



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?

NeverStopSM 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 NeverStopSM 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 NeverStopSM.

You earn additional long-term care coverage through active participation. NeverStopSM 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 approval for long-term care benefits

Unlike traditional long-term care insurance, your approval for benefits 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 NeverStopSM 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.



A photograph of an older couple walking hand-in-hand on a gravel path in a forest. The woman is on the left, wearing a grey sweatshirt and dark pants, smiling broadly. The man is on the right, wearing a plaid shirt over a grey t-shirt and khaki pants, also smiling. They are walking towards the right. The background is filled with tall evergreen trees and a bright sun creating a lens flare effect. The overall mood is positive and active.

Older adults report
the highest levels
of wellbeing 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.

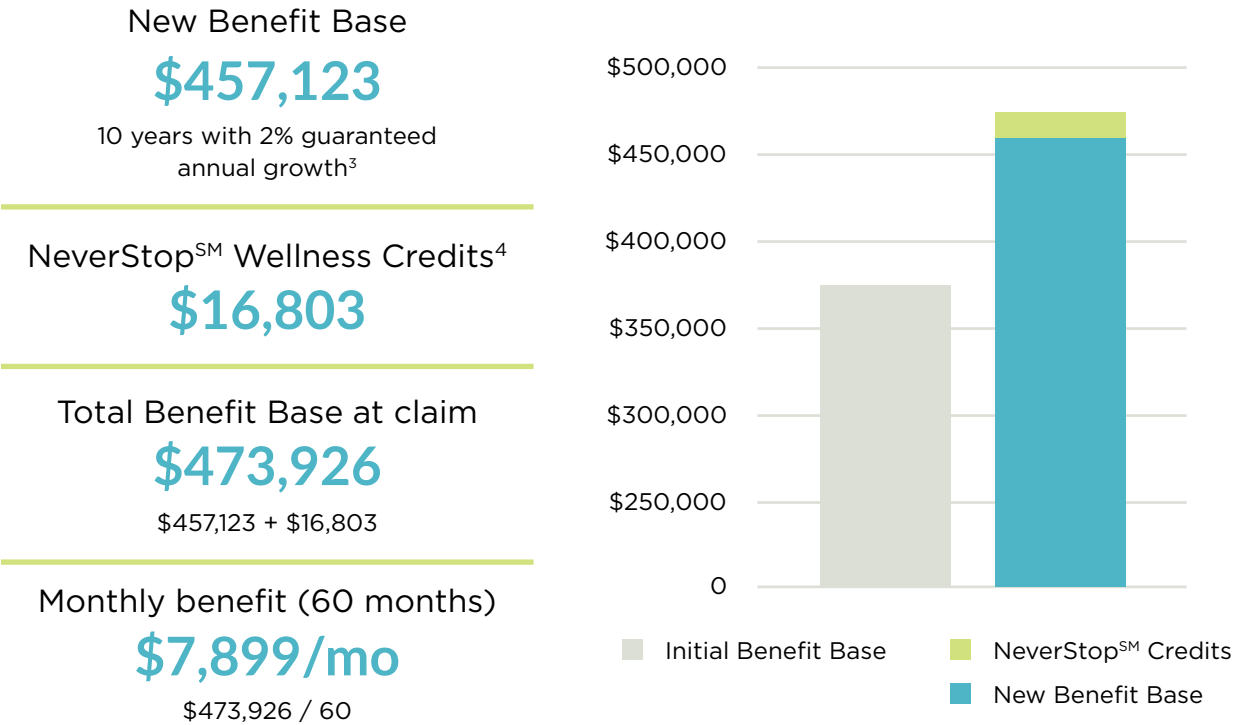
Initial premium	Underwriting class	Coverage Ratio
\$250,000	Preferred	150%

Initial Benefit Base

$$\$250,000 \times 150\% = \$375,000$$

10 years later

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



A bar chart comparing three values: Initial Benefit Base, NeverStop Credits, and New Benefit Base. The y-axis represents dollar amounts from 0 to 500,000 in increments of 50,000. The Initial Benefit Base is a grey bar at approximately \$375,000. The New Benefit Base is a blue bar at approximately \$457,123. The NeverStop Credits are a green segment on top of the blue bar, adding approximately \$16,803 to reach the total New Benefit Base of \$473,926.

Category	Value
Initial Benefit Base	\$375,000
NeverStop SM Credits	\$16,803
New Benefit Base	\$473,926

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.



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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.

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

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). NeverStopSM Wellness Rider issued on ET-WEL(11-21).

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.

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