

J.D. POWER

American Equity Ranks Among the Top 3 Brands for Overall Customer Satisfaction Among Individual Annuity Providers in J.D. Power 2020 U.S. Life Insurance StudySM

Also Achieves Highest Satisfaction Score for Price

American Equity performs among the Top 3 brands for Overall Customer Satisfaction among the 15 award-eligible individual annuity providers evaluated in the *J.D. Power 2020 U.S. Life Insurance Study*. American Equity also earned a score of 801 on a 1,000-point scale, which is a 14-point increase from 2019 in addition to outpacing the segment average of 778 by 23 points.

The J.D. Power 2020 U.S. Life Insurance Study is a syndicated benchmarking study that evaluates the experiences of customers from the largest annuity and life insurance providers in the United States. The study measures overall customer satisfaction based on performance across the following five factors: Communication; Interaction; Price; Product Offerings; and Statements.

American Equity Achieves Highest Score for Price

In addition to American Equity's significant performance improvement this year, they also achieved the highest satisfaction score for Price. The Price study factor is the second most important factor for overall customer satisfaction in this study. Consumers' satisfaction with Price highlights the value provided by the carrier throughout the relationship. The long-term nature of an annuity relationship means value is incredibly important to customers.

J.D. Power 2020 U.S. Life Insurance StudySM

Overall Customer Satisfaction Index Rating
(Based on a 1,000-point scale)

INDIVIDUAL ANNUITIES

	RANK	SCORE
Nationwide	1	802
New York Life	1	802
American Equity Investment Life Insurance	3	801
Mass Mutual	4	796
Lincoln Financial Group	5	784
RiverSource	6	779
Industry Average		778
Jackson	7	774
Equitable	8	773
Prudential	9	772
Brighthouse Financial	10	770
AIG	11	768
Pacific Life	11	768
Transamerica (AEGON)	13	749
Athene	14	748
Allianz	15	743

“AMERICAN EQUITY WAS FOUNDED ON THE IDEA OF GREAT PEOPLE PROVIDING GREAT SERVICE. OUR FOCUS ON THIS VALUE HAS NOT WAVERED OVER THE LAST 25 YEARS IN THE ANNUITY MARKET. WE ARE EXCITED TO SEE J.D. POWER SHINE A LIGHT ON THIS VITAL INDUSTRY METRIC, AND WE ARE PROUD OF OUR CONSISTENT PERFORMANCE HERE.”

ANANT BHALLA

CHIEF EXECUTIVE OFFICER – AMERICAN EQUITY



AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®