

The purpose of this communication is the solicitation of insurance. A financial representative (a licensed insurance agent/producer) may contact you.



Your connection to

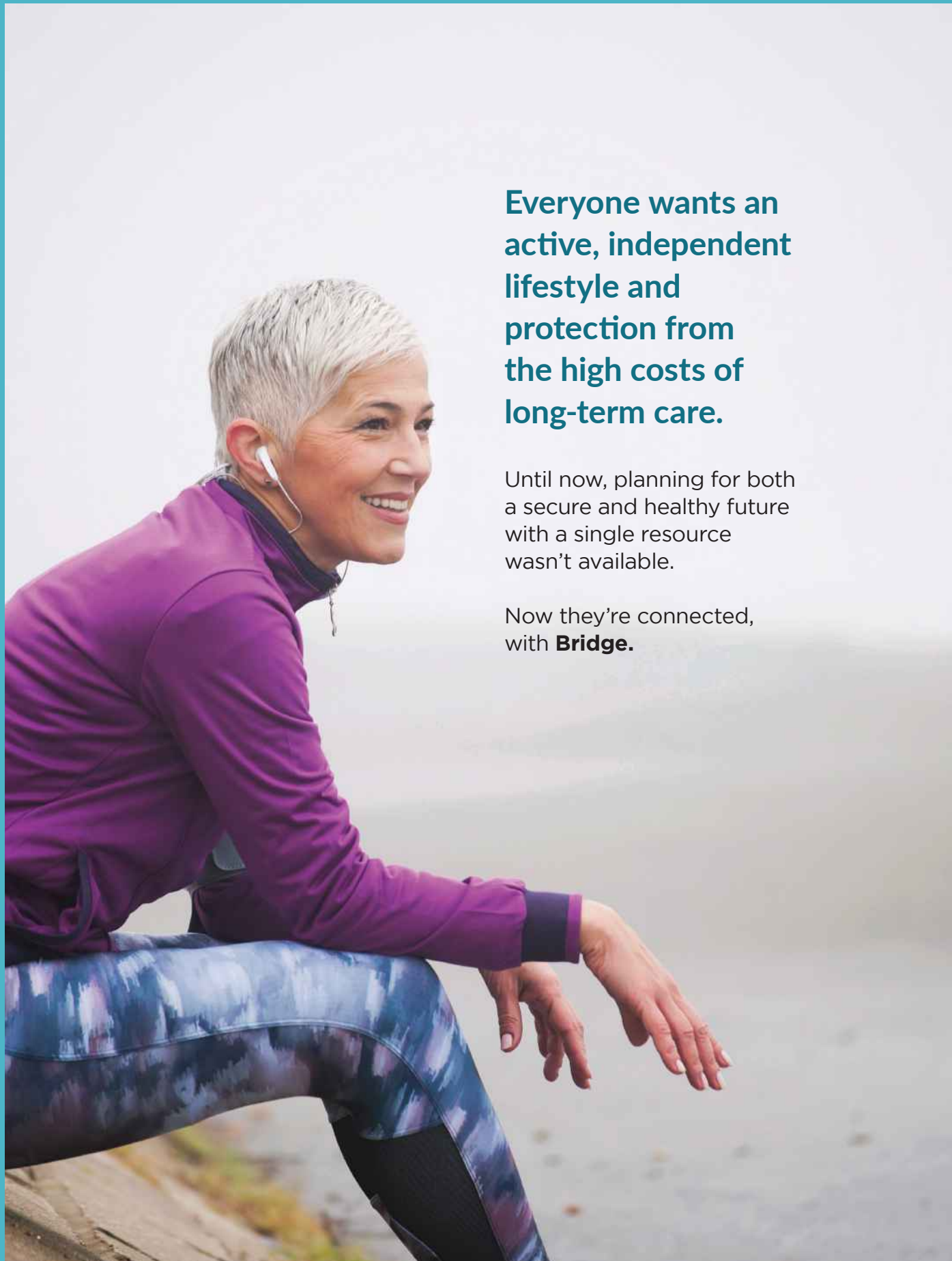
Better wellness
Better access
Better life

BRIDGE

OVERVIEW

A Fixed Index-Linked Annuity with
Long-Term Care Coverage and
Science-Based Wellness Program





Everyone wants an active, independent lifestyle and protection from the high costs of long-term care.

