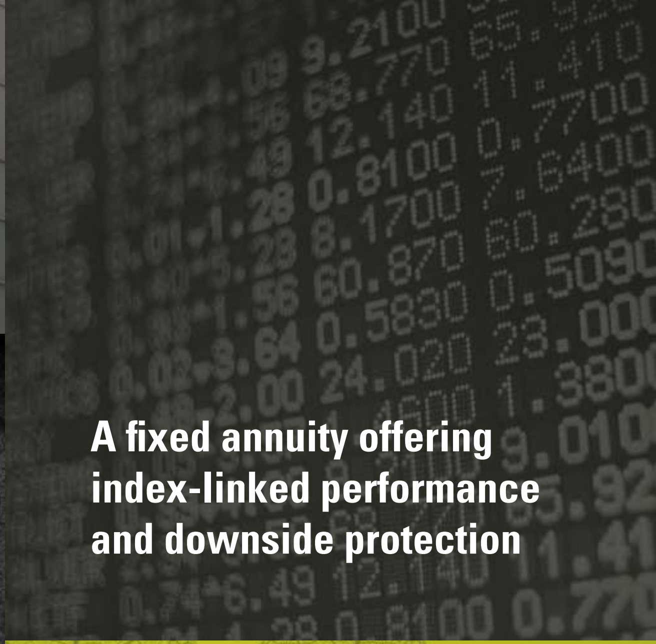

A fixed annuity offering index-linked performance and downside protection

MARKETVALUE INDEX® ANNUITY

Share only in index gains...not the losses

EquiTrust®
Life Insurance Company

When creating a strategy for your financial future, you generally face a tradeoff between risk and reward.

A fixed index annuity offers protection against downside risk, and the opportunity to participate in the upside of indices.

MARKETVALUE INDEX from EquiTrust Life Insurance Company® gives you the benefits when markets are rising, and protection when they're fluctuating. Two multi-asset, risk-controlled index options provide an extra level of diversification. Plus, there are tax advantages to owning a fixed annuity.

MARKETVALUE INDEX enables you to:

- **Lock in index gains**
- **Avoid market losses – guaranteed[1]**

When the Market is Up...You're Up! When it's Down ...You're Not!

MARKETVALUE INDEX annuity never exposes your principal to market risk. You share only in index gains...not the losses. And you benefit from tax-deferred earnings, withdrawal privileges[2] and built-in guarantees – all without investing directly in the stock market.

You may choose among several accounts. The 1-Year Interest Account earns a traditional interest rate, and a variety of Index Accounts that earn credits based on changes in either the S&P 500®[3] or custom, risk-controlled indices: Barclays Focus50 Index™[4] and the S&P MARC 5% Excess Return Index.[3]

On appropriate contract anniversaries, "index credits" are determined on Index Accounts and applied to your contract's current Accumulation Value. If your selected index continues steady growth, your Accumulation Value grows. If the index declines, your Accumulation Value is simply unchanged from the preceding period's Accumulation Value.

At the end of the surrender charge period, you have access to your contract's full Accumulation Value with no surrender charges. However, by leaving your money in **MARKETVALUE INDEX** beyond the surrender charge period, you continue to earn interest and index credits on a tax-deferred basis.

About the S&P 500 Index, Barclays Focus50 Index, and S&P MARC 5% Excess Return Index

S&P 500 Index

The S&P 500 is widely regarded as the best single gauge of large-cap U.S. equities. There is over $9.9 trillion indexed or benchmarked to the index, with indexed assets comprising approximately $3.4 trillion of this total. The index includes 500 leading companies and covers approximately 80% of available market capitalization. For more information on this index, visit SPIndices.com, ticker: SPX.

Barclays Focus50 Index

The Barclays Focus50 Index seeks growth opportunities while limiting volatility through exposure to a dynamic combination of U.S. stocks and U.S. Treasury Indices. Low Volatility U.S. stocks are used because, historically, they have tended to outperform other, higher volatility stocks, on a risk-adjusted basis. The broad universe consists of all stocks listed on the New York Stock Exchange and NASDAQ issued by companies headquartered in the United States. The addition of Treasuries adds a diversification benefit and a potential reduction in risk. To further control risk, the index aims to limit its annual volatility to a 5% target using a process called volatility control. For more information on this index, visit Indices. Barclays/Focus50, ticker: BXIIF50E.

S&P MARC 5% Excess Return Index

The S&P MARC 5% Excess Return Index seeks to provide multi-asset diversification within a simple risk weighting framework, tracking three underlying component indices that represent three asset classes: equities, commodities, and fixed income. S&P MARC 5% Excess Return Index is dynamically rebalanced between the three indices and the cash component to target a 5% level of volatility. In low-volatility environments, the Index risk-control mechanism increases market exposure to riskier assets by increasing the allocation to the Index (up to a leveraged position of 150%). For more information on this index, visit SPIndices.com, ticker: SPMARC5.

You Control Your Money... Going In *and* Coming Out

PREMIUMS

After your initial premium payment, you may add subsequent premiums at any time. You may allocate your premiums among the crediting accounts described below.

FIXED RATE ACCOUNT

- **1-Year Interest Account** – The fixed rate is guaranteed for one contract year. On contract anniversaries the rate may change subject to the contractual Minimum Guaranteed Interest Rate. All subsequent premiums received are applied to this account until the contract anniversary, then allocated per your instructions.

INDEX ACCOUNTS

A wide variety of index accounts offer earnings – called "index credits" – based on the changes of a specified index. Credits for index-based accounts are never less than zero and added to accounts at the end of the one/two year period. Cap and participation rates are reset either annually or every two years.

S&P 500 INDEX ACCOUNTS

- **1-Year Point-to-Point Cap Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, up to a specified cap.
- **1-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, multiplied by the participation rate.
- **1-Year Monthly Average Cap Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary to the monthly index average, up to a specified cap.
- **1-Year Monthly Average Participation Index Account** – Index credits are based on the percentage change in the S&P 500 Index monthly average from the previous contract anniversary, multiplied by the participation rate.
- **1-Year Monthly Cap Index Account** – Index credits are based on the cumulative sum of capped monthly changes in the S&P 500 Index from the previous contract anniversary. Each monthly gain is subject to a cap, but monthly declines are not subject to a floor.
- **2-Year Monthly Average Cap Index Account** – Index credits are based on the percentage change in the S&P 500 Index from the previous two-year contract anniversary to the monthly index average over a two-year period, up to a specified cap.

