



Enhanced Choice Index Plus 5, 7 and 10

Customize your retirement strategy with
enhanced product features.

Not FDIC-Insured • No Bank Guarantee • May Lose Value • Not Insured by any Federal Government Agency • Not a Bank Deposit

What Is a Fixed Index Annuity?

A fixed index annuity, or FIA, earns interest based on market performance of an index. Tracking the performance of one or more market indices, gives funds the opportunity to experience market gains. At the same time, they are protected from market downturns. FIAs offer:



Growth

Your funds earn interest based on positive index performance.



Protection

But they won't participate in any losses if the index goes down.



Guarantees

Guaranteed rate options mean no need to worry about renewal rates.

Product availability and features may vary by state and distributor.

Contract: ICC17-SPDA-IA(01/17), SPDA-IA(01/17), SPDA-IA(01/17)FL. Riders: ICC24 R-PTP-GPR, ICC24 R-PTP-TIR, ICC24 R-PTP-TGIR, ICC23-R-GMDB-IA, R-GMDB-IA, ICC17-R-PTP, ICC17-R-GMAB-IA, ICC17-R-MVA-IA, ICC17-R-TCB-IA, ICC17-R-NHB-IA, ICC17-R-ANN-IA, ICC17-R-DB-IA, ICC17-R-ANNDW, ICC17-R-POF-IA, ICC20-R-IRA, ICC20-R-Roth IRA, ICC20-R-QPP, R-PTP-GPR, R-PTP-TIR, R-PTP-TGIR, R-PTP, R-GMAB-IA, R-MVA-IA, R-TCB-IA, R-NHB-IA, R-ANN-IA, R-DB-IA, R-ANNDW, R-POF-IA, R-IRA, R-Roth IRA, R-QPP, R-GMAB-FL, R-MVA-FL, R-ANN-FL, R-IRA-FL, R-Roth IRA-FL, R-QPP-FL, R-DB-IA-FL.

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Performance Potential with Protection

If you're looking for tax-deferred growth with the potential for market gains and downside protection, consider the Enhanced Choice Index Plus, a single-premium deferred index annuity.

This annuity offers various indices, crediting options, and enhanced features, so you can tailor it to fit your financial goals.

By balancing growth potential and safety, the Enhanced Choice Index Plus helps manage risk and reward in your retirement plans. Explore its features to see if it fits into your future plans.

“Triple-compounding” boosts the benefits of tax-deferred annuities. This means the annuity earns interest on:

- **Your initial premium payment, also called the principal**
- **The interest itself**
- **The tax savings, which is the amount you would have paid as income taxes**



Optional: Legacy Max Enhanced Death Benefit¹

If you're 80 or younger, you may choose the Legacy Max rider when you purchase your annuity. The rider may provide your beneficiaries with a greater death benefit than what's included in the base annuity policy.

Legacy Max offers:

- Opportunities for guaranteed growth in declining markets
- Performance-based growth in positive markets
- A way to maximize your financial legacy for your heirs

Review the Legacy Max brochure for additional rider information.

¹ May not be available in all distributors.

Key Features

Issue Age²

- ECI Plus 5: Owners age 18–93³ and annuitants age 0–93³
- ECI Plus 7: Owners age 18–90 and annuitants age 0–90
- ECI Plus 10: Owners age 18–80 and annuitants age 0–80

Premium

The minimum premium is \$15,000 and maximum premium is \$1,000,000. We may accept higher amounts with pre-approval from The Standard before you submit an application.

You must note all expected premiums on the application. The day we receive all funds becomes the contract effective date and we will allocate the premium to the accounts on that date.

Interest Crediting Strategies

The Enhanced Choice Index Plus offers Index Interest crediting and Fixed Interest crediting. Flexible crediting options give you the opportunity to customize the annuity to fit your retirement strategy.

Index Term and Crediting

Each index term lasts 12 months. We credit your interest at the end of each term, based on how much the index has grown during that time. Once credited, your earnings are locked into your account value. Your funds in this account won't decrease if the market goes down.

² Maximum issue age may vary by distributor.

³ The purchase of the annuity for those age 91-93 must be for transfer-of-wealth or estate-planning purposes.