Until now, planning for both a secure and healthy future with a single resource wasn't available.

Now they're connected, with **Bridge**.

BRIDGE IS AN INNOVATIVE PRODUCT THAT LINKS TWO IMPORTANT OBJECTIVES:

- Age successfully and live independently — wherever and however you want
- Protect and grow your assets with benefits to pay for long-term care costs

Unlike traditional long-term care insurance, Bridge features:

Guaranteed ¹ coverage with a single-premium payment	✓
Opportunity for premium to grow if long-term care benefits are not needed	✓
Flexibility to choose your benefit level or add premiums at any time to increase your coverage	✓
Benefits payable when claim conditions are met — without submission of receipts or invoices	✓
Insurability to all applicants — you cannot be denied coverage	✓

Wellness means *freedom*.
Long-term Care coverage means *security*.
Bridge gives you *both*.

BETTER WELLNESS — NEVERSTOPSM

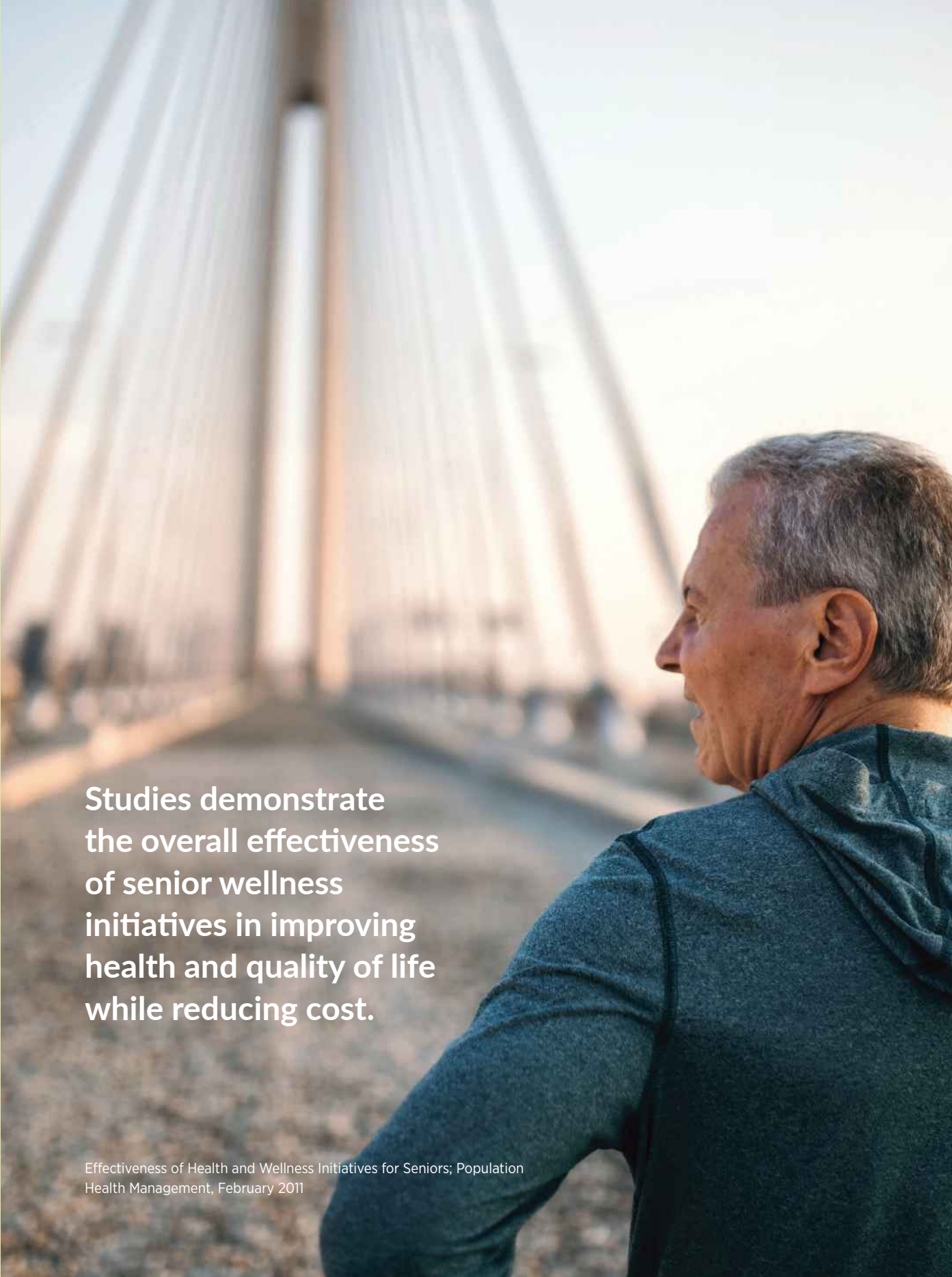
Do you know that a wellness-focused lifestyle can add years and vigor to your life while delaying, shortening, or even avoiding the need for long-term care?