EquiTrust Is a Name You Can Trust

When you choose EquiTrust as a financial partner, you can rest assured your annuity contract is backed by conservative investment strategies, anchored by a disciplined and diversified management style. EquiTrust is supported by a history of success, experience and strength. Magic Johnson Enterprises – a diversified consortium of business entities and partnerships – owns a controlling interest in EquiTrust.

BARCLAYS FOCUS50 INDEX ACCOUNTS

- **1-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate.
- **2-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the Barclays Focus50 Index from the previous two-year contract anniversary, multiplied by the participation rate.

S&P MARC 5% EXCESS RETURN INDEX ACCOUNT

- **1-Year Point-to-Point Participation Index Account** – Index credits are based on the percentage change in the S&P MARC 5% Excess Return Index from the previous contract anniversary, multiplied by the participation rate.

ACCOUNT TRANSFERS

On each contract anniversary, you may transfer money among the various accounts offered in your contract. Transfers out of a two-year account are allowed only at the end of each two-year period.

ALLOCATION OF ADDITIONAL PREMIUMS

You may request a change to your current premium allocations at any time; any reallocation request will take effect on the following contract anniversary and will apply only to any additional contributions during the current contract year.

FREE WITHDRAWALS

You may withdraw up to 10% of the accumulation value each year, after the first contract year, without paying any charges.[2]

LUMP-SUM PAYMENT OPTION

Your contract's cash surrender value is available to you as a lump sum at any time. Surrender charges are in effect during the first 10 contract years, are a percentage of the Accumulation Value, and decline annually: 12, 12, 12, 12, 11, 10, 8, 6, 4 and 2%.[6] In addition, early surrenders or withdrawals over 10% may be subject to a Market Value Adjustment[5] (MVA). At the end of the surrender charge period, your cash surrender value will equal the full Accumulation Value. Ask your agent/producer for more details on the MVA, or refer to your contract.

THE VALUE OF TAX DEFERRAL

Currently, all interest income earned on an annuity accumulates on a tax-deferred basis. No income taxes are payable until you receive a payment from your contract. If you are under age 59 ½ at the time of withdrawal, an additional 10% IRS penalty may be imposed.[7]

MINIMUM GUARANTEED CONTRACT VALUE

You are guaranteed to receive no less than 87.5% of your premiums – less any partial withdrawals – accumulated at the minimum guaranteed contract rate. Ask your agent/producer for the minimum guaranteed rate.

NURSING HOME WAIVER

For additional peace of mind, your contract includes a Nursing Home Waiver. If you are confined to a nursing home or hospital for 90 days or more, your contract Accumulation Value will be available without surrender charges or MVA[6] beginning in the second contract year and during your confinement. There is no charge for this waiver.

TERMINAL ILLNESS RIDER

If you are diagnosed with a terminal illness, charges will be waived for a withdrawal of up to 75% of the Accumulation Value.[8] There is no charge for this rider.

BENEFITS UPON DEATH OF OWNER

If you die, the full accumulation value is paid to the beneficiary, without surrender charges or MVA.[6]

FREE-LOOK PERIOD

After your contract is issued, you have a specified number of days to review it; see your contract for complete details. If you are not completely satisfied with the terms, you may return the contract and receive 100% of your premiums paid, minus any prior withdrawals.

Income Rider

This optional benefit offers:

- Lifetime income based on 4% accumulation, plus index and interest credits.
- A 10% bonus added to your Benefit Base for all premium paid in the first year.
- A guaranteed[1] income stream for life without annuitizing.[9]
- The ability to double your income for up to five years in the event of a chronic illness.
- Flexibility and control to start and stop income payments.
- All of this while maintaining your annuity benefits!

Any time after the first contract year and age 50, you can elect to begin lifetime Income Withdrawals. Your payments will never decrease if you withdraw only your income amount each year. Under certain situations, your payments may increase.

INCOME WITHDRAWAL AMOUNT

How payments are calculated:

Income Withdrawal Percentage X **Benefit Base** = **Income Withdrawal Amount**

At each contract anniversary, your Income Withdrawal amount will be recalculated as the greater of the prior year's Income Withdrawal amount, or the original Income Withdrawal Percentage multiplied by the current Benefit Base.

INCOME WITHDRAWAL PERCENTAGE

The Withdrawal Percentage is based on your age at the time you first elect to receive Income Withdrawals. Withdrawal percentages increase 0.10% for each age between the ages shown below. Once you start Income Withdrawals, the Withdrawal Percentage will never change.

Age of Owner at Time of 1st Income Withdrawal	Single Life Income Withdrawal Percentage	Joint Life Income Withdrawal Percentage
50	2.50%	1.50%
60	3.50%	2.50%
70	4.50%	3.50%
80	5.50%	4.50%
90+	6.50%	5.50%

BENEFIT BASE

The Benefit Base is equal to all premium, plus a 10% first-year Benefit-Base bonus on premiums paid, less withdrawals, increased each contract anniversary by 4% plus the weighted average of index and interest credits. The Benefit Base grows for up to 10 years, or the start of Income Withdrawals, if earlier.[2]

The Benefit Base is only used to calculate the Income Withdrawal amount. It is not available upon surrender, death, or annuitization.

After Income Withdrawals have started, the Benefit Base will be set equal to the Accumulation Value on each subsequent contract anniversary, if the Accumulation Value is higher. This allows for Income Withdrawal amounts to potentially increase from year to year.

