounts.

### FIXED RATE ACCOUNT

- **1-Year Interest Account** – A one-year fixed interest rate is set when your contract is issued. The rate is set annually, and provides a guaranteed rate that you may prefer for a portion of your assets. For any subsequent premiums received during the contract year, interest is credited based on the fixed rate declared at the beginning of the contract year.

### GOLDMAN SACHS DYNAMO STRATEGY INDEX ACCOUNTS

- **1-Year Point-to-Point Participation Index Account** – If the Goldman Sachs Dynamo Strategy Index value at the end of the contract year is greater than the index value at the beginning of the contract year, you receive index credits based on that increase multiplied by the participation rate. The participation rate is reset annually.
- **2-Year Point-to-Point Participation Index Account** – If the Goldman Sachs Dynamo Strategy Index value at the end of two contract years is greater than the index value at the beginning of the two contract-year period, you receive index credits based on that increase multiplied by the participation rate. The participation rate is reset every two years.

### S&P 500® INDEX ACCOUNTS<sup>2</sup>

- **1-Year Point-to-Point Cap Index Account** – If the S&P 500® index value at the end of the contract year is greater than the index value at the beginning of the contract year, you receive index credits based on that increase, subject to a specified cap. The cap is reset annually.
- **1-Year Monthly Cap Index Account** – Index crediting is based on the cumulative sum of capped monthly S&P 500® changes over a one-year period. Each of the monthly gains is subject to a cap, but there is no floor on monthly declines. Index credits are calculated on an annual basis and will never be less than zero. The monthly cap is reset annually.

### PREMIUM ALLOCATIONS

You may request a change to your current premium allocations at any time; any reallocation request will take effect on the following contract anniversary and will apply only to any additional contributions during the current contract year.

## EquiTrust Is a Name You Can Trust

When you choose EquiTrust as a financial partner, you can rest assured your annuity contract is backed by conservative investment strategies, anchored by a disciplined and diversified management style. EquiTrust is supported by a history of success, experience and strength. Guggenheim Partners – with more than \$260 billion in assets under management – is involved in the management of the EquiTrust investment portfolio. Magic Johnson Enterprises – a diversified consortium of business entities and partnerships – owns a controlling interest in EquiTrust.

### ACCOUNT TRANSFERS

On each contract anniversary, you have the ability to transfer money among the various accounts offered in your contract. Transfers out of the 2-year account are allowed only at the end of each two-year period.

## Other Annuity Features

### FREE WITHDRAWALS

You may withdraw up to 10 percent of the accumulation value each year, after the first contract year, without paying any charges.<sup>1</sup>

### LUMP-SUM PAYMENT OPTION

Your contract's cash surrender value is available to you as a lump sum at any time. Surrender charges are in effect during the first 7 contract years, and are a percentage of the accumulation value: 9, 8, 7, 6.5, 5.5, 4.5, and 3.5 percent.<sup>6</sup> In addition, early surrenders or withdrawals over 10 percent may be subject to a Market Value Adjustment<sup>7</sup> (MVA). Ask your agent for more details on the MVA, or refer to your contract.

### BENEFITS UPON DEATH OF OWNER

If the owner of the annuity dies, the full accumulation value is paid to the beneficiary, without surrender charges or MVA.<sup>7</sup>

### THE VALUE OF TAX DEFERRAL

Currently, all interest income earned on an annuity accumulates on a tax-deferred basis. No income taxes are payable until you receive a payment from your contract. If you are under age 59 ½ at the time of withdrawal, an additional 10 percent IRS penalty may be imposed. Tax deferral is currently available only to individuals and joint owners, not to corporations or other non-individuals.<sup>8</sup>

### GUARANTEED ACCUMULATION VALUE BENEFIT

At the end of year seven, your Accumulation Value is guaranteed to be no less than 107 percent of your premiums, less any partial withdrawals and income rider fees.

### MINIMUM GUARANTEED CONTRACT VALUE

You are guaranteed to receive **no less** than 87.5 percent of your premiums – less any partial withdrawals – accumulated at the minimum guaranteed contract rate. This rate is set when the contract is issued and does not change for the life of the contract. Ask your agent for the minimum guaranteed rate.

### NURSING HOME WAIVER RIDER

For additional peace of mind, your contract includes a Nursing Home Waiver Rider<sup>9</sup> at no extra cost. If you are confined to a nursing home or hospital for 90 days or more, your contract accumulation value will be available without surrender charges or MVA<sup>7</sup> beginning in the second contract year and during your confinement.

### TERMINAL ILLNESS RIDER

If the owner is diagnosed with a terminal illness, charges will be waived for a withdrawal of up to 75% of the Accumulation Value.<sup>5</sup> This rider has no extra cost.

### FREE-LOOK PERIOD

After your **INCOME MARCSEVEN INDEX** contract is issued, you have a specified number of days to review it; see your contract cover page for complete details. If you are not completely satisfied with the terms, you may return the contract and receive 100 percent of your premiums paid, minus any prior withdrawals.