NeverStop assesses your personal aging strengths and weaknesses to identify healthy actions that will increase your long term vitality. Plus, your healthy aging Wellness Ally provides a human touch to provide support along the way.



To make successful aging more achievable, EquiTrust has partnered with Assured Allies to offer the NeverStop Wellness Program. Empowering people to proactively manage their health by taking the right actions at the right time will create healthy outcomes that make it possible to NeverStop.

You earn additional long-term care coverage through active participation. NeverStop identifies personalized successful-aging actions for you to improve your overall wellness — from brain and sleep health to stress reduction and more.



Studies demonstrate the overall effectiveness of senior wellness initiatives in improving health and quality of life while reducing cost.

Effectiveness of Health and Wellness Initiatives for Seniors; Population Health Management, February 2011



Median Monthly Costs for Long-Term Care*



\$9,034

Private Nursing Home Room



\$7,908

Semi-Private Nursing Home Room

\$5,148

Home Health Aid



\$4,500

Assisted Living



*Genworth 2021 Cost of Care Report,
January 31, 2022



**70% of those turning
65 today will likely
need long-term
care services.**

U.S. Department of Health and Human Services

BETTER ACCESS – INDEX-LINKED ANNUITY AND LONG-TERM CARE RIDER

You've worked hard to secure your financial future. Don't let long-term care costs change your plan.

Why do people need long-term care? Common conditions that contribute to long-term care needs include:

- Alzheimer's disease and other forms of dementia
- Cancer, diabetes, multiple sclerosis, Parkinson's disease and mental illness
- Injury and recuperation resulting from a fall or accident

Benefit Flexibility

If you require long-term care services, simply submit a claim. Once your benefit claim is approved, you may use the payments for qualified services, such as in-home care or a community care facility, equipment for mobility or bathing, or home modifications. Payments are sent to you, not the service provider – no contract restrictions and no submitted invoices or receipts required.

Asset Preservation

Bridge is designed to protect and potentially grow your retirement assets in the event you don't need long-term care services. The annuity accumulates through annual credits linked to the growth of an underlying market index. You determine the balance between the level of benefits and annuity value preservation by electing a Coverage Ratio ranging between your premium amount and a maximum determined by your age and underwriting class. Your long-term care benefit payments are tax-free.²