INCOME WITHDRAWAL RULES

Income Withdrawals may begin anytime after the first contract year and age 50 (both owners). Unlike annuitization, the Income Rider gives you the flexibility to stop and restart Income Withdrawals when you choose. Payments will continue for life, even if the contract's Accumulation Value is depleted. Income Withdrawals may be taken monthly, quarterly, semi-annually or annually. After Income Withdrawals start, the annual penalty-free withdrawal amount is the greater of 10% of the Accumulation Value, or your Income Withdrawal.

RIDER CHARGE

The annual rider fee is 0.95% of your Accumulation Value on each contract anniversary. The fee is deducted proportionately from each crediting account.

CREDITED RATE NOTICE

The election of the Income Rider may result in lower cap rates, participation rates or interest rate. Combined with the annual rider fee, these lower rates may result in a lower Accumulation Value. This applies for the life of your contract, even if the Income Rider is subsequently terminated.

ADDITIONAL PREMIUMS

The Benefit Base will be increased by any additional premiums, and will receive a 10% bonus to the Benefit Base for all first-year premium. Additional premiums are not allowed after the start of the Income Withdrawals.

ENHANCED INCOME WITHDRAWALS

The cost of nursing care later in life can have a severe impact on retirement resources. To help plan for this financial unknown, the Income Rider features Enhanced Income Withdrawals – included at no additional cost.

If you become chronically ill, the income withdrawal amounts may be doubled for up to five years; for joint owners the increase is 50%. A chronic illness is defined as the permanent inability to perform at least two of six activities of daily living, which include eating, toileting, transferring, bathing, dressing and continence — or permanent severe cognitive impairment. If utilized, the original income payment amount resumes when Enhanced Income Withdrawals end.

Enhanced Income Withdrawals may be utilized after the annuity contract has been in effect for 3 years, if the contract has an Accumulation Value greater than zero, no additional premiums have been added in the last two years and the owner is a U.S. resident between the ages of 60 and 90. During the Enhanced Income Withdrawal period, the chronic illness must be certified by a physician annually.

INCOME RIDER ISSUE REQUIREMENTS

The owner must be 40 or older to elect the Income Rider. The rider may be elected during the annuity application process only and cannot be added after the annuity contract has been issued. In order to qualify for the rider, the owner and annuitant must be the same person and joint owners must be spouses; spouse may include domestic partner (in some cases, but does not include spousal continuation).

EXCESS WITHDRAWALS

You may withdraw more than your Income Withdrawal amount at any time, but it will reduce your future Income Withdrawals permanently. Any amount withdrawn in addition to your Income Withdrawal is considered an Excess Withdrawal, with the exception of a Required Minimum Distribution.

- If the Excess Withdrawal amount exceeds the penalty-free provisions of the contract, it may be subject to a surrender charge or Market Value Adjustment.[6]
- Excess Withdrawals reduce future Income Withdrawals and the Benefit Base proportionately to the reduction in Accumulation Value.

PAYMENT FLEXIBILITY

You have the option to stop Income Withdrawals at any time. While the payments are stopped, partial withdrawals in excess of the Income Withdrawal amount will be considered Excess Withdrawals and reduce your future Income Withdrawal Amount. If you later choose to restart Income Withdrawals, the Income Withdrawal amount will be the greater of the prior Income Withdrawal amount (adjusted for any Excess Withdrawals), or the original Income Withdrawal Percentage multiplied by the current Benefit Base.

RIDER TERMINATION

The rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. The rider will be terminated automatically upon:

- Death of first contract owner, unless spousal continuation is elected
- Full surrender
- Annuitization[9]
- Contract ownership change – other than a spousal continuation or the addition of a spousal joint owner
- Excess Withdrawals that reduce the Accumulation Value to zero

For More Information

This is a summary only of **MARKETVALUE INDEX**. The product availability and certain provisions may vary by state. Ask your agent/producer or the company for complete contract provisions and details before purchasing.

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

[2]Surrender of the contract may be subject to surrender charges or market value adjustment. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year. If the Income Rider is elected, any withdrawals prior to the start of Income Withdrawals will reduce the Benefit Base proportionately.

[3]The "S&P Multi-Asset Risk Control 5% Excess Return Index" and "S&P 500®" Indices ("Indices") are products of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by EquiTrust Life Insurance Company ("the Company"). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by the Company. The products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Indices.

[4]Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively "Barclays") is the issuer or producer of MarketValue Index – an index annuity contract – ("the contract") and Barclays has no responsibilities, obligations or duties to investors in the contract. The Barclays Focus50 Index ("the Index") including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by EquiTrust Life Insurance Company ("EquiTrust") as the Issuer of the contract. While EquiTrust as the issuer of the contract may for itself execute transaction(s) with Barclays in or relating to the Index in connection with the contract investors acquire the contract from EquiTrust and investors neither acquire any interest in the Index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the contract. The contract is not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the contract or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein.

Bloomberg Index Services Limited is the official index calculation and maintenance agent of the Index, an index owned and administered by Barclays. Bloomberg Index Services Limited does not guarantee the timeliness, accurateness, or completeness of the Index calculations or any data or information relating to the Index. Bloomberg Index Services Limited makes no warranty, express or implied, as to the Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Bloomberg Index Services Limited, its affiliates, and all of their respective partners, employees, subcontractors, agents, suppliers and vendors (collectively, the "protected parties") shall have no liability or responsibility, contingent or otherwise, for any injury or damages, whether caused by the negligence of a protected party or otherwise, arising in connection with the calculation of the Index or any data or values included therein or in connection therewith and shall not be liable for any lost profits, losses, punitive, incidental or consequential damages.

[5]The surrender charge period and surrender charges may vary by state. AK, CT, DE, MN, MT, NJ, NV, OH, OK, OR, PA, TX, UT, VT, WA – 10 Years: 9, 8, 7, 6.5, 5.5, 4.5, 3.5, 2.5, 1.5 and 0.5%; CA – 9 Years: 8.3, 7.4, 6.5, 5.6, 4.7, 3.8, 2.9, 1.9 and 0.9%; FL – 10 Years: 10, 10, 10, 10, 10, 10, 8, 6, 4 and 2%

[6]Market Value Adjustment does not apply in CA and DE.

