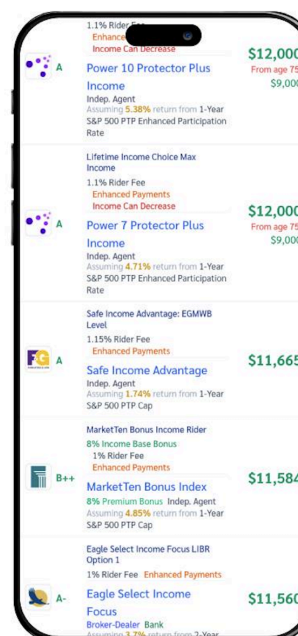





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Choose the
retirement
you want. Simply.

Athene
**Income
Aspect**SM

An Optional Income Rider

Driven to do more.SM  **ATHENE**



Enjoy an income that lasts as long as your retirement does.

We can now expect to live longer, more active retirement years compared to the generations before us. As retirement lifestyles have changed, so have financial needs.

When you purchase an Athene AscentSM 10-year fixed indexed annuity, you get access to Income AspectSM, an optional rider¹ that's designed to grow your income with the flexibility to choose when you receive income – guaranteed for life.²

Choose the retirement you want. It's that simple.

Features of Income Aspect

Your rider's three phases:

- **Accumulation for Guaranteed Growth** – Build financial security for you and your family by growing your Income Base to help provide a higher level of income for your retirement.
- **Guaranteed Income** – Create an income that lasts a lifetime. The Lifetime Income Withdrawal benefit allows you to receive guaranteed income for life on a monthly, quarterly or annual basis.²
- **Extended Income Guarantee** – Lifetime Income Withdrawals continue for the rest of your life (or the lives of both you and your spouse if Joint Life Withdrawals are taken) – even after the Accumulated Value is depleted.²

¹If you decide this rider doesn't fit with your needs, you may cancel the rider on or after the tenth anniversary of the rider's effective date.

Enhanced Income Benefit – Double your income

Take comfort in knowing you may double your guaranteed income amount for up to 60 months in the event you are confined to a Qualified Care Facility. Additional requirements and restrictions may apply and availability may vary by state.

Rider Charge

This optional rider is offered, for a charge, with the Athene Ascent fixed indexed annuity and can only be elected at issue with the purchase of the Annuity Contract.

The Rider Charge is deducted monthly beginning on the Rider Effective Date from your annuity's Accumulated Value and Minimum Guaranteed Contract Value (MGCV). Rider Charges are not deducted from the MGCV in certain states. The Rider Charge is calculated as a percentage of the Income Base. The Annual and Ultimate Rider Charge Rates are declared in your contract and are guaranteed not to change. Refer to the Income Aspect Certificate of Disclosure for complete details.

²Lifetime Income Withdrawals may be reduced or may stop if you take Excess Withdrawals from your contract.

Income Aspect's valuable phases

>> 1 Accumulation for guaranteed growth

During the accumulation period of retirement income planning, you are building financial security for you and your family.

Guaranteed simple interest during the accumulation period



The Income Base grows through annual simple interest credits, at a rate determined when you purchase your annuity. The rate is guaranteed for the Initial Accumulation Years. After that, growth continues at a reduced rate that's also guaranteed until the end of the Maximum Accumulation Years. The rate varies by premium band and state variations may apply. Income Base accumulation stops if at any point the following occurs: you reach the Maximum Fixed Accumulation Years, you begin taking Lifetime Income Withdrawals, or withdrawals reduce your annuity's Accumulation Value to zero.

Each year, simple interest is calculated on the original premium amount less any withdrawals. Interest is not credited on previously accrued interest. Withdrawals will reduce the Income Base and the base for which simple interest is calculated. The Income Base is not credited with simple interest after Lifetime Income Withdrawals have started.

How Accumulated Value and Income Base accounts work

When you purchase the Athene Ascent 10-year fixed indexed annuity and Income Aspect rider, an Accumulated Value is established for your annuity and an Income Base is set up for your rider. These two values are used to determine the Withdrawal amounts available under the rider. The Income Base is made up of your Initial Premium less Withdrawals, accumulated at a simple interest rate for the initial accumulation years and any Income Base Bonus. The Income Base Bonus varies by premium band and state variations may apply.

