



American Custom 10

No MVA

*a fixed-indexed annuity from Great American Life Insurance Company[®],
a member of Great American Insurance Group[®]*

Not FDIC or NCUSIF Insured • No Bank or Credit Union Guarantee • Not Insured by any Federal Government Agency • Not a Deposit • May Lose Value

American Custom 10SM

A fixed-indexed annuity from Great American Life Insurance Company® that can help you reach your retirement dreams.

About our fixed-indexed annuities

A fixed-indexed annuity is a deferred annuity with multiple interest crediting strategies that can help you protect and accumulate funds for and during retirement. You have the flexibility to allocate your money among strategies that credit interest in various ways.

Is a fixed-indexed annuity right for me?

Fixed-indexed annuities may be right for you if you want the potential to earn interest at rates that may be higher than those traditionally available from fixed annuities, and you like the idea of receiving interest at a rate determined, in part, by market performance.

Can I lose money with a fixed-indexed annuity?

Regardless of market conditions, you cannot lose money unless you withdraw money or surrender your contract during the early withdrawal charge period. Our fixed-indexed annuities protect your account value from market declines while providing the opportunity to benefit from market gains.

Estate and probate advantages

A fixed-indexed annuity like American Custom 10 offers a death benefit that is paid directly to beneficiaries without going through probate. If death occurs before you begin receiving annuity income payments, your beneficiary is guaranteed to receive the account value (less adjustments for outstanding loans and other applicable charges and taxes).

Tax deferral

You can take control of your money through the power of tax deferral. Your money in this product grows tax deferred, which means your earnings remain free from current taxes until a withdrawal is made.

Guarantee with a minimum surrender value

The guaranteed minimum surrender value is 90% of your purchase payments, less withdrawals, plus interest credited daily at a minimum guaranteed rate. The amount payable as annuity benefit payments, as the death benefit, or upon surrender will never be less than the guaranteed minimum surrender value.

Interest crediting strategies

The American Custom 10 offers multiple interest crediting choices to help you reach your financial goals. Select from a **declared rate strategy** and **indexed strategies**.

Declared rate strategy

Funds in the declared rate strategy earn compound interest credited daily based on a rate set at the start of the term by the company. This rate can vary for subsequent terms; however, the declared interest rate will never be lower than the guaranteed minimum interest rate stated in your contract.

Indexed strategies

The American Custom 10 offers flexibility to choose your interest crediting strategies and adjust them as your financial situation changes. Interest is credited on the last day of a strategy's term and is guaranteed to never be less than 0%. Choose from the following strategies:

- ★ S&P 500® annual point-to-point with cap
- ★ S&P 500 Risk Control annual point-to-point with participation rate
- ★ SPDR® Gold Shares annual point-to-point with cap

These strategies earn interest at a rate based, in part, on the change in the value (index change) of one of the following:

- ★ **S&P 500® Index** – A nationally recognized market index that tracks 500 widely-held US stocks in various industries.
- ★ **S&P 500 Risk Control 10% Index (SPXAV10P)** - A risk controlled version of the S&P 500 Index that seeks to limit volatility to a target level of 10% by allocating to cash. When market volatility increases, it allocates less to the S&P 500 and more to cash. Conversely, when market volatility decreases, it allocates more to the S&P 500 and less to cash.
- ★ **SPDR® Gold Shares (GLD)** – Units of interest in an exchange traded fund (ETF) that reflect the market value of gold bullion.

How the indexed strategies work

A **point-to-point** strategy measures index change by comparing the closing index value at the end of the term to the closing value on the first day of that term. The indexed interest rate for that term equals the index change, up to the cap or multiplied by the participation rate for that term.

- ★ The **cap** for a term is the maximum interest rate that will apply for a term.
- ★ The **participation rate** for a term is the percentage of index growth that is used when calculating the indexed interest rate for that term.

Point-to-point is particularly beneficial when an index is rising during a term, but may reduce the amount of interest you receive if the index declines just before the end of a term.