## Income MarcSeven Rider

Income MarcSeven Rider is a benefit included automatically at all issue ages on **INCOME MARCSEVEN INDEX**. It offers:

- Lifetime income based on 7.0% accumulation for up to 7 years.
- A 7% bonus is added to your Benefit-Base accumulation for all premium paid in the first year.
- A guaranteed<sup>3</sup> income stream for life – without annuitizing – and increased income payments in the event of a chronic illness.
- The ability to double your income for up to 5 years in the event of a chronic illness.
- Flexibility and control to start and stop income payments when you choose.
- All of this...while still maintaining your other annuity contract benefits!

Any time after the first contract year and age 50, you can elect to begin lifetime Income Withdrawals.<sup>1</sup> Your payments will never decrease if you withdraw only your income amount each year. Under certain situations, your payments could even increase!

### INCOME WITHDRAWAL AMOUNT

How payments are calculated:

**Income Withdrawal Percentage** X **Benefit Base** = **Income Withdrawal Amount**

At each contract Anniversary, your Income Withdrawal will be recalculated as the greater of the prior year's Income Withdrawal amount, or the original Income Withdrawal Percentage multiplied by the current Benefit Base.

#### 1. INCOME WITHDRAWAL PERCENTAGE

The Withdrawal Percentage is based on your age at the time you first elect to receive Income Withdrawals. Withdrawal Percentages increase 0.10% for each age between the ages shown below. Once you start Income Withdrawals, the Withdrawal Percentage will never change.

Age of Owner at Time of 1st Income Withdrawal	Single Life Income Withdrawal Percentage	Joint Life Income Withdrawal Percentage
50	3.30%	2.30%
60	4.30%	3.30%
70	5.30%	4.30%
80	6.30%	5.30%
90+	7.30%	6.30%

#### 2. BENEFIT BASE

The Benefit Base is calculated as premiums, plus 7% bonus on first-year premiums, less withdrawals, compounded at 7.00% annually for up to 7 years, or until the start of Income Withdrawals, if earlier.

The Benefit Base is only used to calculate the Income Withdrawal amount. It is not available upon surrender, death, or annuitization.

At the time Income Withdrawals start, if the Accumulation Value is greater than the Benefit Base, the Benefit Base will be set equal to the Accumulation Value. Each subsequent contract anniversary, the Benefit Base will be set equal to the Accumulation Value, if the Accumulation Value is higher. This allows for Income Withdrawal amounts to potentially increase from year to year.

## INCOME WITHDRAWAL RULES

Income Withdrawals may begin anytime after the first contract year and age 50 (both owners).<sup>1</sup> Unlike annuitization, Income MarcSeven Rider gives you the flexibility to stop and restart Income Withdrawals when you choose. Payments will continue for life, even if the contract's Accumulation Value is depleted.

Income Withdrawals may be taken monthly, quarterly, semi-annually or annually.

After Income Withdrawals start, the annual penalty-free withdrawal amount is the greater of 10% of the Accumulation Value, or your Income Withdrawal Amount.

Waiting to start Income Withdrawals can significantly increase income over the remaining years.

ISSUE AGE	\$100,000 Premium Annual Income Withdrawal Starting After:		
	1 YEAR	5 YEARS	7 YEARS
60	\$5,038	\$7,204	\$8,591
65	\$5,610	\$7,954	\$9,450
70	\$6,182	\$8,704	\$10,309
75	\$6,755	\$9,455	\$11,168

## RIDER CHARGE

The annual fee for the rider is 1.25% of your Accumulation Value on each contract anniversary. The fee is deducted proportionately from each crediting account.

## ADDITIONAL PREMIUMS

The Benefit Base will be increased by any additional premiums and will receive a 7% bonus to the Benefit Base for all first-year premium. Additional premiums are not allowed after the start of Income Withdrawals.

## RIDER ISSUE REQUIREMENTS

To qualify for the rider, the owner and annuitant must be the same person and joint owners must be spouses.

## EXCESS WITHDRAWALS

You may withdraw more than your Income Withdrawal amount at any time, but it will reduce your future Income Withdrawals permanently. Any amount withdrawn in addition to your Income Withdrawal is considered an Excess Withdrawal, with the exception of a Required Minimum Distribution.

- If the Excess Withdrawal amount exceeds the penalty-free provisions of the contract, it may be subject to a surrender charge or Market Value Adjustment.
- Excess Withdrawals reduce future Income Withdrawals and the Benefit Base proportionately to the reduction in Accumulation Value.

## ENHANCED INCOME WITHDRAWALS

The cost of nursing care later in life can have a severe impact on retirement resources. To help plan for this financial unknown, the Income MarcSeven Rider features Enhanced Income Withdrawals – included at no additional cost.

If the annuity owner becomes chronically ill, the income withdrawal amounts may be doubled for up to five years; for joint owners the increase is 50%. A chronic illness is defined as the permanent inability to perform at least two of six activities of daily living, which include eating, toileting, transferring, bathing, dressing and continence – or permanent severe cognitive impairment. If utilized, the additional payments do not impact the lifetime income payments at the end of the enhanced-benefits period.