Index Choices

S&P 500[®] Index

The S&P 500 Index tracks the performance of the top 500 leading companies in the U.S. It's one of the most commonly followed indices and widely regarded as the best single gauge of large-cap U.S. equities. Ticker: SPX

S&P 500[®] Dynamic Intraday TCA Index

The S&P 500 Dynamic Intraday TCA Index is designed to measure exposure to the S&P 500 while applying a trend-following mechanism and intraday volatility control. The Index employs 13 observation windows throughout the trading day to adapt to changing market conditions as it seeks a more stable volatility experience compared to traditional risk control indices. Trend signals guide rebalancing to help the index respond to market movements while seeking to maintain its 15% volatility target. Ticker: SPFDYNI

S&P MARC 5% ER Index

Also known as the S&P Multi-Asset Risk Control 5% ER Index, this index aims for more stable index performance with a diversified multi-asset index that uses an innovative design to manage market volatility. It tracks three underlying asset classes: equities, commodities, and fixed income. The index is rebalanced daily to maintain a target volatility of 5%. Ticker: SPMARC5P

S&P 500[®] Daily Risk Control 5% ER Index

The S&P 500 Daily Risk Control 5% ER Index's goal is to create stable returns using the existing S&P 500 Index crediting design combined with a volatility target. The index is adjusted daily to target a 5% level of volatility. You'll see upside potential with less exposure to market fluctuations, while benefiting from the performance of U.S. large-cap markets. Ticker: SPXT5UE

BofA Global MegaTrends Index

The BofA Global MegaTrends Index is designed to tap into global innovation and long-term growth trends, while using the latest technology to manage risk. It is made up of four live indices created by MSCI, concentrating on four future-focused themes — robotics, the digital economy, millennials and disruptive technology. The Index applies Salt Financial's truVol[®] risk control engine to target 7% annualized volatility. Ticker: BOFAMEG7

Volatility Controlled Indices

Many FIAs use indices that manage volatility since they help to minimize the impact of unpredictable market fluctuations.

Volatility refers to how much an index value goes up and down, and how uncertain those changes are.

Managed-volatility indices use strategies to control these ups and downs, helping to manage risk and return.

Often, there is a target volatility percentage within the index.

These index choices are volatility controlled:

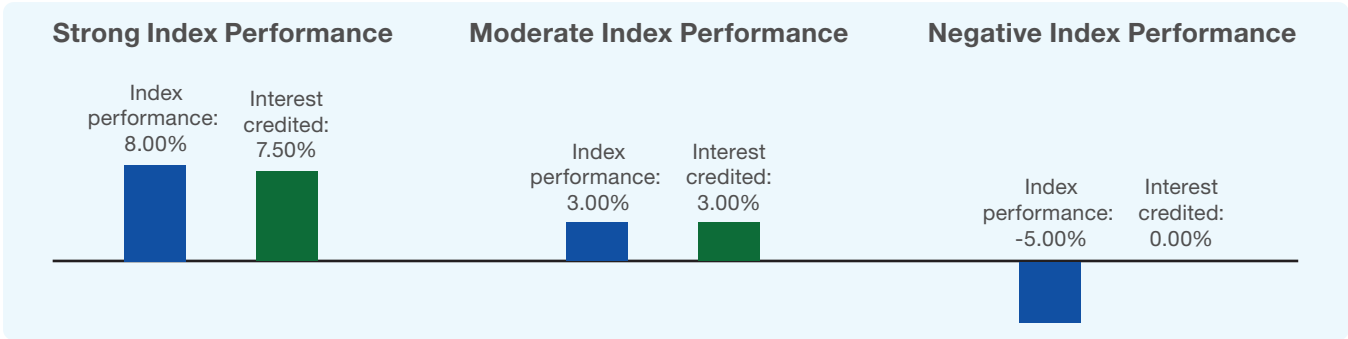
- **S&P 500 Dynamic Intraday TCA Index:**
15% volatility target
- **S&P MARC 5% ER Index:**
5% volatility target
- **S&P 500 Daily Risk Control 5% ER Index:**
5% volatility target
- **BofA Global MegaTrends Index:**
7% volatility target

Crediting Strategies

Funds in the index interest accounts earn interest based on how well the index performs. This means your money can grow when the market goes up, but it's also protected when the market goes down. You can have funds in one or multiple options. Not all strategies are offered with all indices.