These two things are not the same. The Accumulated Value is used to determine the Cash Surrender Value of your fixed indexed annuity. The Income Base is used only for the calculation of Lifetime Income Withdrawals. The Income Base cannot be withdrawn in a lump sum, and does not have a cash value or a surrender value. Please see your Certificate of Disclosure for full details.

How your income grows

This hypothetical example shows simple interest credited at 10% years 1-10 and 5% years 11-20. Assuming no withdrawals are taken, 3% bonus applied to the Income Base, and high premium band of \$50,000 and above.

Initial Premium of \$100,000		
End of Contract Year	Simple Interest Credited	End of Year Income Base
1	\$10,000	\$113,000
2	\$10,000	\$123,000
3	\$10,000	\$133,000
4	\$10,000	\$143,000
5	\$10,000	\$153,000
6	\$10,000	\$163,000
7	\$10,000	\$173,000
8	\$10,000	\$183,000
9	\$10,000	\$193,000
10	\$10,000	\$203,000
11	\$5,000	\$208,000
12	\$5,000	\$213,000
13	\$5,000	\$218,000
14	\$5,000	\$223,000
15	\$5,000	\$228,000
16	\$5,000	\$233,000
17	\$5,000	\$238,000
18	\$5,000	\$243,000
19	\$5,000	\$248,000
20	\$5,000	\$253,000

Rates as of 03/16/2015 and are subject to change.

>> 2 Guaranteed Income – Lifetime Income Withdrawals



Create an income stream that can last a lifetime. The Lifetime Income Withdrawal benefit allows you to receive guaranteed income for life at the time you need it, on a monthly, quarterly or annual basis.*

Creating Your Lifetime Withdrawal Amount

First, choose Single or Joint Life Withdrawals.

The decision to receive either Single or Joint Life Withdrawals is made at the time you elect to receive income – not when you purchase the rider. This choice may not be changed later after you begin to receive Lifetime Income Withdrawals.

- **If you are the sole owner:** Lifetime Income Withdrawals may be taken as Single Life Withdrawals based on your life; or Joint Life Withdrawals based on your life and the life of your spouse who is the sole beneficiary on your contract.
- **If there are joint owners:** Lifetime Income Withdrawals may be taken as Single Life Withdrawals based on the life of either of the Joint Owners; or Joint Life Withdrawals based on the lives of both joint owners.
- **If the owner is not a natural person:** Lifetime Income Withdrawals may be taken as Single Life Withdrawals based on the life of the Annuitant or the life of either of the Joint Annuitants; or Joint Life Withdrawals based on the lives of both Joint Annuitants.

This income phase begins once you decide to start Lifetime Income Withdrawals, and then your Lifetime Income Withdrawal Percentage is locked in for life. Payments are guaranteed as long as you live, and will not decrease unless you take Excess Withdrawals from your Athene Ascent annuity base contract.

Next, choose your income option.

- **Level Income:** This option provides you with an income amount that remains the same and is guaranteed for life.
- **Inflation-Adjusted Income:** This option provides a lower initial income amount than the Level Income option, but has the potential to increase a maximum of 10% each year for up to 30 years, or until your annuity's Accumulated Value is reduced to zero, whichever occurs first. At this point, payments will continue for your life (or the lives of you and your spouse if you elected Joint Life Withdrawals) and will remain at that level. Annual increases, if any, are based on increases in the CPI-U (Consumer Price Index - All Urban Consumers - not seasonally adjusted).

Lifetime Income Withdrawals are available immediately upon issue if you're at least age 50. Your Lifetime Income Withdrawals are based on a percentage of your rider's Income Base or your Athene Ascent fixed indexed annuity's Accumulated Value, whichever is greater.

*Lifetime Income Withdrawals may be reduced or may stop if you take Excess Withdrawals from your contract.

