



*Our member companies:*

*Annuity Investors Life Insurance Company®*

*Great American Life Insurance Company®*

The background of the advertisement is a photograph of a city skyline. The central focus is a tall, modern skyscraper with a glass facade and a distinctive wireframe dome top. The building is set against a backdrop of other city buildings and a hilly landscape under a cloudy sky. The Great American Insurance Group logo is visible on the upper part of the skyscraper.

**Our financial strength**  
*a company you can trust*

# Financial Strength You Can Count On

*Great American's Annuity Group understands the importance of building a solid foundation for your financial future. We are committed to helping you achieve your financial goals.*

## Why choose Great American to help you prepare for your financial future?

**An annuity product specialist.** Our annuity companies, Great American Life® and Annuity Investors® Life, focus exclusively on providing annuity products designed with your retirement needs in mind.

**Conservative and prudent investors.** With Great American, you can rest assured that your annuity is backed by a high-quality investment portfolio. Our investment team, located in our Cincinnati home office, brings decades of stable investing to our annuity companies.

**Under a great American family's leadership.** For more than 40 years, our company has been under the leadership of the Lindner family. They bring a long-term view of the business, and understand how important stability is to your retirement.

### Undeniable financial strength

You are choosing a company with a long history of undeniable financial strength. While many insurance companies have seen their ratings fluctuate, our annuity companies received:<sup>1</sup>

- Affirmations of an "A" rating by A.M. Best
- Two upgrades since 2007 to "A+" by Standard & Poor's
- An upgrade to "A2" by Moody's in 2013

**A.M. Best** A (Excellent)  
Affirmed 3/20/2015

**Standard & Poor's** A+  
Affirmed 12/19/2014

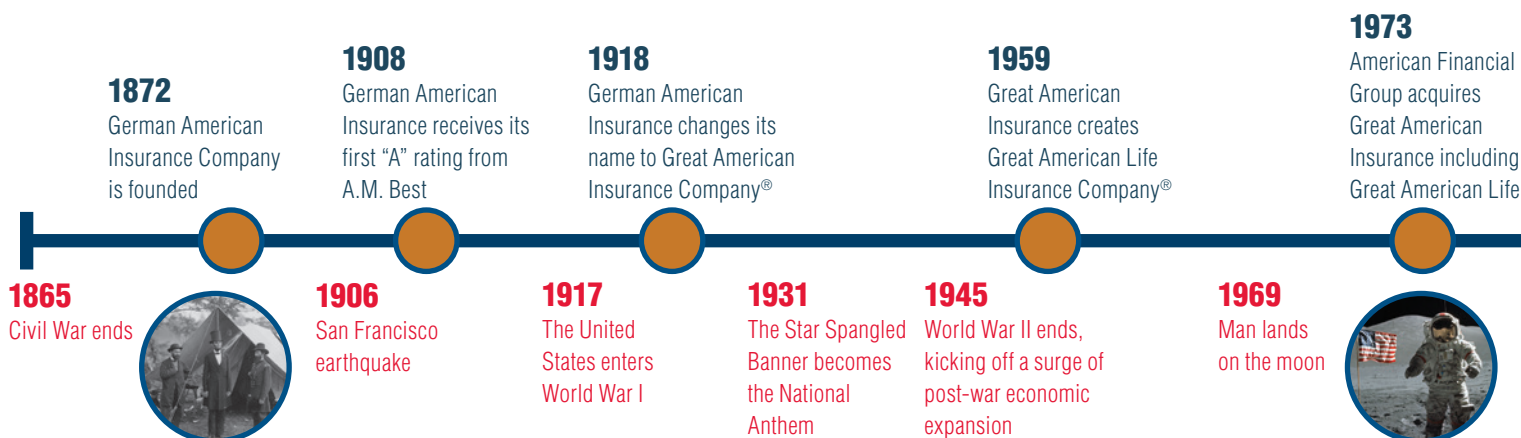
**Moody's** A2  
Great American Life Only. Affirmed 6/15/2015

Great American Life has been rated "A" or higher by A.M. Best for more than 35 consecutive years, and Annuity Investors Life has been rated "A" or higher for nearly 20 consecutive years. This rating indicates an "excellent ability to meet their ongoing obligations to policyholders."

Many key achievements have helped us maintain our strong ratings including:

- **Experienced management team**
- **Solid operating performance**

## More than 140 years of experience





- **Continued record levels of capital.** This means our annuity companies have the financial backing to continue to grow and weather the inevitable swings in the financial marketplace.
- **High risk-based capital level.** All insurers are required to maintain a minimum level of risk-based capital, which is a certain amount of capital needed to support their business operations while writing contracts. Our risk-based capital level significantly exceeds this requirement.

Maintaining our strong capital positions means that we will be here to serve you in the long run.

