

V I S T A



*Vista*

Explore the Possibilities.

**INDIANAPOLIS LIFE**

*An AMERUS Company*

EQUITY INDEXED UNIVERSAL LIFE

# VISTA ELITE

## YOU CAN PROTECT WHAT'S REALLY IMPORTANT.

No one knows for sure what tomorrow will bring, but we all share the desire to protect our loved ones from uncertainty and suffering. Life insurance is a vital part of any financial plan. It enables us to replace income, protect mortgages, provide retirement income ... fulfilling dreams along the way.



EXPAND YOUR HORIZONS.  
DREAM BIG.  
EXPLORE THE POSSIBILITIES.

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**V**ista Elite from Indianapolis Life is a flexible premium universal life insurance policy with an equity indexed feature. With Vista Elite, you have the ability to choose among interest crediting strategies. This feature gives you more control than traditional universal life insurance plans.

And, with tax-deferred accumulation and an income tax-free death benefit for your beneficiaries, Vista Elite will help you explore the possibilities.

**CHOICE** Vista Elite offers many options so you can build the plan most appropriate for your objectives.

**SECURITY** Plus, Vista Elite provides you with the safety and security associated with product guarantees.

**VALUE** Vista Elite provides competitive interest earnings on a tax-deferred basis.

**FLEXIBILITY** And, as your circumstances change, Vista Elite gives you the flexibility to adjust your plan to meet your most current needs.

## VISTA ELITE

*Protecting your family, your business,  
your future - today.*



## EQUITY INDEX TERMINOLOGY

Equity indexed life insurance is a unique kind of insurance plan with unique terminology. The following terms are used throughout this brochure, so the definitions are provided for your ease in understanding.

**Equity Indexed Segment Value Growth Limit (Cap)** - The cap for the earnings that will be credited to a segment in a given earnings period subject to certain minimums. This limit may be reset each earnings period.

**Index** - The measure used to determine the index earnings. For Vista Elite, the index is the S&P 500 Composite Stock Price Index (excluding dividends)\*. The actual index number is generally the value as of the close of business the day prior to the date for which it is used.

**Index Earnings** - Index earnings for an individual segment are calculated by multiplying the annual or bi-annual index growth by the participation rate, adjusted for the cap, multiplied by the starting segment value. Index earnings will never be less than zero.\*\*

**Participation Rate** - Determines the percentage of the S&P 500 Index growth the policyholder is eligible to earn. **The participation rate for Vista Elite is guaranteed to be 100% for the life of the policy.**



**Segments** - Each time a portion of the Basic Interest Strategy value is directed to an Equity Indexed Strategy, a new segment is created. Values directed to the segment remain in the segment for the term of the segment. Each segment has its own participation rate (**guaranteed at 100% for Vista Elite**) and initial cap. Segment earnings periods are measured as successive 12- or 24-month periods (depending on the strategy) from the date a segment is created.

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\*\* For each segment created, equity indexed earnings are not vested prior to the end of the segment earnings period and will not be credited should the policy cease prior to the end of the segment earnings period.

## CHOICE

### *Customize Your Premium Direction*

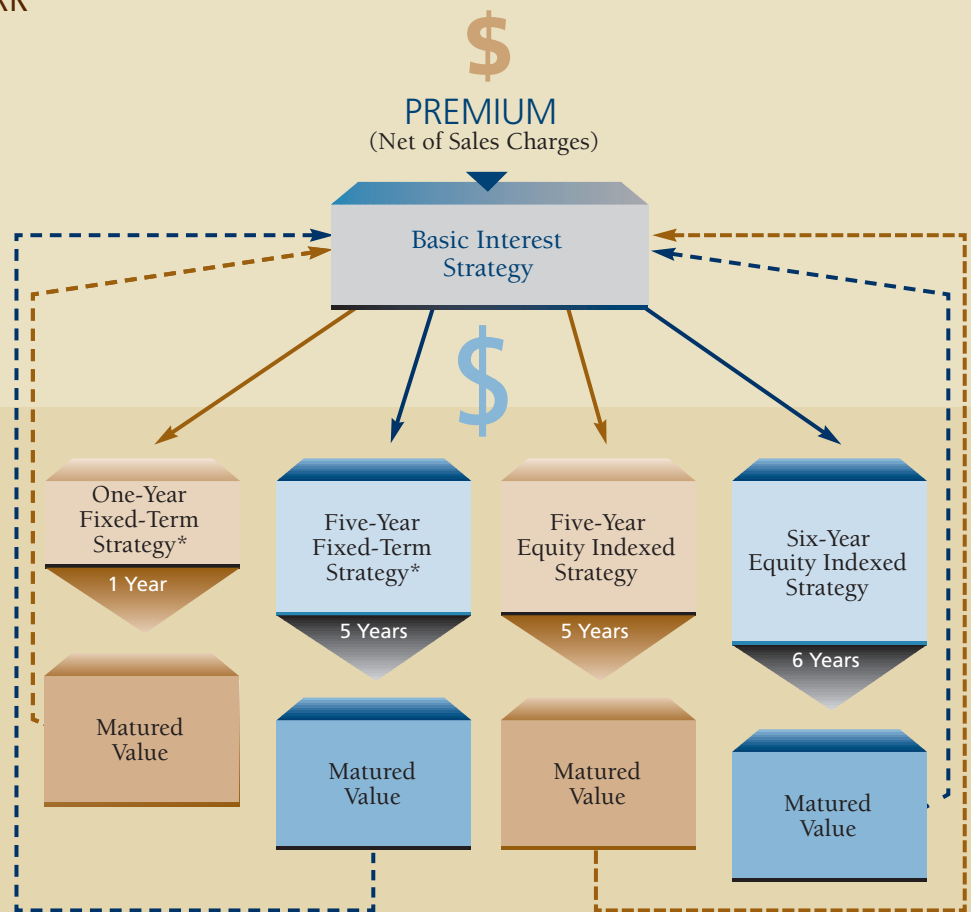
Vista Elite's innovative design offers you four distinct interest crediting strategies:

1. One-Year Fixed-Term Strategy\*
2. Five-Year Fixed-Term Strategy\*
3. Five-Year Equity Indexed Strategy
4. Six-Year Equity Indexed Strategy

### HOW THE STRATEGIES WORK

All net premiums paid are initially placed directly into the Basic Interest Strategy. At least once per month, part of the Basic Interest Strategy value may be directed to a new One-Year Fixed-Term Strategy, Five-Year Fixed-Term Strategy, Five-Year Equity Indexed Strategy and/or a new Six-Year Equity-Indexed Strategy, subject to the minimum value required to be kept in the Basic Interest Strategy.

Each premium direction creates a new segment based on the strategy(ies) chosen. This means, for example, that for any amounts directed to the Five-Year Fixed-Term Strategy, those funds will remain in that segment of the policy for five years. The direction may be changed for new premiums, or it can remain unchanged from prior segments.



Furthermore, when each segment reaches its maturity, its value flows back into the Basic Interest Strategy and will be redirected, along with any new premium, based on the client's choices of interest crediting strategies at that time.

\* May not be available in all states

## VALUE & SECURITY

### *The Premium Direction Strategies Available To You*

#### **Five- and Six-Year Equity Indexed Strategies\***

In these strategies, interest earnings are linked to growth in the S&P 500 Composite Stock Price Index (excluding dividends) and are subject to a participation rate (guaranteed at 100%) and a maximum earnings rate that can change at the beginning of each segment earnings period. In addition, the Equity Indexed Strategies include the following features:

**Principal Protection:** Premiums directed to an Equity Indexed Strategy are protected from a downturn in the index.

**Lock-In of Earnings:** Each premium directed to the *Five-Year Equity Indexed Strategy* creates a new five-year segment. Index linked earnings are calculated and credited each 12 months on the funds in a segment. In effect, we lock in any index-linked earnings every 12 months within a segment and protect them from potential future downturns in the equity index.

Each premium directed to the *Six-Year Equity Indexed Strategy* creates a new six-year segment. Index linked earnings are calculated and credited each 24 months on the funds in a segment. A greater earnings potential is available as index earnings are locked in every 24 months within a segment and are protected from future downturns in the equity index.

**Interest Rate Guarantee:** For the *Five-Year Equity Indexed Strategy*, each five-year segment has a minimum guaranteed interest rate. Interest is credited at the end of the five-year segment under this guarantee if the value of the segment at that time is not at least equal to the premium (less any withdrawals or deductions), compounded annually at the minimum guaranteed interest rate.

For the *Six-Year Equity Indexed Strategy*, each six-year segment has a minimum guaranteed interest rate. Interest is credited at the end of the six-year segment under this guarantee if the value of the segment at that time is not at least equal to the premium (less any withdrawals or deductions), compounded annually at the minimum guaranteed interest rate.



#### **One-Year Fixed-Term Strategy†**

Each premium directed to this strategy creates a distinct one-year fixed term segment. Over time, you will generally have a number of one-year fixed term segments within your policy. The interest rate for each one-year fixed term segment is guaranteed for that one-year period.

#### **Five-Year Fixed-Term Strategy†**

Each premium directed to this strategy creates a distinct five-year fixed-term segment. Over time, you will generally have a number of five-year fixed-term segments within your policy. Other than the minimum contract guarantee, the current interest rate for the Five-Year Fixed Term Strategy is not guaranteed. Indianapolis Life's current practice is to maintain a constant interest rate for each five-year segment.

\* Premium directed to an Equity Indexed Strategy does not represent an investment in the stock market.

