



Ameritas Advisor No-Load VA

Client Guide

Ameritas Advisor Services

The No-Load Insurance Pioneer

Welcome to Ameritas Advisor Services

Helping Fulfill Life One Valued Customer at a Time

Fulfilling life. For each of us, it means something special and personal. It's about family, happiness, health and financial security.

This is the essence of what Ameritas Life Insurance Corp. (Ameritas Life) represents and it is reflected in our personal "fulfilling life" commitment to you. As a mutual organization backed by a tradition of financial strength, security and good stewardship, we put our customers first, second, third—always. This allows us to provide individuals and families a competitive array of products and services that have the breadth, value and flexibility to help meet their ever-changing needs. Products available through Ameritas Advisor Services are issued by Ameritas Life.

Ameritas has a 130 year history of striving to deliver the best in products and services. We are a mutual organization that always puts customers first.

As of December 31, 2015:

Total Members' Realized Equity

\$2.5

billion

Total GAAP Assets

\$20.5

billion

Total Assets Under Management

\$35.6

billion

Policyholder Benefits

\$2.1

billion

Total Revenue

\$2.0

billion

Life Insurance In Force

\$87.4

million

Based in Lincoln, Nebraska, Ameritas Mutual Holding Company is rated A (Excellent) by A.M. Best (this is the third highest of A.M. Best's 15 ratings) and A+ (Strong) by Standard & Poors (this is the fifth highest of S&P's 21 ratings).

For over three decades, thousands of financial advisors and their clients have chosen Ameritas Advisor Services, a division of Ameritas Life, for its unique approach to insurance product design and support.

- No sales loads
- No withdrawal charges
- Personalized service from salaried professionals to advisors and their clients

Ameritas Life no load products are designed to deliver maximum value by eliminating sales loads and commissions and keeping other policy charges to a minimum. Of course all insurance policies have charges, but by eliminating much of the up front expense, no load policies usually cost less. But no load doesn't mean no service. Just because Ameritas Life's no load products are low cost doesn't mean you have to sacrifice on customer service quality.

Our Purpose Is Simple

We're in the business of creating opportunities to help you secure a better financial future and help you create the potential to enjoy life at its very best. When Ameritas Life pioneered non-commission life insurance more than 30 years ago, we embraced a service philosophy consistent with providing insurance to cost-conscious advisors and their clients.

That philosophy is still in practice today. Ameritas Life representatives are salaried professionals whose goal is to use their knowledge to help you and your advisor make an informed decision. We are available both before and after the purchase to assist with any questions you may have.

Experience the Ameritas Life no load difference today.

800-255-9678

ameritasdirect.com

How Can A Variable Annuity Help Me Save for Retirement?

Annuities are popular with people saving for retirement because they offer a combination of accumulation potential and guarantees** not found in other investments.

The Retirement Challenge

The Employee Benefit Research Institute estimates that among private sector workers, 84% were participating in a defined benefit program in 1979. By 2009, this figure dropped to 33%. Only 42% of private sector workers age 25 to 64 have any pension coverage in their current job. The fear of outliving one's assets is one of the top financial concerns of many Americans and insurance companies are the only legal entities that can ensure retirement income for a person's lifetime.

Lower Expenses Make a Difference

With the Ameritas Advisor No-Load VA, we've cut our costs and passed the savings on to you. By removing the commissions, we've produced one of the most competitively priced variable annuities in the industry. Ameritas No-Load VAs have often been named to Barron's top 50 Best Annuities. In fact, our costs are 60% less than the average.* We think it'll pay you to learn more.

Tax-Deferred Accumulation Potential

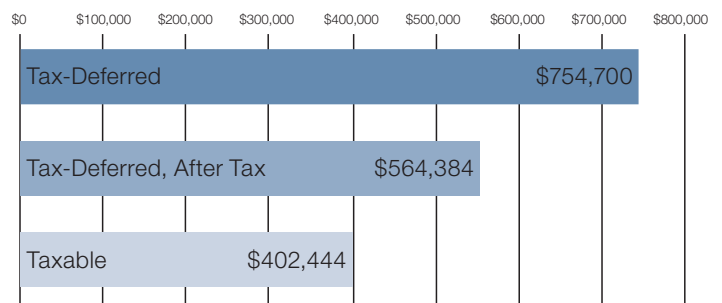
A variable annuity offers you the:

- Growth potential of a variety of investment options managed by some of the top names in the industry.
- Diversity of a variety of money managers and types of investments conveniently offered within one product.
- Tax advantage of transferring from one investment option to another with no current tax consequences.
- Tax-deferral to help you keep more of what you earn.

This example shows how powerful tax deferral can be. A single tax-deferred investment of \$75,000 earning 8% gross annual interest over 30 years grows to more than \$750,000. Even after taxes of 28% are paid upon withdrawal of the lump sum, the amount received is more than \$560,000—much more than the \$400,000 earned on a taxable investment, which paid 28% taxes annually.

Actual returns will vary. This chart does not reflect factors which would reduce the performance such as insurance expenses: currently 0.45% (guaranteed** max. 0.80%), annual policy fee of \$40 (guaranteed** not to increase) which is waived for account values \$50,000 or over, or investment option fees (which vary by investment option). Lower tax rates on capital gains and dividends could make the taxable investment returns more favorable, thereby reducing the difference in performance.

Hypothetical Tax-Deferred Accumulation Example



Consider your personal investment horizon and income tax rate, both current and anticipated, when making an investment decision. Changes in tax rates and tax treatment of investment earnings may further impact the results of this comparison.