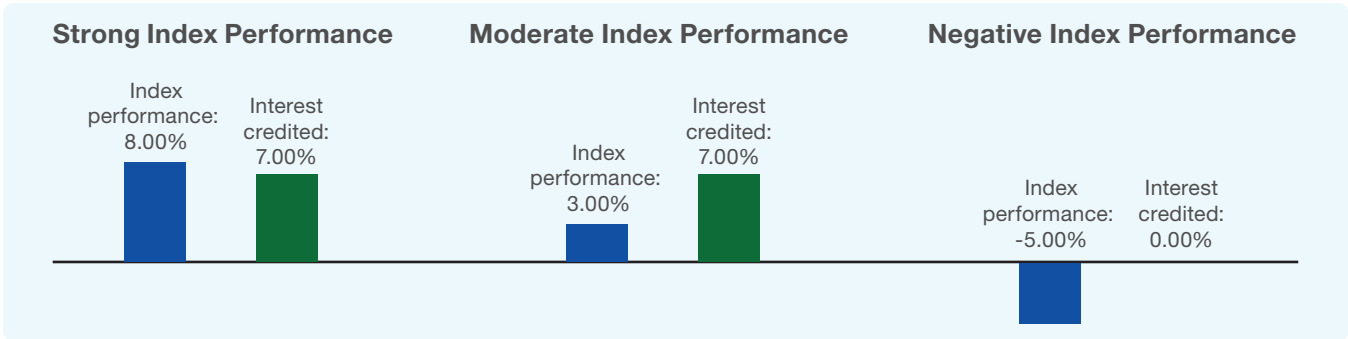
Cap Rate

You earn interest based on the growth of the index up to the cap rate. Your funds won't participate in any losses if the index goes down. For example, if the Cap Rate is **7.50%**:



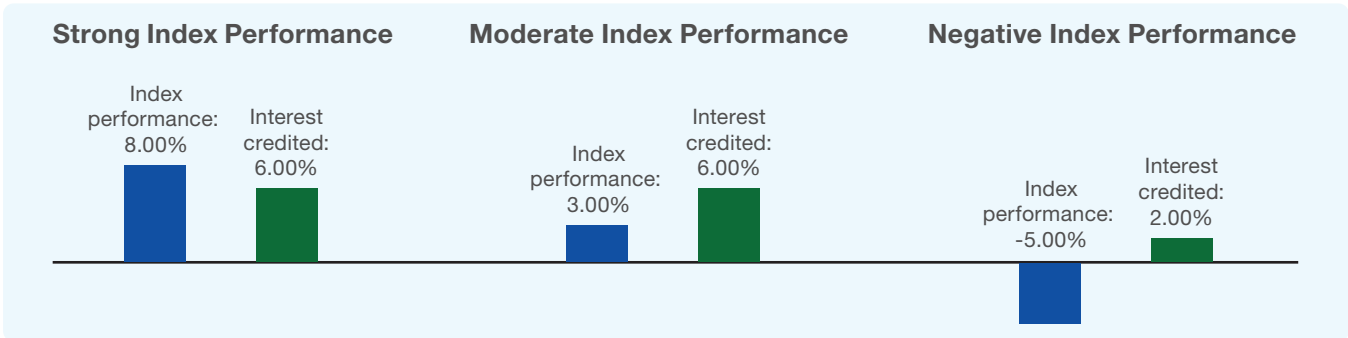
Trigger Rate^{NEW}

You earn a set amount of interest if the index performance is zero or positive. Your funds won't participate in any losses if the index goes down. For example, if the Trigger Rate is **7.00%**:



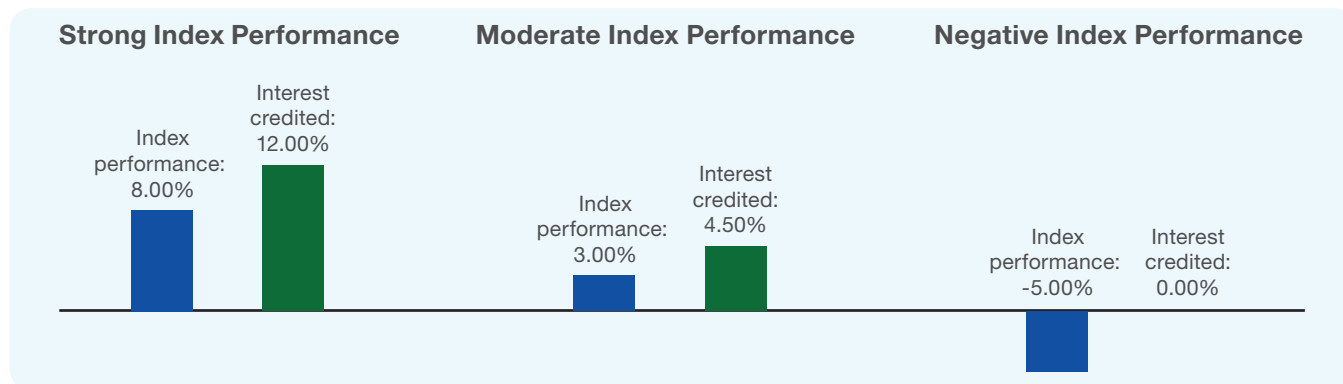
Trigger Rate Plus^{NEW}

You earn a trigger rate if the index performance is zero or positive—plus a guaranteed earnings rate if the index performance is negative. For example, if the Trigger Rate is **6.00%** and Guaranteed Rate is **2.00%**:



Participation Rate

You earn interest based on a percentage of how much the index grows each year. That percentage is the annual participation rate. The participation rate is multiplied by the percentage growth in the index at the end of the term. Your funds won't participate in any losses if the index goes down. For example, if the participation rate is **150%**:



Locked Crediting Strategies^{NEW}

These work like a traditional Cap Rate or Trigger Rate strategy, but locks in the rate for a set number of contract years, called the Guarantee Period. Locked Strategies are only available when you first purchase the annuity. You cannot reallocate locked funds until the Guarantee Period is over.

Locked Cap Rate^{NEW}

Cap Rates are locked in when the contract starts and won't change during the entire Guarantee Period.

Locked Trigger Rate^{NEW}

Trigger Rates are locked in when the contract starts and won't change during the entire Guarantee Period.

Rate Guarantees

Index/Account Name	Crediting Strategy	ECI Plus 5	ECI Plus 7	ECI Plus 10
S&P 500 Index	Cap Rate Trigger Rate ^{NEW} Participation Rate	1 year	1 year	1 year
S&P 500 Index	Locked Cap Rate ^{NEW} Locked Trigger Rate ^{NEW}	5 years ^{NEW}	7 years ^{NEW}	7 years ^{NEW}
S&P 500 Dynamic Intraday TCA Index ^{NEW}	Cap Rate Trigger Rate ^{NEW} Trigger Rate Plus ^{NEW} Participation Rate	5 years	7 years	10 years ^{NEW}
S&P MARC 5% ER Index	Participation Rate	5 years	7 years	10 years ^{NEW}
S&P 500 Daily Risk Control 5% ER Index	Participation Rate	5 years	7 years	10 years ^{NEW}
BofA Global MegaTrends Index	Participation Rate	5 years	7 years	10 years ^{NEW}
Fixed Account	Fixed Interest Crediting Rate	5 years ^{NEW}	7 years ^{NEW}	10 years ^{NEW}

Fixed Interest Crediting

Your funds in this account receive a fixed interest rate that credits daily. We guarantee this interest rate for the entire 5, 7 or 10-year withdrawal charge period.⁴ Once credited, your earnings are locked into your account value.

Account Allocation

You can adjust your fund allocations annually after the index term ends. For funds in a Locked Crediting Strategy, you can only make changes at the end of the Guarantee Period. Any changes will take effect on the first day of the next index term.

Free Withdrawals

These built-in options have no withdrawal charges or a market value adjustment. The minimum withdrawal amount is \$500, except for IRS required minimum distributions. You must maintain an annuity balance of \$2,000.

- 10% annual withdrawals after the first contract year⁵
- IRS required minimum distributions for tax-qualified plans

Withdrawal Charge Period⁵

Deferred annuities are designed to be long-term retirement savings. During these contract years, we apply a charge to withdrawals and surrenders that exceed the free withdrawal amount. This is calculated as a percentage of the withdrawal amount.

Enhanced Choice Index Plus 5

Contract Year	1	2	3	4	5
Withdrawal Charge	9.4%	8.5%	7.5%	6.5%	5.5%

Enhanced Choice Index Plus 7

Contract Year	1	2	3	4	5	6	7
Withdrawal Charge	9.4%	8.5%	7.5%	6.5%	5.5%	4.5%	3.5%

Enhanced Choice Index Plus 10

Contract Year	1	2	3	4	5	6	7	8	9	10
Withdrawal Charge	9.4%	8.5%	7.5%	6.5%	5.5%	4.5%	3.5%	2.5%	1.5%	0.5%

⁴ This is referred to as the Surrender Charge Period in the contract.