Accessing your annuity

Penalty-free withdrawals

During the first contract year, you may withdraw up to 5% of your purchase payment without an early withdrawal charge. After the first contract year, you may withdraw up to 5% of the account value as of the most recent contract anniversary without an early withdrawal charge. Withdrawals prior to age 59½ may be subject to restrictions and a penalty tax, according to IRS regulations.

Early withdrawal charges

Charges are applied during the 10-year early withdrawal charge period to amounts withdrawn in excess of the 5% penalty-free withdrawal allowance and to surrenders. Please refer to your disclosure document for the American Custom 10 early withdrawal charge schedule.

Loan availability

With American Custom 10, you may be able to take out a loan at a reasonable interest rate. Loans are available for certain qualified plans (subject to minimum and maximum loan amounts and repayment requirements). Remember, a loan may adversely affect your account value and outstanding loan balances will be deducted from your account value upon surrender, annuitization or death.

Payout options for your retirement

American Custom 10 settlement options can provide you with a guaranteed monthly income for a specified number of years or for the rest of your life. Your contract provides you with the flexibility to annuitize your contract and choose a settlement option that fits your needs. When you annuitize your contract, the value of the annuity contract is converted into a stream of income, either for a lifetime or a specified period of time.

Additional options

When you purchase an American Custom 10 fixed-indexed annuity, you have the opportunity to add one of the following riders to help meet your financial goals. *Only one rider may be selected and must be added at the time of purchase.*

Cumulative Free-Withdrawal Option Rider

The Cumulative Free-Withdrawal Option provides additional liquidity for your annuity. During the first 10 contract years, this rider allows you to carry over any unused portion of your contract's annual penalty-free withdrawal percentage, up to a maximum of 25% (20% maximum carryover, plus 5% annual penalty-free withdrawal). It is available for an annual charge of 0.25% of the account value and may not be canceled. Charges end after the 10-year early withdrawal charge period.

Legacy Income OptionSM Rider

The Legacy Income Option provides the ability to receive income while preserving your legacy. This rider allows you to take 5% withdrawals for up to 10 years, or required minimum distributions (whichever is greater), while the rider's death benefit base remains at the initial purchase payment. The rider death benefit is available after the first contract anniversary. It is available for an annual charge of 0.90% of the death benefit base, and may be canceled at any time. *Please see the rider brochure for additional information.*

Simple Income OptionSM Rider

The Simple Income Option provides guaranteed growth of your income base and income you cannot outlive. This rider offers a 9% income credit and a 10-year income rollup period. It is available for an annual charge of 1.05% of the income base, and charges are refundable at death if the income period hasn't started. *Please see the rider brochure for additional information.*

Stacked Income OptionSM Rider

The Stacked Income Option provides lifetime income and the opportunity for greater growth of your income base. This rider stacks an amount equal to 100% of the interest credited to your contract's account value on top of a guaranteed 4% income credit during the 10-year income rollup period. Even after you begin receiving rider income payments, we will continue to credit your income base with an amount equal to the interest credited to your account value. This feature may provide the opportunity for you to receive increased income payments throughout your retirement years. This rider is available for an annual charge of 1.35% of the income base, and charges are refundable at death if the income period hasn't started. *Please see the rider brochure for additional information.*

American Custom 10SM fixed-indexed annuity at a glance

General information

Product type	Single premium deferred annuity
Issue ages	Qualified: 18-85; non-qualified: 0-85; Inherited IRA: 18-75; Inherited non-qualified: 0-75
Min. purchase payment	\$25,000
Max. purchase payment	\$1 million issue ages 0-75; \$750,000 issue ages 76-80; \$500,000 issue ages 81+
Term	Each term is one-year long.
Fees	There are no up-front sales charges or fees. Early withdrawal charges (surrender charges) may apply.