>>3 Extended Income Guarantee



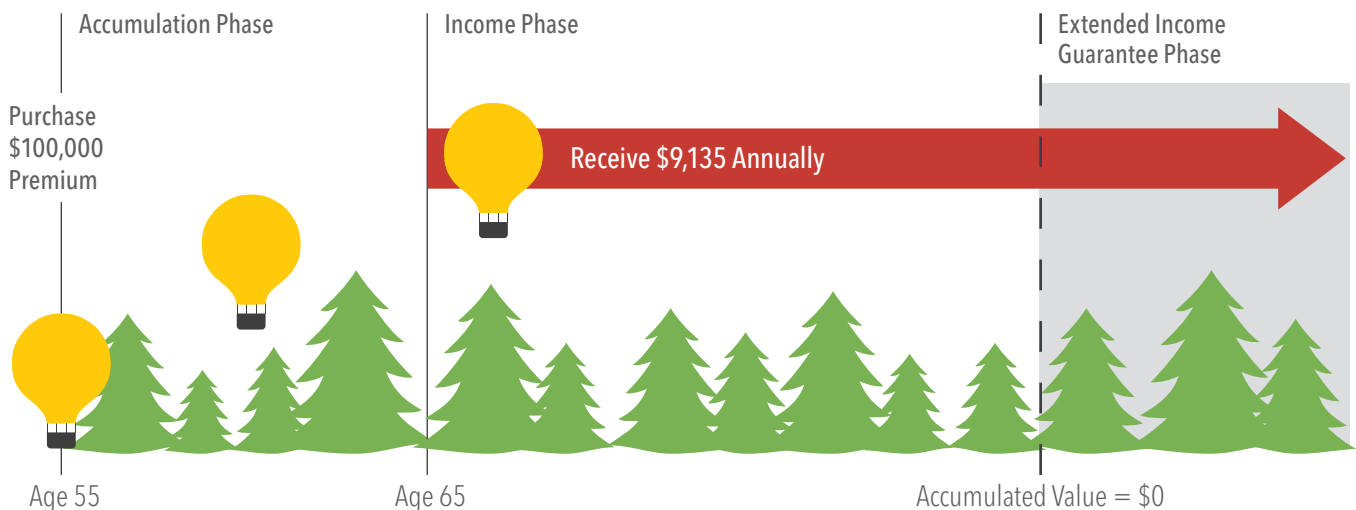
This phase begins when the Accumulated Value goes to zero if you are receiving Lifetime Income Withdrawals and the reduction in the Accumulated Value was not caused by an Excess Withdrawal. Lifetime Income

Withdrawals will continue for the rest of your life (or the lives of both you and your spouse if Joint Life Withdrawals are taken) – even after the Income Base is depleted. Please see your Certificate of Disclosure for full details.

How Lifetime Income Withdrawals work

Hypothetical example: You're 55 years old and start with an initial premium of \$100,000. If at age 65 you decide to begin level Lifetime Income Withdrawals on a single life basis, you would receive up to \$9,135 (4.5% of your Income Base) each year for life. You would receive this amount for your lifetime, even if the Accumulated Value of the base annuity contract is reduced to zero.

Income Aspect's valuable phases



Flexibility for additional withdrawals

Income Aspect is Required Minimum Distribution (RMD) "friendly"

For qualified annuities, such as an IRA, the IRS requires individuals to withdraw a minimum amount annually from their retirement account starting at age 70½. This withdrawal is called an RMD. Income Aspect is RMD friendly, meaning if your RMD amount is more than your annual Lifetime Income Withdrawal amount, it will not be subject to any charges or be considered an Excess Withdrawal. Any RMD is considered part of your free withdrawal for that Contract Year.

Taking more than the Lifetime Income Amount

The portion of a withdrawal that is taken in a Contract Year in excess of the Lifetime Income Withdrawal is considered an Excess Lifetime Income Withdrawal. The Excess Lifetime Income Withdrawal will reduce future Lifetime Income Withdrawals and the Income Base by the same proportion that the contract's Accumulated Value is reduced for the Excess Lifetime Income Withdrawal. Additionally, Excess Lifetime Income Withdrawals are subject to applicable Withdrawal Charges, Premium Bonus Vesting Adjustment and Market Value Adjustments (MVA) associated with the base contract. The MVA is not applicable in all states.

Enhanced Income Benefit



Double your lifetime income when you and your family need it most.

Sometimes there are unexpected health-care expenses that require additional recurring income. The Enhanced Income Benefit can help cover those expenses and help protect your retirement savings.

After the first Contract Year, the maximum amount provided by your elected Lifetime Income Withdrawal option may be doubled for a maximum of 60 months.