Guaranteed Insurability

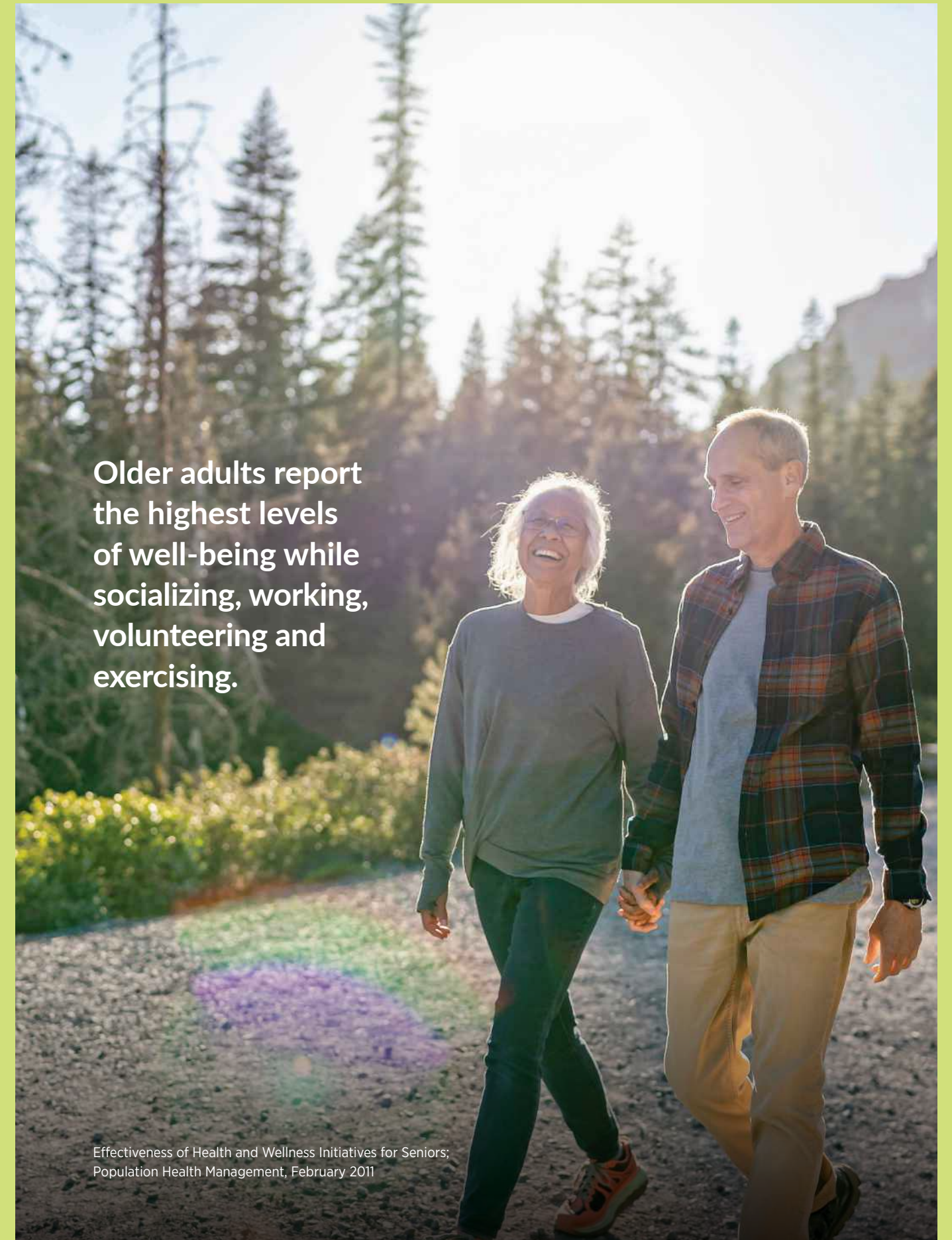
Unlike traditional long-term care insurance, your insurability is guaranteed. The underwriting process determines your underwriting class — based on your health, lifestyle, and physical and cognitive abilities. Powered by Assured Allies, this simple, innovative underwriting process combines cutting-edge technology and clinical research for a short, live-video experience. It takes approximately 30 minutes and doesn't require medical records.

BETTER LIFE – CONTINUED INDEPENDENCE WITH A BACKUP PLAN FOR LONG-TERM CARE BENEFITS

As you age, are you equally concerned about your physical and mental vitality as you are about financial security?

Most insurance products pay benefits when an accident or unfavorable outcome occurs. Bridge goes a step further by helping you delay or avoid your need for long-term care services.

Active participation in NeverStop Wellness and completion of the recommended Healthy Actions can help reduce the risk of age-related decline, so you can live independently longer. Your premium has potential to grow if you don't need long-term care benefits, then provides monthly payments if you do.



Older adults report the highest levels of well-being while socializing, working, volunteering and exercising.