Withdrawals

5% allowance	During the first contract year, you may withdraw up to 5% of your purchase payment without an early withdrawal charge. After the first contract year, 5% of the account value on the most recent contract anniversary may be withdrawn without an early withdrawal charge.
Early withdrawal charges	An early withdrawal charge starting at 9.5% is applied to surrenders and withdrawals during the first nine contract years.

Rates and strategies

Declared interest rate	Interest is credited daily on amounts held under a declared rate strategy at the applicable declared interest rate. The declared interest rate will not change throughout a term.
Indexed interest rate	For the indexed strategies currently available, the indexed interest rate is determined, in part, by the change in the value of the S&P 500 [®] Index, S&P 500 Risk Control 10% Index or SPDR [®] Gold Shares. Indexed interest is credited only on the last day of the term and is guaranteed to never be less than 0%.
S&P 500 annual point-to-point with cap	Indexed strategies that measure index change by comparing the closing index value at the end of the term to the closing value on the first day of that term. For the indexed strategies with a cap, the indexed interest rate for a term is equal to the index change for that term, but will never be more than the cap for that term and never less than 0%. For the indexed strategy with a participation rate, the indexed interest rate for a term is equal to the index change for that term multiplied by the participation rate for that term, but never less than 0%. Contact Great American Life [®] or your insurance professional for current caps and participation rates. Strategies may not be available in all states.
S&P 500 Risk Control annual point-to-point with participation rate	
SPDR Gold Shares annual point-to-point with cap	

Waiver riders (included with contract)

Extended care waiver rider	The extended care waiver rider can help ease the strain of unforeseen events. If, after the first contract year, you are confined to a qualified nursing home or long-term care facility for at least 90 consecutive days, early withdrawal charges will be waived on withdrawals up to a full surrender. There is no additional charge for this waiver rider.
Terminal illness waiver rider	After the first contract year, if you are diagnosed by a physician as having a terminal illness (prognosis of survival is 12 months or less, or a longer period as required by state law), you have the option to withdraw up to 100% of the account value without incurring an early withdrawal charge. There is no additional charge for this waiver rider.

Optional riders (available for a charge)

Riders may not be available in all states.

★ Cumulative Free-Withdrawal Option rider ★ Legacy Income OptionSM rider ★ Simple Income OptionSM rider ★ Stacked Income OptionSM rider

The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJ"), and has been licensed for use by Great American Life. Standard & Poor's[®], S&P[®], S&P 500[®], SPDR[®] and STANDARD & POOR'S DEPOSITORY RECEIPTS[®] are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones[®] is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJ and sublicensed for certain purposes by Great American Life Insurance Company[®]. Great American Life's American Custom 10SM is not sponsored, endorsed, sold or promoted by SPDJ, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Index.

This brochure is a general description of the product. Please read your contract for definitions and complete terms and conditions, as this is a summary of the annuity's features. The S&P 500 Risk Control 10% Index refers to the S&P 500 Average Daily Risk Control 10% USD Price Return Index. For more information, visit www.US.SPIndices.com and search keyword SPXAV10P. In the Simple Income Option and Stacked Income Option riders, rollover credits and income credits are referred to as rollover amounts, and income base is referred to as benefit base amount. For use with contract form P1104414NW and rider forms R6032310NW, R6032410NW, R6046814NW, R6047014NW, R6046914NW and R6049614NW. Contract and rider form numbers may vary by state. Products, riders and features may vary by state, and may not be available in all states.

This information is not intended or written to be used as legal or tax advice. It cannot be used by any taxpayer for the purpose of avoiding penalties that may be imposed on the taxpayer. It was written solely to support the sale of annuity products. You should seek advice on legal or tax questions based on your particular circumstances from an independent attorney or tax advisor.

Products issued by Great American Life Insurance Company[®], member of Great American Insurance Group[®], Cincinnati, Ohio Copyright © 2015 by Great American Life Insurance Company. All rights reserved. www.GAIG.com

All guarantees based on the claims-paying ability of Great American Life.