



AMERICAN CUSTOM 10

1 SIMPLE PRODUCT
3 COMPETITIVE RIDERS

Tackle your clients' retirement needs with the **American Custom 10!**

The American Custom 10SM fixed-indexed annuity from Great American Life[®] offers:

- **10-year** early withdrawal charge schedule
- **5%** penalty-free withdrawals
- **Multiple indexed strategies** including a strategy that offers **uncapped growth potential!**¹
- Four competitive commission options for you!

Plus, your clients can customize their strategy with one of our optional riders²

LIQUIDITY

Cumulative Free-Withdrawal Option

25% maximum

GROWTH + INCOME

Simple Income Option

-10% income rollup for 10 years
-Early income enhancement

GROWTH + INCREASING INCOME

Stacked Income Option

5% income rollup for 10 years, plus
100% of account value interest for the
life of the contract.

Visit **www.GAannuity.com** for marketing materials, forms, calculators and more!

¹ Participation rate applies to strategy.

² There is an annual charge for each rider. Only one rider may be selected and must be added at the time of purchase.

Products issued by Great American Life Insurance Company[®] under contract form number P1104314NW and P1104414NW and rider forms R6046814NW, R6046914NW and R6047014NW. Contract and rider form numbers may vary by state. Products not available in all states.

Call Ken
800 274-0433

GREAT AMERICAN
INSURANCE GROUP | **Annuities**

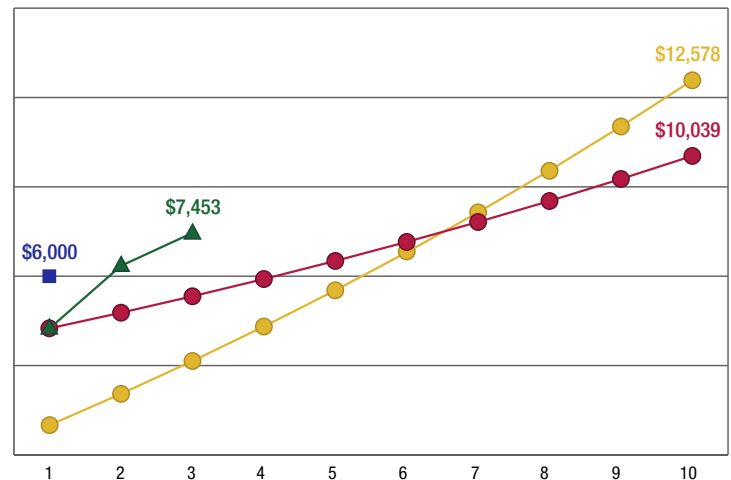
The choice is yours: Commission options on American Custom 10

When you sell an American Custom 10SM annuity, you have **four** commission options to choose from:

◆ Heaped ◆ Mod 3 ◆ Trail AV ◆ Level AV

Example: For an American Custom 10 sale to a 65-year old with a purchase payment of \$100,000, you would earn the following with each option:

YEAR	HEAPED:	MOD 3:	TRAIL AV:	LEVEL AV:
1	\$6,000 (6%)	\$4,250 (4.25%)	\$4,250 (4.25%)	\$1,000 (1.00%)
2	--	\$2,100 (2%)	\$525 (0.5%)	\$1,050 (1.00%)
3	--	\$1,103 (1%)	\$551 (0.5%)	\$1,103 (1.00%)
4	--	--	\$579 (0.5%)	\$1,158 (1.00%)
5	--	--	\$608 (0.5%)	\$1,216 (1.00%)
6	--	--	\$638 (0.5%)	\$1,276 (1.00%)
7	--	--	\$670 (0.5%)	\$1,340 (1.00%)
8	--	--	\$704 (0.5%)	\$1,407 (1.00%)
9	--	--	\$739 (0.5%)	\$1,477 (1.00%)
10	--	--	\$776 (0.5%)	\$1,551 (1.00%)
TOTAL:	\$6,000	\$7,453	\$10,039	\$12,578



Assumes 100% in indexed strategy at an annual growth rate of 5%; contract is held for 10 years. All commission payments after the first contract year are paid on a quarterly basis. American Custom 10 issued by Great American Life Insurance Company under contract form number P1104314NW and P1104414NW. Not available in all states. Form number may vary by state.

**24%
more than
heaped**

**67%
more than
heaped**

**109%
more than
heaped**

Trail AV and Level AV continue to pay over the life of the contract!

Select how you want to be paid on a case-by-case basis on the application.

10. For MGA/Agent Use Only (Commission Structure Codes)

<input checked="" type="checkbox"/> American Custom 10	<input type="checkbox"/> HEAP (01)	<input type="checkbox"/> MOD 3 (02)
	<input type="checkbox"/> Trail AV (03)	<input type="checkbox"/> Level AV (04)



For more information, contact a Relationship Manager

at **Ken: 800-274-0433**
ken@champion-agency.com

American Custom 10 Rider Reference Guide

www.GAannuity.com • (800) 438.3398, ext. 11999

Only one rider may be selected and selected rider must be added at time of contract issue.

	Simple Income OptionSM <i>R6047014NW</i>	Stacked Income OptionSM <i>R6046914NW</i>	Cumulative Free-Withdrawal Option <i>R6046814NW</i>
Issue age	40-85	40-85	18-85 Q; 0-85 NQ
Income base growth	Rollup credits	Rollup credits + 100% of account value interest	N/A
Rollup credit	10%	5%	N/A
Maximum rollup period	10 years	10 years	N/A
Current rider charge	0.95% of income base, deducted from account value. Subject to change upon reset.	1.25% of income base, deducted from account value. Subject to change at our discretion.	0.25% of account value, deducted from account value. Guaranteed not to change after issue. Charges end after 10 years. Client cannot cancel rider.
Resets	Starting first contract anniversary	N/A – Income base will never be less than the account value.	N/A
Increasing income percentages	0.10% each year clients wait to start income payments	Same as Simple Income Option	N/A
Enhanced income percentage	Available during first five contract years	N/A	N/A
Income payments	Available immediately (age 55+)	Available five years after rider effective date (age 55+)	N/A
Refund of rider charges available upon death	Yes, if income payments haven't started	Same as Simple Income Option	N/A
Maximum penalty-free withdrawal	N/A	N/A	25% (20% maximum carryover, plus 5% annual free withdrawal)

Income percentages for Simple Income Option and Stacked Income Option

Age at income start date	Single lifetime income	Joint lifetime income
55	4.0%	3.0%
65	5.0%	4.0%
66	5.1%	4.1%
67	5.2%	4.2%
68	5.3%	4.3%
69	5.4%	4.4%
70	5.5%	4.5%
71	5.6%	4.6%
72	5.7%	4.7%
73	5.8%	4.8%
74	5.9%	4.9%
75	6.0%	5.0%
85	7.0%	6.0%
90+	7.5%	6.5%

Income percentage enhancement for Simple Income Option

Contract year of benefit start date	Additional percentage added to income percentage from table to the left
1	0.50%
2	0.40%
3	0.30%
4	0.20%
5	0.10%

In the riders, income base is referred to as benefit base amount, income percentage is referred to as benefit percentage and income payment is referred to as benefit payment. Guarantees provided in the riders are subject to the claims-paying ability of the issuing insurance company. Please refer to the contract and riders for definitions and complete terms and conditions, as this is a summary of their features. Annuity contract and riders issued by Great American Life Insurance Company®. American Custom 10 issued under contract form numbers P1104314NW and P1104414NW. Form numbers and features may vary by state.

*Not available in all states. **For producer use only. Not for use in sales solicitation.***