[7]EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. Your personal tax advisor can provide important information with respect to the purchase of this annuity contract and its taxation.

[8]Terminal Illness Rider features may vary by state.

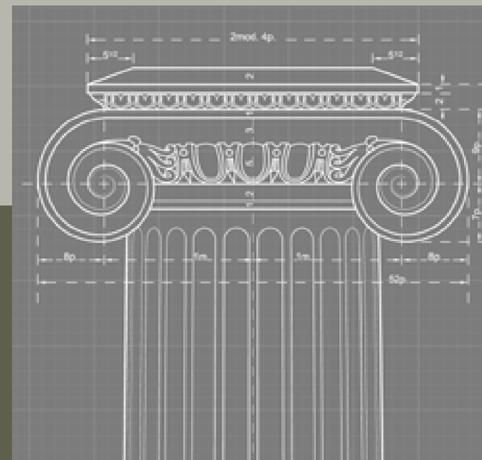
[9]Annuitization prior to the Income Date is not offered in TX.

Contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(06-04). Riders issued on Form Series ICC15-ET-IBR-STR(04-15) or ET-IBR-STR(04-15); ICC17-ET-IBR-ER-A(04-17) or ET-IBR-ER-A(04-17); ICC18-430-NHW(06-18) or 430-NHW(08-03); ICC16-ET-TI(10-16) or ET-TI(10-16). Index accounts issued on Form Series ICC18-ET-P2P(05-18), ICC18-ET-1PP(05-18), ICC18-ET-MAVG(05-18), ICC18-ET-1AP(05-18), ICC18-ET-1MC(05-18), ICC18-ET-2YR(05-18), ICC18-ET-1PPGS(05-18), ICC18-ET-2PPGS(05-18), ICC19-ET-1PP(05-19), ICC19-ET-2PP(05-19), ET-1PPGS(10-16), ET-2PPGS(10-16), ET-1PP(05-19) and ET-2PP(05-19).

This brochure briefly highlights EquiTrust Life Insurance Company's MarketValue Index annuity contract and its 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. This material is not intended to provide investment advice to you or to your specific situation. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice.

IRAs/qualified plans are already tax deferred; consider other annuity features.

ANNUITY AND INSURANCE PRODUCTS ARE NOT DEPOSITS NOR ARE THEY GUARANTEED BY ANY BANK. THEY ARE NOT INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) OR ANY OTHER AGENCY OF THE FEDERAL GOVERNMENT. CERTAIN PRODUCTS MAY LOSE VALUE



Goldman Sachs Dynamo Strategy Index®

Multi-Asset Risk-Controlled Index Available with selected index annuities from EquiTrust Life Insurance Company®

Index annuities from EquiTrust feature several account options which offer index-linked crediting covering a variety of strategies. Each strategy is designed to benefit from index gains, while providing protection during index declines.

Two of the crediting strategies on selected EquiTrust annuities are based on the **Goldman Sachs Dynamo Strategy Index** – a "multi-asset index" which allocates among several asset classes (equity, fixed income, commodity, real estate and cash) and features a "risk-control" element. The two crediting strategies which feature this index are:

- 1-Year Point-to-Point Participation Index Account
- 2-Year Point-to-Point Participation Index Account

Performance with Less Volatility

The Goldman Sachs Dynamo Strategy Index (the "Index") is a multi-asset index customized exclusively for EquiTrust Life Insurance Company. Your premium is not invested directly in the Index or underlying components; rather, index credits are linked to returns of the Index. The goal of the Index is to deliver the highest risk-adjusted performance subject to a target volatility by combining **Modern Portfolio Theory** and principles of **Momentum-Based Investing**.

- **Modern Portfolio Theory:** seeks to maximize returns for a given level of risk by systematically allocating across a diverse set of asset classes.
- **Momentum-Based Investing:** attempts to allocate more to past outperformers and less to past underperformers.

EquiTrust® Life Insurance Company

The Process: Multi-Asset Reallocation with Controlled Risk

The Index uses historical returns and volatilities to determine the allocation across the underlying components on a monthly basis. The index can also allocate to a cash component to help reduce the volatility. The index is designed to deliver:

Asset-Class Diversification

The Index selects from a portfolio of eight domestic and international components across five asset classes: equities, fixed income, commodities, real estate and cash. Diversification across asset classes and geographic locations may lead to more stable returns over time. A portfolio comprised of a variety of assets has the potential to yield more favorable risk-adjusted performance.

Dynamic Rebalancing

On a monthly basis, the Index dynamically rebalances the weightings of the underlying components. The Index uses past data to identify the portfolio that would have had the highest six-month return, given the targeted level of volatility and subject to certain weight constraints. By using historical data to select the portfolio for the coming month, the Index captures momentum in the market. Generally, this will result in allocating more to recent outperformers and less to recent underperformers.

Volatility Control

The Index uses a volatility-control feature to help generate stable, smooth returns over time. The index has a "volatility target" of 5%, which is used to determine the asset allocation on monthly rebalance dates. The monthly portfolio is constructed to have the highest six-month historical return with a realized volatility no higher than 5%. The Index also has a "volatility cap" of 5.5%, which is used to systematically monitor the volatility on a daily basis. If the one-month realized volatility of the monthly rebalancing portfolio exceeds the volatility cap on any day, the Index will increase the cash position to reduce volatility. The volatility control feature can help reduce the magnitude of both upward and downward swings in the Index.

When you select the Goldman Sachs Dynamo Strategy Index within your EquiTrust index annuity, you gain access to a dynamic, multi-asset risk-controlled strategy – within a custom index. You benefit from asset-class diversification, systematic rebalancing and volatility-control features that were historically available only to institutions.

Index Composition

Below are the index components and the maximum weightings for each.