† May not be available in all states

## VALUE & SECURITY

### *The Advantages of Equity Indexed Life*

When you purchase a Vista Elite equity indexed life insurance policy from Indianapolis Life, you are getting a unique plan of insurance. Vista Elite gives you the opportunity to participate in the potential increases of an equity index, while protecting your money against potential downside market risks with guarantees.

#### Your Policy's Equity Index

The Standard & Poor's 500 Composite Stock Price Index (excluding dividends)\* is used as the index for your Vista Elite's Five- and Six-Year Equity Indexed Strategies. The S&P 500 Index is currently the most commonly used index for equity indexed products. Instead of the Company declaring a specific interest rate or dividend, interest earnings on the Five- and Six-Year Equity Indexed Strategies are credited based on increases in the S&P 500 Index.

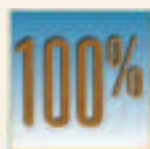
### 100% PARTICIPATION RATE GUARANTEED

The participation rate is the percentage of the index growth that you are eligible to earn. Vista Elite guarantees that the participation rate will be 100% for the life of the policy.



**Index Increase**  
(If any)

**X**



**Participation Rate**

**=**



**Interest Rate Credited**  
(Subject to the cap)

### CAP RATES

Every earnings period, the segment's equity-linked interest earnings are subject to a "cap rate" as specified in the policy. The cap is the maximum earnings rate that will be credited to a segment for the earnings period. The cap rate may be reset for each segment at the beginning of an earnings period, and at the discretion of the Company. Individual segments may have different cap rates assigned.

**Interest Earnings**  
Cannot  
Exceed The Cap



**EXAMPLE:** If the cap rate is 11%, and the index earnings are 12%, you would receive 11% credited to the policy, not 12%.

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## FLEXIBILITY

Vista Elite is an equity indexed universal life policy that gives you the flexibility to adjust premium payments and insurance coverage based on your current situation. This life insurance policy offers the following options:

### Premium Payments

Submit premiums as you choose, subject to the contract's minimums and maximums. Maximum limits on premiums are required to preserve favorable tax treatment as a life insurance policy. Of course, you will need to pay sufficient premium amounts to keep the policy in force. We think you'll want to pay even more premium in order to take advantage of the unique features of this policy.

### Basic No-Lapse Guarantee Benefit

Vista Elite gives you two valuable no-lapse guarantee choices.

**Premium Level 1:** Guarantees that the policy will remain in force for at least five years.

**Premium Level 2:** Guarantees that the policy will remain in force for at least fifteen years.\*

Payment of the minimum premium assures that the policy will remain in force during the guarantee period. By paying only the minimum monthly premium, you may be foregoing the opportunity to build up significant cash value.

### Death Benefit Options

Vista Elite offers two distinct coverage types. Select the death benefit option that best fits your needs. You may switch death benefit options in the future.<sup>^</sup> For instance, use **Option 2** at the time of purchase and then switch to **Option 1** at retirement.

#### OPTION 1

##### LEVEL DEATH BENEFIT



With Option 1 coverage, the death benefit generally remains level for the life of the policy. As the cash value grows, the amount of insurance decreases. The total death benefit is the sum of the insurance and the cash value.

#### OPTION 2

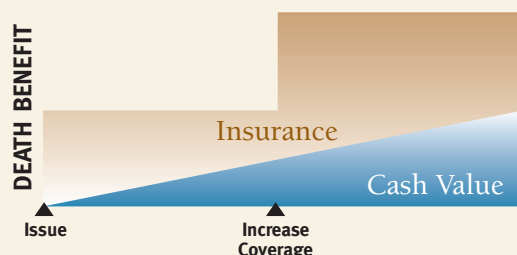
##### INCREASING DEATH BENEFIT



With Option 2 coverage, the total death benefit increases as the cash value grows. The insurance protection remains constant throughout the life of the policy.

### Purchasing Additional Coverage

Insurance needs can change over time as your income grows, your estate tax liability increases, or your family situation changes. Vista Elite allows you to increase your coverage within the same policy.<sup>^</sup>



\* May not be available in all states. Not available above issue age 75.

<sup>^</sup> Subject to underwriting at the time the change is requested.

## OTHER POLICY DETAILS

### Monthly Deductions

Each month, the cost of providing the insurance protection is deducted from your policy cash value. All monthly deductions are first deducted from the Basic Interest Strategy. However, if sufficient values are not maintained in the Basic Interest Strategy, deductions are then taken from the most recently established segment to the oldest segment of the strategies in this order: One-Year Fixed Term Strategy, Five-Year Fixed Term Strategy, Five-Year Equity Indexed Strategy, and then the Six-Year Equity Indexed Strategy. If sufficient policy values are still not available (and any minimum premium requirement has not been met), the policy will lapse.