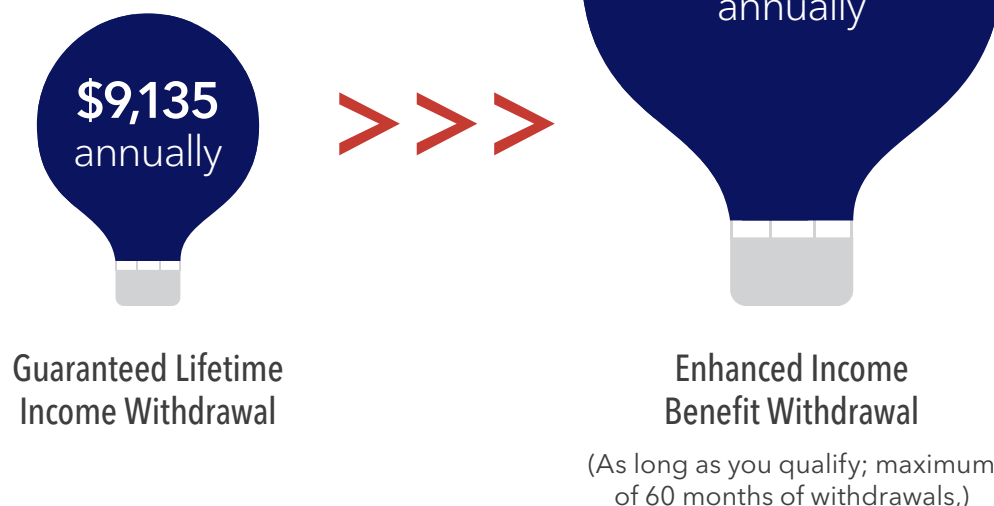
This benefit is not long-term care insurance, and it is not a substitute for such coverage.

To qualify for the Enhanced Income Benefit:


- The rider must be in the Income Phase.
- You or the person upon whom Lifetime Income Withdrawals are based, must not be confined to a Qualified Care Facility, such as a hospital, hospice facility or convalescent care facility on the rider Effective Date.
- You or the person upon whom Lifetime Income Withdrawals are based, must be confined for at least 180 of the last 250 days, calculated from the date that a Lifetime Income Withdrawal is received.

Take comfort in knowing additional income can be triggered – and doubled – should you become unable to care for yourself due to health-related issues.

Hypothetical Example



Additional requirements and restrictions may apply and availability varies by state. Those in the Extended Income Guarantee Phase will not qualify for this benefit and increased payments will cease when the Extended Income Guarantee Phase is entered.



Transition assets to your beneficiaries should your money outlive you.

Spousal beneficiary

If your spouse is the sole primary beneficiary and elects to continue the annuity contract after your death, the benefits of Athene Income Aspect also continue, providing both of the following conditions are met:

The surviving spouse's age at the time of issue is at least equal to the minimum age requirements for this rider; and

- The surviving spouse becomes the sole Annuitant and sole Owner of your contract.
- If the rider is in the Accumulation Phase at the time of spousal continuance, this rider will continue in the Accumulation Phase.
- If the rider is in the Income Phase at or prior to the time of spousal continuance, the surviving spouse may continue the rider only if the Maximum Lifetime Income Withdrawal was based, in part, on the life of the surviving spouse. If the Maximum Lifetime Income Withdrawal was based solely on the life of the deceased spouse, this rider will terminate.
- If the rider is in the Extended Income Guarantee Phase, the surviving spouse may continue the rider only if the Maximum Lifetime Income Withdrawal was based, in part, on the life of the surviving spouse. If the Maximum Lifetime Income Withdrawal was based solely on the life of the deceased spouse, this rider will terminate.

Non-Spousal beneficiary

If your beneficiary is not your spouse, Income Aspect will terminate upon your death and any remaining Accumulated Value of the annuity contract will be paid in a lump sum to your beneficiaries.

Provide for those
you care about.

This brochure contains highlights only. Please refer to the Athene Income Aspect income rider Contract and Certificate of Disclosure for a full explanation of this Rider and any charges or limitations. Neither Athene Annuity and Life Company nor its representatives offer legal, tax, accounting or investment advice; please consult a professional specializing in these areas.

This is a brief description of the Athene Income Aspect income rider [IR (07/14) or state variation], an optional Rider for which a charge is deducted, is only available with the purchase of the Athene Ascent fixed indexed annuity [GEN10 (07/14), GEN10 (07/14) NB, GEN10 (04/14), TBS10 (09/12), TBS10 (09/12) NB, TBS10 (09/12) SR, TBS10 (04/14) SR or state variation] issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificate of Disclosure for details. Products not available in all states. Guarantees provided in this Rider are subject to the financial strength of the issuing insurance company.



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