Asset Class	Exposure	Component	Max Weight
Equity	US Equity	US Equity Futures Rolling Strategy Index[1]	30%
	International Equity	iShares MSCI EAFE ETF[2]	30%
Fixed Income	US Bonds	US Government Bond Futures Rolling Strategy Index[1]	60%
	European Bonds	European Government Bond Futures Rolling Strategy Index[1]	30%
Commodity	Global Commodities	Enhanced Strategy E142[3]	20%
Real Estate	US Real Estate	iShares US Real Estate ETF[2]	30%
	European Real Estate	FTSE EPRA/NAREIT Developed Europe Total Return Index EUR[4]	30%
Cash	Money Market	USD Fed Funds	100%

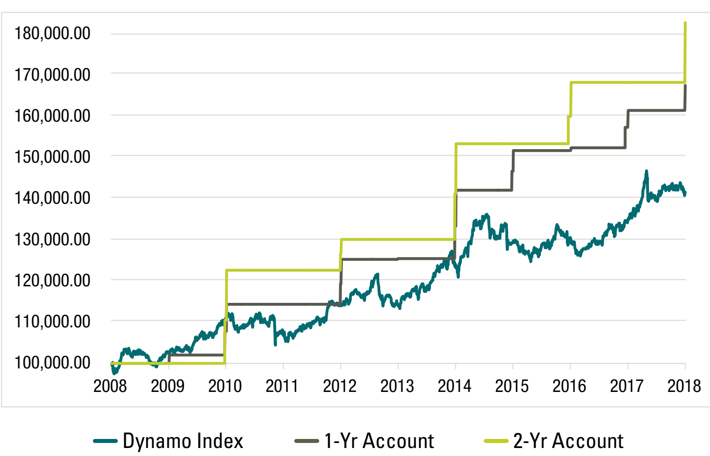
US Equities Futures Rolling Strategy Index, US Government Bond Futures Rolling Strategy Index, and Enhanced Strategy E142 are all Goldman Sachs-sponsored indices. For more information, please visit www.gs.com/index-methodologies.

Current Allocation

For more information about the Goldman Sachs Dynamo Strategy Index and current Index allocations, visit www.GoldmanSachsIndices.com and enter the ticker symbol GSDYNMO5.

Backtested Performance

The Index performance shown prior to 6/15/15 reflects backtested results, which is not actual performance but is calculated by applying the existing parameters. While the Goldman Sachs Dynamo Strategy Index did not exist during the full time period, either the component itself or the underlying constituents of the component did.



			Hypothetical Index Acct Performance	
Period Ending	1-Yr Index Growth	2-Yr Index Growth	1-Yr Acct 75% Partic	2-Yr Acct 100% Partic
10/1/09	2.69%		2.02%	
10/1/10	8.10%	11.01%	6.08%	11.01%
10/1/11	-3.59%		0.00%	
10/1/12	6.65%	2.82%	4.99%	2.82%
10/1/13	-0.20%		0.00%	
10/1/14	8.85%	8.62%	6.63%	8.62%
10/1/15	4.57%		3.43%	
10/1/16	0.60%	5.19%	0.45%	5.19%
10/1/17	3.48%		2.61%	
10/1/18	5.01%	8.66%	3.76%	8.66%

Past hypothetical performance of the index is not indicative of future results. Actual account participation rates may vary. It is not possible to predict the future performance or volatility of any single component or portfolio of components. The performance of the index reflects an embedded 0.50% annual deduction to cover expenses, costs and fees. The index returns provided are net of this deduction. Because the index follows a rules-based, non-actively managed strategy to select assets based on historical performance, there is no guarantee that the component weights selected will generate the highest return for the given level of risk in the future. An alternate combination of weights may yield a higher return to risk ratio. The index is calculated on an excess-return basis, meaning the risk-free rate of Fed Funds is deducted from the index. If the index is allocated 100% to the Money Market position, the return of the index will be negative due to the deduction for the Fed Funds and the 0.50% annual fee deduction. If the index return over the crediting period is zero or negative, the account value will be credited with 0%. All crediting of the account value occurs only at the end of the specified crediting period.

About Goldman Sachs

Goldman, Sachs & Co. created the Goldman Sachs Dynamo Strategy Index for EquiTrust Life Insurance Company. Goldman Sachs is a recognized global investment banking and securities firm that provides a wide range of financial services to a substantial and diversified client base that includes corporations, financial institutions, governments and high-net-worth individuals. Founded in 1869, the firm is headquartered in New York and maintains offices in all major financial centers around the world.

Talk to Your Agent

For more information about EquiTrust index annuities, contact your agent, or refer to the product brochure and your annuity contract.

EquiTrust Life Insurance Company

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[1]The US Equity Futures Rolling Strategy Index, US Government Bond Futures Rolling Strategy Index and the European Government Bond Futures Rolling Strategy Index (collective, the "Futures Rolling Strategy Indexes") are the exclusive property of Goldman Sachs International, which has contracted with S&P Opco, LLC (a subsidiary of S&P Dow Jones Indices LLC) ("S&P Dow Jones Indices") to calculate and maintain the Futures Rolling Strategy Indexes based on objective pre-agreed methodology. S&P® is a registered trademark of Standard & Poor's Financial Services LLC ("SPFS"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and, these trademarks have been licensed to S&P Dow Jones Indices. Neither S&P Dow Jones Indices, SPFS, Dow Jones nor any of their affiliates sponsor and promote the Index and none shall be liable for any errors or omissions in calculating the Index.

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Barclays Focus50 Index™

A volatility-control index based on a combination of low-volatility US stocks and US Treasury Indices

The Barclays Focus50 Index seeks growth opportunities while limiting volatility through exposure to a dynamic combination of U.S. stocks and U.S. Treasury Indices. Low Volatility U.S. stocks are used because, historically, they have tended to outperform other, higher volatility stocks, on a risk-adjusted basis. The addition of Treasuries adds a diversification benefit and a potential reduction in risk. To further control risk, the index aims to limit its annual volatility to a 5% target using a process called volatility control.