Your policy lists the maximum cost of insurance that the company may charge. The current deduction may be less than the maximum allowed in the policy.

### Annual Report

As a Vista Elite policyholder, you will receive an annual report providing valuable information about your policy's performance over the previous year. Information covered in this report includes: account value, cash value, premium payments, interest credited, monthly deductions, withdrawals, surrender charges, and outstanding loans.

### Account Value Enhancement

While not guaranteed, beginning with the 10th policy year, Indianapolis Life projects crediting an annual increase to the Basic Interest Strategy based on the average monthly account value (excluding outstanding loans and interest under the Annually Declared (Fixed) Loan Interest Option) for that year. The account value enhancement is projected to be 1%, and may be higher or lower at the time it is credited.

**POLICY LOANS** Vista Elite is unique in that it features **TWO** distinct loan interest options: **Variable** and **Fixed**. The differences between these two options include how loan interest is determined, and the rate credited to amounts borrowed under these two options:

- 1 The **VARIABLE LOAN INTEREST OPTION** has a net cost that is ultimately based on the difference between the interest credited to the policy and the Variable Loan Interest Rate.
- 2 The net cost using the **ANNUALLY DECLARED (FIXED) LOAN OPTION** depends on whether or not the loan is preferred. Preferred Loans, available after the 10th year, have a net cost of 0%. Non-Preferred Loans have a net cost that can range from 2% to 3%.

Your Indianapolis Life agent can help you decide which loan interest option is best for you at the time you need the loan.

### Tax Efficiency

Under existing tax law, the cash value in your Vista Elite equity indexed universal life policy accumulates income tax deferred. Generally, withdrawals and loans may be taken on the policy without incurring income taxes as long as the policy remains in force and results in a life insurance death benefit. The death benefit is generally payable to the named beneficiary income tax free.

Consult your tax advisor for more detailed information.

## RIDERS

*(Rider availability and provisions may vary by state. See policy for complete details.)*

Vista Elite offers you an additional level of versatility through the use of optional riders. You can boost your own coverage, add family members to your policy, or even guarantee that premiums will continue to be paid should you become disabled. The choice is yours. Your agent can help you decide which riders, if any, are right for you.

### NO COST

**The Caring for Today Benefit** - Up to 50% of the death benefit (up to a maximum of \$250,000) can be used for expenses related to terminal illness when life expectancy is 12 months or less. (Form TABR-93)

**Waiver of Surrender Charge Due to Confinement Rider** - Up to 25% of the account value can be withdrawn without surrender charges if confined to a hospital or inpatient nursing facility for at least 30 consecutive days. (Form 31041F02)

### FOR THE PRIMARY INSURED

**Face Amount Increase Rider** - Provides an automatic 5% face amount increase each year on the policy anniversary, for up to 20 years. (Form 31010A03)

**Primary Insured Rider** - Provides additional level term insurance protection. (Form 31053F02)

**Waiver of Monthly Deduction Rider** - Insurance costs are waived in the event the insured becomes totally disabled. (Form 31042F02)

**Waiver of Specified Premium Rider** - Based on a specified amount chosen at the time of application, a monthly amount will be credited to your policy beginning after six months of total and continuous disability. *Not available with the Waiver of Monthly Deduction Rider.* (Form 31043F02)

**Maturity Extension Rider** - Provides for a paid-up policy at age 100, and all monthly policy charges will cease at that time. (Form 2MEEAK03)

**Accidental Death Benefit Rider** - Death benefit amount is increased in the event of death as a result of an accident. (Form 31024F02)

**Guaranteed Purchase Option Rider** - Gives you the option of purchasing additional specified amounts of life insurance, without underwriting, at specified times. (Form 31011F02)

### FOR OTHER INSURED

**Additional Insured Rider** - Provides term life insurance protection for an additional person. (Form 31052F02)

**Children's Insurance Rider** - Provides term life insurance for children of the insured. Issue Ages of children are 15 days through 17 years. (Form 31032F02)

VISTA ELITE

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*Explore the Possibilities.*

## INDIANAPOLIS LIFE INSURANCE COMPANY...

*A tradition of quality, service and financial strength*

Indianapolis Life Insurance Company is a subsidiary of AmerUs Group Co., an Iowa corporation located in Des Moines, Iowa. AmerUs Group is the publicly-owned holding company for its life insurance and annuity companies, which market and distribute a full range of individual life insurance and annuity products.

Indianapolis Life was founded in 1905, dedicated to helping customers achieve their financial and personal dreams with innovative solutions to their life protection and asset accumulation needs.

This brochure contains highlights only. You should refer to your Vista Elite policy for a full explanation. Neither Indianapolis Life Insurance Company nor its representatives offer legal or tax advice. You should consult your own personal tax advisor on any tax matters.

Policy form 31001F02. Availability may vary by state.

## INDIANAPOLIS LIFE

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