Enhanced Income Withdrawals may be utilized after the annuity contract has been in effect for 3 years, if the contract has an Accumulation Value greater than zero, no additional premiums have been added in the last two years, and the owner is a U.S. resident between the ages of 60 and 90. During the Enhanced Income Withdrawal period, the chronic illness must be physician-certified annually.

## SPOUSAL CONTINUATION

Upon the owner's death, Spousal Continuation of the rider is allowed if the spouse becomes the sole owner and Annuitant of the contract.

If Income Withdrawals have not started, the surviving spouse can start Income Withdrawals as early as the 2nd contract year, or attained age 50.<sup>1</sup> Income Withdrawals will be based on the current Benefit Base and the Income Withdrawal percentage based on the surviving spouse's attained age at the start of Income Withdrawals.

If Income Withdrawals have already started, and the surviving spouse is at least 50,<sup>1</sup> they will continue as follows:

- If Income Withdrawals were based on joint owners, they will continue at the same dollar amount until the death of the surviving spouse.
- If Income Withdrawals were based on a single owner, payments will be recalculated based on the current Benefit Base and the surviving spouse's attained age.
- The Federal Defense of Marriage Act states that civil union partners are not considered married under federal law. Therefore, favorable tax treatment provided by federal tax law to a surviving spouse is NOT available to a surviving civil union or domestic partner.

## ANNUITIZATION

If you choose to annuitize your contract on the Maturity Date<sup>4</sup> for a Life Only payout, the annual annuitization payment will never be less than the annual Income Withdrawal amount.

## PAYMENT FLEXIBILITY

You have the option to stop Income Withdrawals at any time. While the payments are stopped, partial withdrawals in excess of the Income Withdrawal amount will be considered Excess Withdrawals and reduce your future Income Withdrawal Amount.

If you later choose to restart Income Withdrawals, the Income Withdrawal amount will be the greater of:

- The prior Income Withdrawal amount (adjusted for any Excess Withdrawals), or
- The original Income Withdrawal Percentage multiplied by the current Benefit Base.



### EquiTrust Life Insurance Company

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West Des Moines, IA 50266-2521  
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<sup>1</sup> Surrender of the contract may be subject to surrender charges or market value adjustment. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth.

<sup>2</sup> The S&P 500® Index is a product of S&P Dow Jones Indices, LLC. ("S&P DJI") and has been licensed for use by EquiTrust Life Insurance Company. S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services, LLC. ("S&P"). These trademarks have been licensed for use by S&P DJI and sublicensed for certain purposes by EquiTrust Life Insurance Company. Income MarcSeven Index annuity is not sponsored, endorsed, sold or promoted by S&P DJI, S&P, or any of their respective affiliates or third party licensors, and none of such parties make any representation regarding the advisability of purchasing Income MarcSeven Index annuity nor do they have any liability for any errors, omissions, or interruptions of the S&P 500.®

<sup>3</sup> Guarantees subject to the claims-paying ability of EquiTrust Life Insurance Company.

<sup>4</sup> Maturity Date is shown as Income Date on your Contract Data page.

<sup>5</sup> Rider features and availability may vary by state.

<sup>6</sup> The surrender charge period and surrender charges may vary by state. California schedule: 8.3, 7.4, 6.5, 5.6, 4.7, 3.8 and 2.9 percent.

<sup>7</sup> Market Value Adjustment may not apply in all states.

<sup>8</sup> EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. Your personal tax advisor can provide important information with respect to the purchase of this annuity contract and its taxation.

<sup>9</sup> Nursing Home Waiver Rider is not available in Massachusetts.

Contract issued on Form Series ICC16-ET-FIA7-2000(10-16). Riders issued on Form Series ICC16-ET-IBR-FIXED(07-16), ICC16-ET-IBR-ER-FIXED(07-16), 430-NHW(08-03), ICC16-ET-TI(10-16) and ICC16-ET-AVGR(10-16). Index accounts issued on Form Series ICC11-ET-1MC(11-11), ICC11-ET-P2P(11-11), ICC15-ET-1PP(04-15) and ICC15-ET-2PP(04-15).

This brochure briefly highlights EquiTrust Life Insurance Company's Income MarcSeven Index annuity contract and its benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contract may be continued in force, contact your EquiTrust Life agent. This material is not intended to provide investment advice to you or to your specific situation. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice.

## RIDER TERMINATION

The rider may be terminated anytime at the owner's request.<sup>5</sup> Once the rider is terminated, it cannot be restarted.

The rider will **automatically** be terminated upon:

- Death of first contract owner, unless spousal continuation is elected
- Full surrender
- Annuitization
- Contract ownership change – other than a spousal continuation or the addition of a spousal joint owner
- Excess Withdrawals that reduce the Accumulation Value to zero

## Ask Your Agent

This is a summary only of **INCOME MARCSEVEN INDEX**. The product availability and certain provisions may vary by state. Ask your agent or the company for complete contract provisions and details before purchasing.

IRAs/qualified plans are already tax deferred; consider other annuity features.

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