Effectiveness of Health and Wellness Initiatives for Seniors; Population Health Management, February 2011



Fernando
Age 71

\$250,000
Initial Premium

HYPOTHETICAL EXAMPLE

Fernando, age 71, retired, single with three grown children. His objective is to live independently for as long as possible, preserve his assets, and avoid burdening his children as he ages.

Initial Premium
\$250,000

Underwriting Class
Preferred

Coverage Ratio
150%

Initial Benefit Base
\$250,000 x 150% = \$375,000

10 Years Later

After a decade of healthy living and participating in the NeverStop Wellness Program, Fernando develops an illness and qualifies for long-term care benefits.

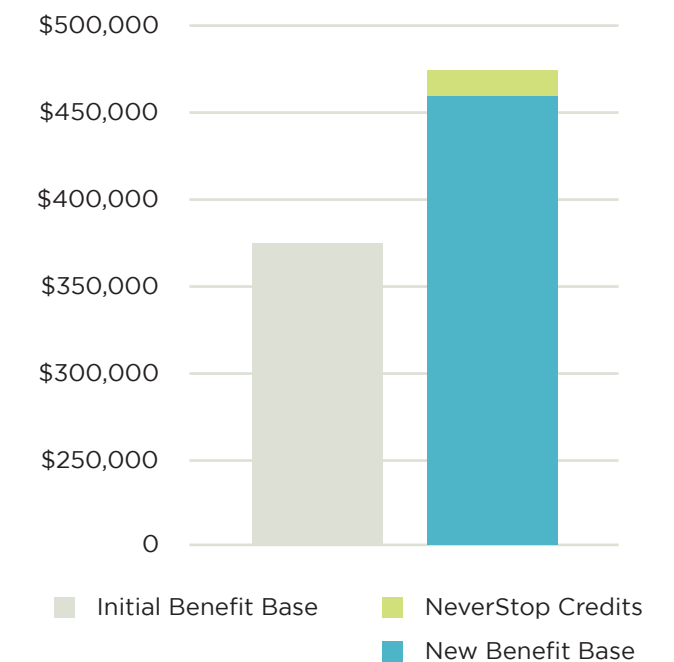
New Benefit Base
\$457,123

10 Years with 2% guaranteed annual growth³

NeverStop Wellness Credits⁴
\$16,803

Total Benefit Base at Claim
\$473,926
\$457,123 + \$16,803

Monthly Benefit (60 Months)
\$7,899/mo
\$473,926 / 60



If No Benefits Needed: Fernando's annuity account value may grow based on index-linked returns, less Rider fees.



EquiTrust – A Name You Can Trust

When you're searching for a company that demonstrates integrity, strength and innovation – one that can help you meet your financial objectives – look no further than EquiTrust.



7100 Westown Pkwy Suite 200
West Des Moines, IA 50266-2521
877-249-3694 • www.EquiTrust.com

Information regarding programs and services for individuals of all ages, income levels and abilities may be found at www.ServiceLink.NH.gov or by calling 866-634-9412.

¹The guarantees expressed in this brochure are based on the claims-paying ability of EquiTrust Life Insurance Company.

²Long-term care benefits are typically tax-free under Internal Revenue Code Section 7702B. Generally, the maximum tax-free long-term care benefit payable from all coverage on the same insured is limited to the greater of actual qualified long-term care expenses or the per diem rate established by the IRS.

³Benefits may be increased by 5% annually for additional fee.

⁴NeverStop Wellness Credits are not guaranteed and subject to verified participation. Example credits based on non-guaranteed credited rate of 3.0%.

This brochure briefly highlights EquiTrust Life Insurance Company's Bridge annuity contract, Long-Term Care Rider and other 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 agent/producer. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice to you or your specific situation.

Contract issued on Form Series ICC12-ET-EIA-2000(11-21) or ET-EIA-2000(12-21). Riders issued on ICC17-ET-FIXED-MVA(02-17); ICC18-430-NHW(06-18) or 430-NHW(08-03); ICC16-ET-TI(10-16) or ET-TI(10-16). Long-Term Care Rider issued on ET-LTC(04-22). NeverStop Wellness Rider issued on ET-WEL(11-21).

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