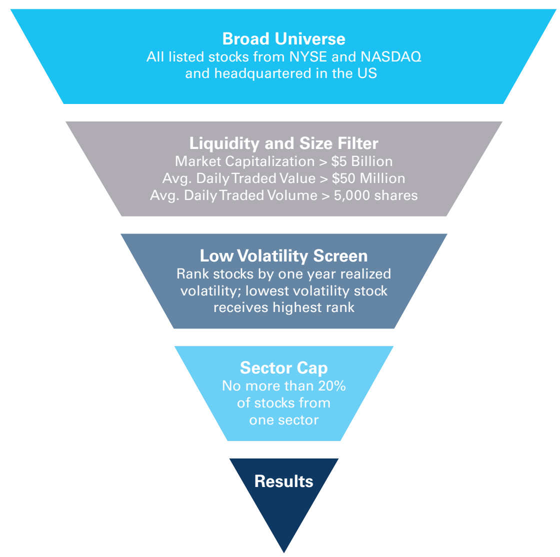
The Case for Low Volatility Stocks

The common perception is that higher risk results in higher return. While highly volatile stocks may deliver bursts of exceptional performance, low volatility stocks have historically achieved higher risk-adjusted returns over time. This anomaly exists for several reasons, including:

- Investors pushing up prices of riskier stocks, resulting in underpriced lower-risk stocks.
- Leverage strategies available to larger/institutional investors cause smaller investors to seek riskier stocks to compensate for borrowing restrictions.
- Institutional investors' disincentive to take advantage of lower-risk stock pricing differentials ("arbitrage") due to competitive pressures to achieve higher returns with riskier stocks.

Stock Selection

Each month the Index follows a systematic process to select up to 50 stocks as its new constituents.



Equally weighted basket of 50 stocks with the lowest realized volatility measure
Monthly rebalancing

The broad universe consists of all stocks listed on the New York Stock Exchange and NASDAQ issued by companies headquartered in the United States.

The Index then filters out stocks that do not meet defined size and liquidity thresholds. Specifically, in order to be included in the Index, the stock must meet these parameters:

- Minimum market capitalization of $5 billion.
- Minimum average daily value traded over the past three months of $50 million.
- Minimum average daily number of shares traded over the past three months of 5,000 shares.

EquiTrust® Life Insurance Company

The remaining eligible stocks are then ranked based on 1-year historical volatility, and the process selects the 50 stocks with the lowest volatility, subject to the requirement of including no more than 10 stocks from any single industry sector. This limitation is designed to prevent over-concentration in any given industry sector.

Upon the completion of the next Index rebalancing, the 50 newly selected stocks, weighted equally, will represent the Index constituents for the following month. The entire process is repeated each month to construct a dynamic stock portfolio that is reconstituted and rebalanced on a monthly basis.

Varying Exposure: Stocks and Bonds

Exposure to bonds is represented by an equally weighted basket of four indices which track US Treasury 2, 5, 10, and 30-year futures. The allocation between the 50 stocks and bond indices is determined by recent risk and return components of each, as well as their correlation to each other, to formulate a percentage allocation that will provide the greatest return potential for the specified risk level.

The portion allocated to bonds may be further refined to minimize the impact of rising interest rates. If trends indicate rising rates, half of the bond allocation is directed to the two best-performing of the four Treasury indices, while the other half is allocated to cash.

Exposure Management for Controlled Risk

The stock and bond mix described previously represents the "index portfolio." As an additional level of volatility control, the Focus50 Index manages the exposure weightings of the index portfolio with the objective of a constant annualized volatility of 5%. If the index portfolio volatility exceeds 5%, the Index will allocate less than 100% to the index portfolio, leaving the residual portion in cash. Conversely, if the index portfolio volatility is below 5%, the exposure to the index portfolio may exceed 100%, up to a maximum exposure of 150%. The exposure to the index portfolio within the Focus50 Index may be adjusted as often as daily. The objective of adjusting exposure to the index portfolio is to maintain a steady level of risk as market environments change.

Managing Performance Expectations

No single index or crediting strategy can consistently achieve above average performance in all market conditions. During periods of market declines, index credits may be zero – but will never result in a loss of credits already added to your policy/contract.

Additional Information

For current index allocations and historical performance, visit Indices.Barclays/Focus50, ticker: BXIIF50E. For more information about the offerings from EquiTrust, contact your agent, or refer to the product brochure and your policy/contract.

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S&P Dow Jones
Indices

A Division of S&P Global

S&P MARC 5% Index

A Dynamic Multi-Asset Strategy

Global capital markets are constantly fluctuating, so it's crucial to mitigate the impact of unexpected dips. S&P Dow Jones Indices, the leading provider of market indices for use in insurance products, has created a diversified multi-asset index that uses an innovative design to manage market volatility.

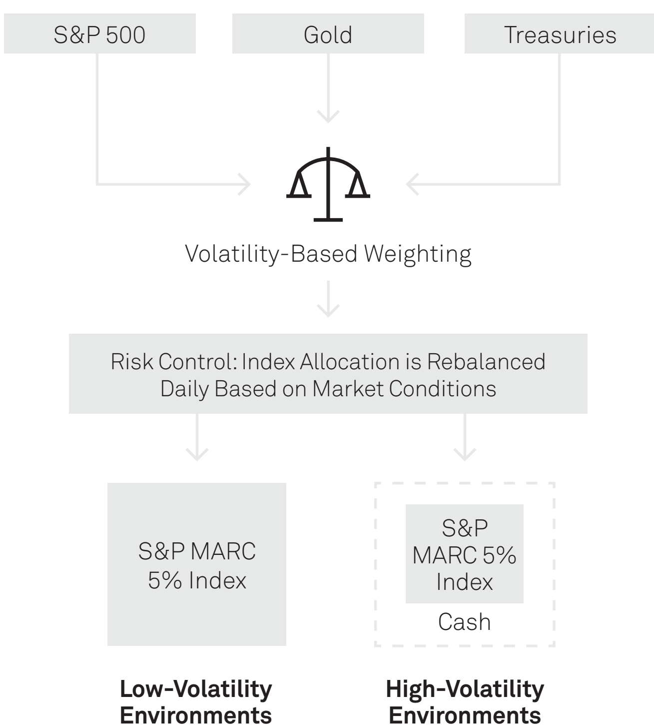
The S&P MARC 5% (Multi-Asset Risk Control) Index seeks to provide **multi-asset diversification** within a simple risk weighting framework, tracking three underlying component indices that represent:

- Equities: S&P 500®
- Commodities: S&P GSCI Gold
- Fixed Income: S&P 10-Year U.S. Treasury Note Futures

Multi-Asset Benefits

1. Volatility Reduction
2. Diversification
3. Inflation Protection
4. Rising Rate Protection
5. Downside Protection

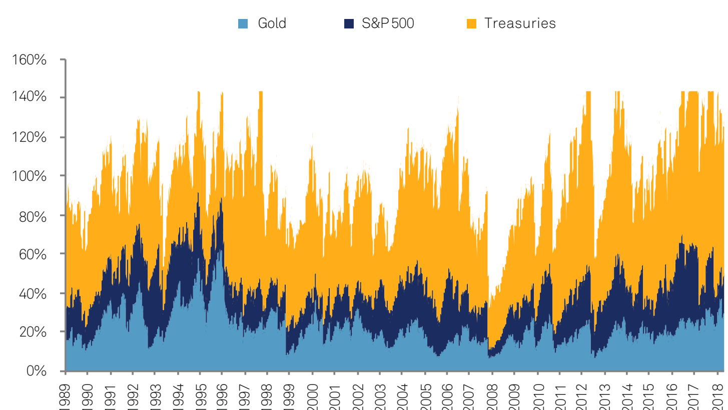
How Does the S&P MARC 5% Index Work?



In low-volatility environments, the S&P MARC 5% Index risk control mechanism increases market exposure to riskier assets by increasing the allocation to the Index (up to a leveraged position of 150%).

Daily Asset Mix of the S&P MARC 5% Index

The strategy is **rebalanced daily** to maintain a target volatility of 5% through a dynamic allocation to cash.



Source: S&P Dow Jones Indices, LLC. Data as of March 29, 2019. Index performance based on USD Excess Returns. Charts and graphs are provided for illustrative purposes. Past performance is not an indication or guarantee of future results. These charts and graphs may reflect hypothetical historical performance. Please see the Performance Disclosure at the end of this document for more information regarding the inherent limitations associated with back-tested performance.

About S&P Dow Jones Indices

S&P Dow Jones Indices is the largest global resource for essential index-based concepts, data and research, and home to iconic financial market indicators, such as the S&P 500® and the Dow Jones Industrial Average®. More assets are invested in products based on our indices than products based on indices from any other provider in the world. Since Charles Dow invented the first index in 1884, S&P DJI has been innovating and developing indices across the spectrum of asset classes helping to define the way investors measure and trade the markets.

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Performance Disclosure

The S&P MARC 5% Index was launched on March 27, 2017. All information presented prior to this Launch date is back-tested. Back-tested performance is not actual performance, but is hypothetical (see below). The back-tested calculations are based on the same methodology that was in effect on the Launch date. The Launch date designates the date upon which the values of an index are first considered live, which S&P Dow Jones Indices considers to be the date by which the values of an index are known to have been released to the public, for example via the company's public Web site or its datafeed to external parties.

Past performance of an Index, whether actual or back-tested, is no guarantee of future results. Performance shown does not necessarily correspond to the entire available history of an Index. For details about any Index of S&P Dow Jones Indices, including the manner in which it is rebalanced, the timing of such rebalancing, criteria for additions and deletions, as well as all index calculations, please refer to the methodology paper for that Index available at www.spdji.com or www.spindices.com.

It is not possible to invest directly in an Index, and Index returns shown do not represent the results of actual trading of investable securities or other assets. S&P Dow Jones Indices maintains indices and calculates index levels and performance, but does not manage actual assets. Consequently, Index returns do not reflect any expenses or sales charges an investor would pay to purchase or hold securities underlying an Index or any investment fund or product intended to track the performance of the Index. The imposition of these expenses and charges would cause actual and back-tested performance of the securities or investment fund/product to be lower than the Index performance shown.

Back-tested returns. S&P Dow Jones Indices may show performance returns by applying an Index's methodology to historical data to produce "back-tested" (hypothetical) returns for periods prior to the Launch date of the Index. A limitation of back-tested information is that it reflects the application of the Index methodology and selection of Index constituents in hindsight. No theoretical approach can completely account for the impact of decisions that might have been made during the actual operation of an index; for example, there are numerous factors related to the equities (or fixed income, or commodities) markets in general which cannot be, and have not been, accounted for in the preparation of back-tested Index information.

EquiTrust™

COMPANY OVERVIEW

EquiTrust™

Just as the world continues to change and grow, EquiTrust® remains in motion. We're dedicated to providing you with new financial ideas to help meet your specific needs. And we do it all by standing true to our principles and offering the integrity you look for in an insurance company.

A Name You Can Trust

As you invest in your future and plan for long-term financial peace of mind, you look to a name you can trust. And 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. We put you first.

Formed in 1996, EquiTrust is a national carrier of competitive, client-friendly annuity and life insurance products, available through a national network of independent sales representatives.

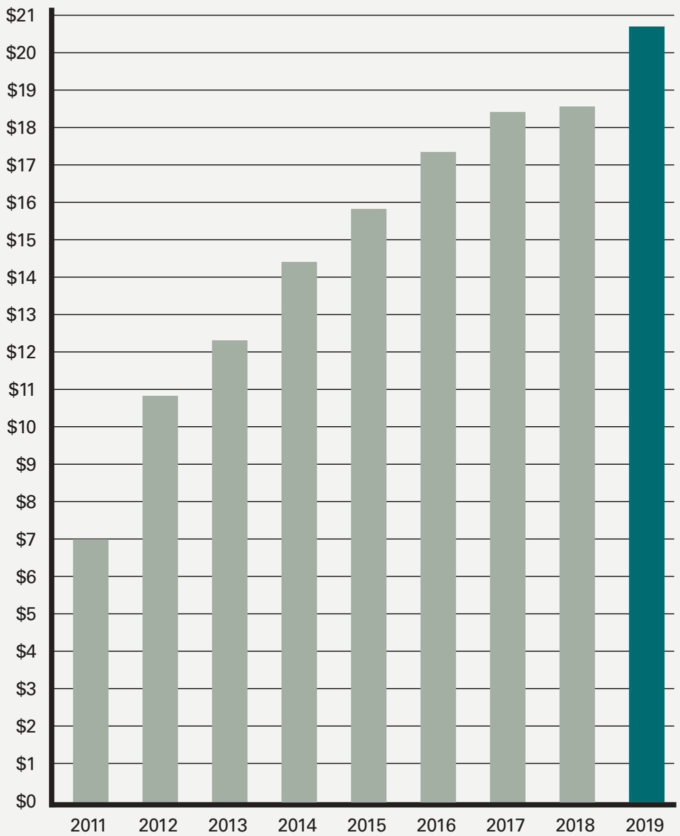
Annuities include a variety of index-linked, multi-year guarantee and traditional tax-deferred contracts – as well as immediate-income annuities. Life products include simplified-issue and single-premium wealth-transfer life insurance.