⁵ Withdrawal amount is based on a percentage of the value of the annuity fund as of the contract anniversary. We require a distribution request for payments. Scheduled withdrawals are not allowed.

Market Value Adjustment

We apply a market value adjustment to withdrawals and surrenders that exceed the free withdrawal amount. This adjustment changes the amount you get if you withdraw or surrender before the end of the Withdrawal Charge Period. It reflects the changes in market interest rates since you purchased the annuity.

- If interest rates have gone up, the MVA will usually lower the surrender value.
- If interest rates have gone down, the MVA will usually raise the surrender value.

Special Waiver of Charges

Sometimes you might need to access your funds during the withdrawal charge period. In certain situations, you can do this without charges or a market value adjustment. However, if you withdraw funds before age 59½, you might face a 10% early-withdrawal IRS penalty. Please talk to a tax professional.



These options are available without a surrender charge or MVA:

Death Benefits

All death benefit payments.

Annuitization

Annuitization means turning your savings into a guaranteed income stream. You can convert your deferred annuity to a payment stream with The Standard anytime. You can choose either lifetime income or payments for at least five years.

Terminal Conditions

After the first contract year, you can withdraw funds if you are diagnosed with a terminal condition with a life expectancy of 12 months or less.

Nursing Home Residency

After the first contract year, you can withdraw funds if you are a resident in a nursing home for 30 or more consecutive days.

Guaranteed Minimum Value

During the entire contract, the annuity's minimum values are guaranteed. We use a formula to ensure the surrender value meets or exceeds these minimum values, even with market value adjustments and surrender charges. You're always guaranteed that your annuity value meets or exceeds the required minimum values.

Partial Index Crediting

Partial index crediting may be applied to death benefits, annuitization, terminal conditions, or nursing home residency waivers. This happens if you withdraw funds before the 12-month index term ends and the index has grown.

Free Look Period

You may cancel and return your contract within 30 days after it is delivered to you. We will refund your premium after a cancellation, minus any withdrawals you've taken.

Purchase Options

Non-qualified contracts funded with after-tax dollars: You can use 1035 exchanges, transfers, or lump sum payments to buy a non-qualified annuity.

Qualified contracts funded with pre-tax dollars: You can use rollovers, transfers, or lump sum payments from qualified plans like an IRA or 401(k) to buy a qualified Individual Retirement Annuity.

Advantages of Tax Deferral

You only pay taxes when you withdraw funds from the annuity. Most people do this during retirement when they are likely in a lower tax bracket. This way, interest accumulates on the principal, earnings, and money that would have been paid in taxes. The taxes you do pay may be at a lower rate. Please talk to a tax professional for advice.



A Guaranteed Income for Life

Annuitization is precisely why many people buy an annuity — to ensure a guaranteed income stream.

You can convert most deferred annuities at any time, but most people choose to make this change just before retirement. This option:

- Provides a guaranteed income stream
- Allows you to set-up payments that meet the IRS required minimum distribution
- Allows you to pay taxes in smaller, regular payments instead of in a lump sum

Income Options

Life Income

A guaranteed income for as long as you are living. Payments will end when the owner of the annuity dies.

Life Income With Certain Period

A guaranteed income for as long as you are living. If you die before the end of the specified period, your beneficiary receives those payments until the end of the period — or they may choose a lump sum payment.

Joint and Survivor Life Income

A guaranteed income for as long as both of you are living. When either of you die, payments will continue to the survivor. Reduced payments made to the survivor are available. Payments will end when both of you die.

Joint and Survivor Life Income with Certain Period

A guaranteed income for as long as both of you are living. When either of you dies, payments will continue at 100 percent of the payments received when both of you were living. If both of you die before the end of the period specified, your beneficiary receives those payments until the end of the period — or they may choose a lump sum payment.

Joint and Contingent Survivor Life Income

A guaranteed income for as long as both of you are living. If the primary annuitant dies first, payments will continue at 50 percent of the payments received when both of you were living. If the contingent annuitant dies first, payments will continue at 100 percent of the payments received when both of you were living. Payments will end when both of you die.

Certain Period

A guaranteed income over a chosen time period. You can choose to receive a lump sum payment of your benefits instead of recurring payments at any time. If you die before the end of the specified period, your beneficiary receives those payments until the end of the period — or they may choose a lump sum payment.

Other options may be available.



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