

# We're Building a Market-Leading Fixed Annuity Company. Come Grow with Us!

The need for consumer-focused retirement income solutions, such as fixed annuities, is greater than ever and will continue for years to come.

However, some of America's largest fixed annuity carriers have restricted product offerings or are closely managing sales. Others have simply withdrawn from the market entirely.

At **Liberty Life Insurance Company**, we consider these marketplace conditions — increased demand with fewer competitors — ideal for investment in the fixed annuity space.

Our parent company, Athene Holding Ltd., plans to grow Liberty Life into a premier fixed annuity company. Liberty is opening a new, state-of-the-art office for our sales and marketing teams in Wilmington, Delaware. We're investing in developing consumer-friendly products and in new sales and marketing technology. And we're focused on providing our agents and marketing partners with a truly exceptional sales experience.

In short, we believe the conditions are prime — and we have what it takes to build a market leader. Here's why.

## A leader builds on a strong foundation.

Our promise to your clients is twofold: one, providing solutions that offer them opportunities for competitive tax-deferred growth and a dependable income in retirement, and two, addressing their concerns about market risk. A strong financial foundation makes both these commitments possible.

Liberty Life annuities are backed by a history of conservative financial management and an investment philosophy that emphasizes portfolio quality and long-term capital appreciation.

Our parent company, Athene Holding Ltd., has \$500 million of capital and surplus supporting \$6 billion in reserves. Athene puts "safety first" by investing in a diversified portfolio of highly-rated, liquid, fixed income securities that is 99 percent investment grade. Managing net investment spreads — producing returns that exceed benchmarks while maintaining portfolio quality — is Athene's core competency. Liberty Life Insurance Company is solely responsible for its financial obligations.

## Consider that:

- Each day for the next 20 years, 10,000 baby boomers will reach age 65.<sup>1</sup>
- Product supply is shrinking, yet being able to afford a secure and stable retirement is the chief financial concern for millions of Americans.<sup>2</sup>
- Over the next five years \$2 trillion in new money will roll over into individual retirement accounts.<sup>3</sup>

### Liberty Life Insurance Company. Strength You Can Depend On.\*

Assets:

**\$3.0 billion**

Liabilities:

**\$2.9 billion**

Capital and Surplus:

**\$103 million**

\*Statutory values as of 6/30/11

<sup>1</sup> U.S. Census Bureau

<sup>2</sup> Gallup, 6/15/2011

<sup>3</sup> Reuters, 5/25/11

**Liberty**<sup>SM</sup>  
An ATHENE Company

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CONJUNCTION WITH THE OFFER OR SALE OF ANNUITIES.**



## A word about our ratings.

At Liberty Life, our ratings are more than just a measure of confidence in our company and its products. They are a point of pride. Prior to our change in ownership, we were one of fewer than 40 U.S. life insurance companies to maintain an A.M. Best rating of "A" or better for over 50 consecutive years.

Our current ratings of B++ (Good) by A.M. Best and Company and BBB+ (Good) by Fitch Ratings, both with stable outlooks, reflect the overall strength of our balance sheet, as well as the relative youth of our parent company. Athene Holding Ltd. was formed in 2008 and acquired Liberty Life from Royal Bank of Canada on April 29, 2011.

We intend to return to ratings of "A" or better in the near term by maintaining risk-based capital in excess of 350 percent, executing our growth strategy, and leveraging our investment expertise to generate profitable spreads on new and in-force business while maintaining portfolio quality. We're confident that we will continue to earn your trust and confidence, today and in the years to come.

## A leader builds on its strengths.

Our strength begins at the top, with a seasoned management team that has extensive experience in net investment spread businesses. Athene's CEO, James R. Belardi, previously served as president of SunAmerica Life Insurance Company and as executive vice president and chief investment officer of AIG Retirement Services, where he managed a \$250 billion investment portfolio.

Christopher Grady, executive vice president and head of retail for Liberty Life, draws on over 30 years of industry experience as he builds a market-leading fixed annuity company under the Athene brand. Chris previously served as president of distribution and marketing for Genworth Financial's U.S. life insurance companies, where he led a multi-channel sales and marketing organization that produced annual annuity sales of \$4.7 billion.

A market leader maintains a sharp focus on customer value, so we plan to meet one of today's biggest financial concerns head-on with a product portfolio that offers a wide range of opportunities to achieve tax-deferred growth and a stable, secure stream of income in retirement. Each one of the fixed annuity specialists and actuaries on our product development team brings over 10 years of experience and unique market insight to the task of solving America's retirement income challenge, one client at a time.

## A leader delivers a superior experience.

Many annuity carriers promise it. We will deliver. We're creating a superior service platform from the ground up, listening to our agents and marketing partners and delivering a superior agent experience by investing in leading-edge technology, expert training and top-tier sales support. You'll discover how a company that's truly easy to do business with can make all the difference to you and to your clients.

At Liberty Life we're building a new leader in client-friendly fixed annuity solutions. Earning your business is our top priority.

**To get appointed with Liberty Life, contact your marketing organization today. Or call our Sales Desk at 888-262-8131. Come grow with us!**

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