Magic Johnson Enterprises acquired a controlling interest in EquiTrust in 2015. Magic Johnson, the NBA two-time Hall of Famer, is Chairman of Magic Johnson Enterprises (MJE). MJE – comprised of multiple business entities and partnerships – provides high-quality products and services.

Financial Highlights

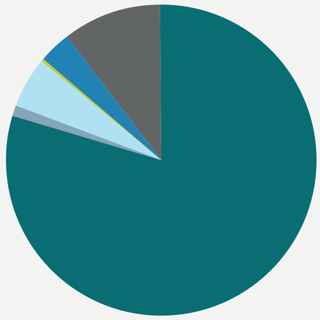
EquiTrust investment strategies are anchored by a disciplined and diversified management style. The strength and success of our portfolio are evidence of our proficiency in the investment industry.

GROWTH OF TOTAL ASSETS (BILLIONS)



Since 2011, EquiTrust total invested assets have increased from $7 billion to $20.7 billion[1] at year end.

CURRENT INVESTED ASSETS

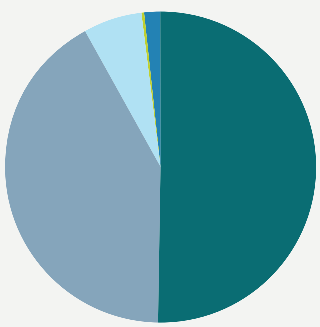


$20.7 Billion

Bonds & Cash	79.8%
Stocks	1.1%
Mortgage	5.4%
Contract Loans	0.1%
Separate Accounts	3.4%
Other	10.2%
	100.0%

The EquiTrust investment portfolio provides the company with liquidity and income – and has increased steadily. Over 85% of the portfolio is made up of bonds, mortgages and cash.

INVESMENT CLASS



92% Investment Grade

NAIC 1 - AAA/AA/A	50.3%
NAIC 2 - BBB	41.8%
NAIC 3 - BB	6.2%
NAIC 4 - B	0.1%
NAIC 5 - CCC or lower	1.6%
NAIC 6 - In or near default	0.0%
	100.0%

Classes 1 and 2 are Investment Grade
NAIC = National Association of Insurance Commissioners

A strong concentration of investment-grade holdings provides assurance that the guarantees associated with EquiTrust products are honored. Over 92% of the investment portfolio is investment grade.

Company Solvency

Our solvency ratio is strong – now $106.29.[2] The Solvency Ratio expresses financial soundness and a company's ability to meet policy obligations as they come due. Assets divided by each $100 in liabilities result in a solvency ratio, expressed as a dollar figure. Assets are bonds, stocks, cash and short-term investments; liabilities exclude separate accounts. The higher the amount, the stronger the company's position to cover unforeseen emergency cash requirements.

Capital Strength

EquiTrust is committed to meeting the financial obligations of our customers. Our goal is to be well capitalized through a range of economic scenarios, including prolonged downturns. Based on capital standards closely watched by insurance-industry regulators, EquiTrust is strongly capitalized and well positioned to fulfill our promises to our customers.

Company Ratings

Based on its financial strength, EquiTrust has been awarded high marks by leading sources of insurer ratings.

EQUITRUST COMPANY RATING

Standard & Poor's[3]	**BBB+(Good)**
A.M. Best Company[4]	**B++ (Good)**

The ratings reflect current independent opinions of the Company's financial capacity to meet the obligations of its insurance policies and contracts. They are based on quantitative and qualitative evaluations of EquiTrust and its management strategy.

We're Ready When You Are

You can rest assured that our service to you will be prompt, fair, reliable and accurate. We take pride in our responsiveness and our dedication to offering products and services that help meet your changing financial needs and objectives. EquiTrust is here for you. Because you know where you're going, and it's our job to help you get there.

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[1]Assets as of December 31, 2019, on a statutory basis.

[2]Solvency ratio as of December 31, 2019.

[3]Standard & Poor's Rating Services "BBB+" (Good) rating as of October, 2011. Standard & Poor's has eight financial strength ratings assigned to solvent insurance companies: AAA (Extremely Strong), AA (Very Strong), A (Strong), BBB (Good), BB (Marginal), B (Weak), CCC (Very Weak), CC (Extremely Weak). Plus (+) or minus (-) modifiers show the relative standing within the categories from AA to CCC.

[4]A.M. Best "B++" (Good) rating as of August 18, 2012. A.M. Best has 13 active-company insurance company ratings and reflect the current and independent opinion of a company's ability to meet its obligations to policyholders, and are derived by evaluating a company's balance sheet strength, operating performance and business profile. A "B++" rating is the fifth highest of the active-company ratings. The A.M. Best rating scale is A++ (Superior), A+ (Superior), A (Excellent), A- (Excellent), B++ (Good), B+ (Good), B (Fair), B- (Fair), C++ (Marginal), C+ (Marginal), C (Weak), C- (Weak) and D (Poor). A.M. Best's ratings are not a warranty of an insurer's current or future ability to meet obligations to policyholders, nor are they a recommendation of a specific policy, contract, rate or claim practice.

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