### *A long-term commitment*

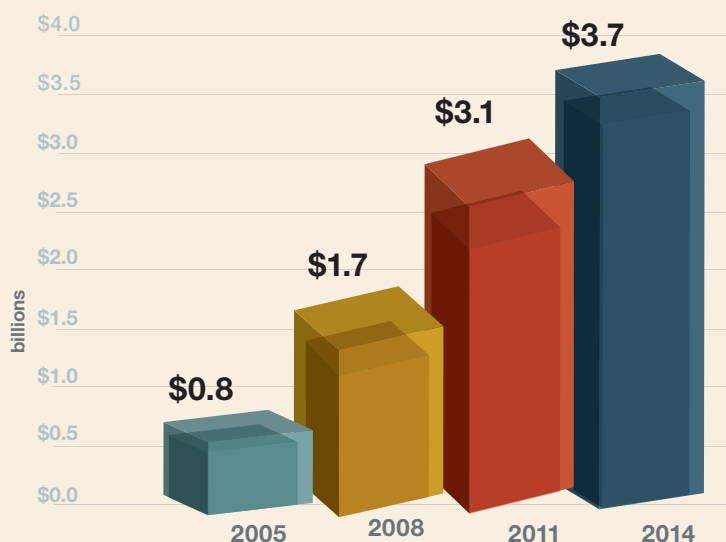
Great American Life and Annuity Investors Life are subsidiaries of American Financial Group. AFG is publicly traded on the New York Stock Exchange under the symbol “AFG”, and has more than \$47 billion<sup>2</sup> in assets as of December 31, 2014. Annual annuity sales by our insurance companies have more than quadrupled over the past 10 years. We believe this premium growth during an unpredictable economic environment demonstrates our continuing commitment to providing annuity products that can help you reach your long-term goals.

When you purchase an annuity, you do so with your financial future in mind. You can rest assured knowing we are committed to meeting our obligation to you. Since 2000, Great American Life has paid more than \$4.5 billion in guaranteed income benefits to our valued contract owners, including more than \$475 million in 2014.<sup>3</sup>

### *A long-term investment approach*

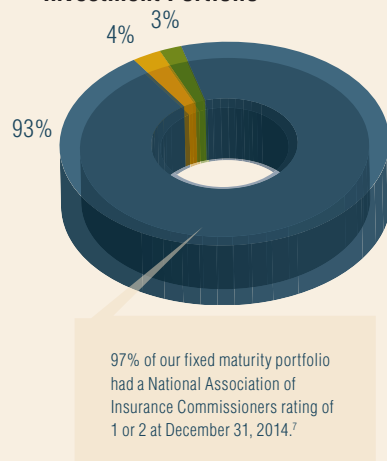
Great American’s Annuity Group’s portfolio has produced a predictable stream of investment income. Fixed income investments comprise approximately 93 percent of invested assets (compared to the insurance industry average of approximately 82 percent).<sup>4</sup> We believe this investment approach provides financial stability that you can count on now and in your retirement years.

**Premiums have quadrupled over the past 10 years<sup>5</sup>**

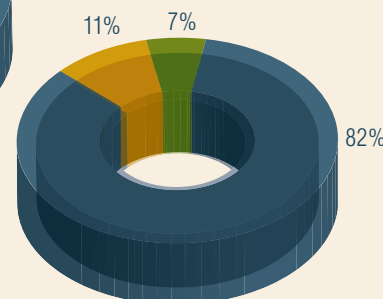


**Our distribution of invested assets creates a low risk and stable profile**

**Great American’s Annuity Group Investment Portfolio<sup>6</sup>**

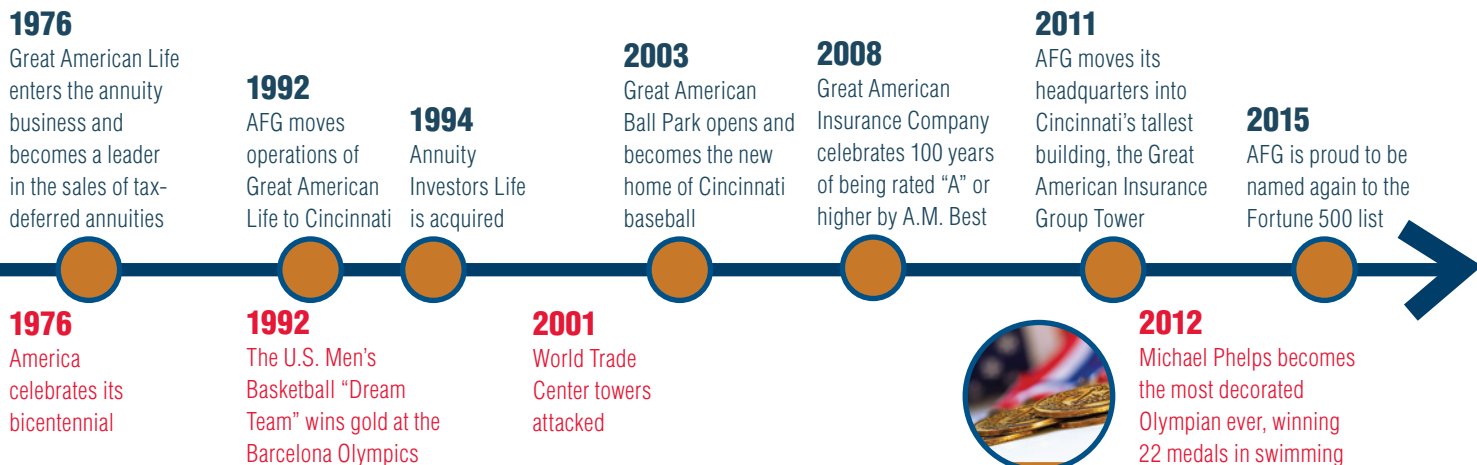


**Life Insurance Industry Investment Portfolio<sup>4</sup>**



- Fixed income investments<sup>8</sup>
- Real estate & mortgage loans
- Stocks and other invested assets

*Please see the back page for additional information and sources.*



## A great American family

In 1940, a man named Carl Lindner opened a cash-and-carry dairy market with his father, sister and brothers. The success of this single storefront would launch his career as a self-made businessman and entrepreneur. He parlayed this business sense into interests in the banking and insurance industry.



In 1959, Mr. Lindner founded American Financial Group, and in the 1970s, AFG acquired Great American Insurance Company®. His sons Craig (left) and Carl joined him in



the enterprise, and have spent their entire careers helping to build AFG into a premier annuity and specialty commercial property and casualty insurance provider. Today, Craig and Carl serve as Co-Chief Executive Officers. As AFG has

grown, the Lindner family has committed the company to creating value for clients and shareholders, providing quality products and services and remaining financially strong.

Because of Mr. Lindner's beginnings, he and his family recognize the importance of giving back. Throughout the city of Cincinnati, the family's philanthropy is well known, and you can find the Lindner and Great American® name on YMCAs, university buildings and arts organizations. We believe our rich history of corporate citizenship ultimately serves the best interests of our employees, clients and shareholders.

## Quality products

Finding a product that fits your personal situation and long-term goals is important. Our line of annuities provides a range of benefits so you can find a solution that works for you. Whether you're just starting out or have been saving for years, our products can get you on the road to reaching your retirement dreams.

## Personal service

We're committed to building a long-term relationship that will last through your retirement years. Our dedicated team provides the support, experience and personal attention you deserve. We are available to assist with any questions, and we offer several resources to help you manage your retirement account. With our easy-to-navigate website and 24/7 automated account information line, you have convenient access to account information any time of day.



*The Great American Ball Park, home of Cincinnati baseball. We're proud to support our hometown team.*

**Let us help you achieve your retirement dreams.**

**To learn more, visit  
[www.GAIG.com](http://www.GAIG.com)**

1 A.M. Best rating of "A (Excellent)" is third highest out of 16 categories. S&P rating of "A+" is fifth highest out of 22 categories. Moody's rating of "A2" is sixth highest out of 21 categories. A.M. Best and S&P ratings apply to Great American Life® and Annuity Investors® Life; Moody's rating applies to Great American Life. Ratings do not apply to variable annuity subaccounts. For additional ratings information, visit the Financial Strength page on [www.GAIG.com](http://www.GAIG.com).

2 At December 31, 2014. Reflects all AFG assets on a GAAP basis.

3 The guaranteed income benefit amount includes annuity benefit payments under immediate and deferred annuities, income benefit payments under guaranteed withdrawal benefit riders and contract withdrawals taken by owners after their rider benefit payments began.

Additional information about premiums and investments is included in the American Financial Group, Inc. 2014 Annual Report, which is available on [www.afginc.com](http://www.afginc.com). Past performance does not guarantee future results. Great American Insurance Group and Great American Annuity Group are marketing names for insurance subsidiaries of American Financial Group, Inc., a diversified financial holding company. Great American Life, Annuity Investors Life and Great American Insurance are subsidiaries of AFG. Great American Life and Annuity Investors Life are engaged in the sale of traditional fixed and fixed-indexed annuities. Great American Insurance, through its subsidiaries, is engaged primarily in property/casualty insurance, focusing on specialized commercial products for businesses. Guarantees set out in Great American Life or Annuity Investors Life annuity contracts are subject to the long-term financial strength and the claims-paying ability of the issuing insurance company. 3032-AGG

4 Best's Statement File—L/H US Version 2015 as of December 31, 2014.

5 Reflects annuity premiums measured on the basis used to prepare statutory annual statements.

6 Data is as of December 31, 2014.

7 These are the highest of six possible ratings.

8 Includes bonds, cash, short-term investments and policy loans.

*Annuities issued by Great American Life Insurance Company® and Annuity Investors Life Insurance Company®*

[www.GAIG.com](http://www.GAIG.com)

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