* According to Morningstar® Annuity Research Center 2015 Industry Expense Report. © Copyright 2016 Morningstar, Inc. All Rights Reserved.

** Guarantees based on the claims-paying ability of the insurer.

Guarantees

Variable annuities offer features that can help provide you with guaranteed income* you can't outlive and a guaranteed death benefit for your beneficiaries.

When you are ready, you can turn your annuity into a regular stream of income.* You have the flexibility to choose how to receive your income. These options include ways to provide guaranteed income you can't outlive. Only an annuity can provide you with income that's guaranteed to last as long as you do.

Withdrawal Flexibility

You have the option to simply withdraw money from your annuity without any withdrawal charges and can arrange for automatic withdrawals to be distributed on a regular basis directly to your checking account. The advantage of this option is that you remain in complete control of your annuity. Keep in mind there is no guarantee your assets will last a lifetime unless you take advantage of one of the guaranteed income features of the annuity*. Any gains are taxed as ordinary income and withdrawals prior to age 59½ may be subject to additional penalties.

top five features of variable annuities

1. **Tax Deferral**—More of your money can work for you, which can help you accumulate more.
2. **Guaranteed Income**—You can turn your annuity into a regular stream of income that can be guaranteed to last as long as you live.
3. **Death Benefit Protection**—If you die while accumulating money in your annuity your beneficiaries will receive a guaranteed death benefit, even if the value of your annuity falls.
4. **Range of Investment Options**—Choose from more than 60 investment options from several fund managers—all conveniently available within one product.
5. **Unlimited Contributions**—Unlike most tax-favored programs, a variable annuity generally does not limit how much you can invest which is why it is often used as a supplement to an IRA or employer-sponsored retirement plan.

* Available through the lifetime income annuitization or lifetime withdrawal benefit.

Annuity Income Options

With this option, the annuity assets are distributed by Ameritas Life and are converted to a regular stream of income to you. You have six annuity income options from which to choose in addition to the option to "stretch" distributions over a period not to exceed life expectancy.

- (1) **Interest Payment.** While proceeds remain on deposit, we annually credit interest to the proceeds. The interest may be paid to the payee you have designated or added to the amount on deposit.
- (2) **Designated Amount Annuity.** Proceeds are paid in monthly installments of a specified amount over at least a 5-year period until proceeds, with interest, have been fully paid.
- (3) **Designated Period Annuity.** Proceeds are paid in monthly installments for the specified period you have chosen.
- (4) **Lifetime Income Annuity.** Proceeds are paid as monthly income during the Annuitant's life. Variations provide for guaranteed payments for a period of time.
- (5) **Joint and Last Survivor Lifetime Income Annuity.** Proceeds are paid as monthly income during the joint annuitants' lives and until the last death.
- (6) **Lump Sum.** Proceeds are paid in one sum. Additional information is available in your policy and current policy prospectus.

Guaranteed Death Benefit

The annuity's death benefit ensures that if you die while accumulating money in your annuity, your beneficiaries will receive at least the amount you originally invested adjusted for any withdrawals you have taken.

Leaving a lasting legacy for loved ones is often very important. Doing so without taking into consideration the tax implications associated with certain distributions can result in expensive consequences to the heirs. A deferred annuity can be a powerful accumulation tool. However the manner in which the beneficiaries are designated and how the proceeds are distributed can have an impact on the amount your beneficiaries actually receive.

Beneficiaries of an annuity have several options for payout available to them, including:

Lump sum payout – the beneficiary receives the death benefit immediately in addition to incurring entire the tax liability.

Annuitization – this options provides for a longer time frame to distribute the account, can provide for guaranteed lifetime income, and each payment is partly a return of principle and part taxable income. This option can help diminish the tax impact but lacks flexibility.

Payout within 5 Years – required if the beneficiary is a non natural entity such as a trust or if distributions for an individual do not begin within one year of the date of death of the owner. Taxes are incurred as distributions are made.

Nonqualified 'stretch' or 'beneficiary' annuity – this option is often overlooked but is usually available to the beneficiary in addition to the other distribution options. This option permits beneficiaries of nonqualified annuities to 'stretch' distributions over a period of time while offering flexibility, liquidity and control.



Lower Costs Add Up to Big Savings

Generally, there are three types of fees for a variable annuity: insurance expenses, investment option expenses and surrender charges. Of course, the lower an annuity's costs, the better for you. When less of your money goes toward fees and expenses, more is invested and working for you.

Lower Insurance Expenses

Insurance expenses are generally charged as a percentage of the value of the annuity and they pay for costs relating to the development and sale of the product including overhead, customer support, sales and marketing, commissions, and administration. Because no-load annuities do not have commissions, they tend to have lower insurance fees.

The Ameritas Advisor No-Load VA charges less than half of the industry average—currently charging just 0.45% (guaranteed not to exceed 0.80%) and has an annual policy fee of \$40 (guaranteed not to increase), which is waived for account values of \$50,000 or more. The industry weighted average is 1.21% plus an average annual policy fee of \$35.63.* The difference can save you \$760 a year in fees for every \$100,000 you invest.

Low-Cost Investment Options

Investment options have expenses which are used to pay the investment advisor or subadvisor for management advice as well as for actual trading expenses and other costs of running the investment option. These fees vary depending on which investment options you choose within your annuity. In order to determine your total subaccount fees, you need to determine what portion of your annuity will be invested in each option, and calculate the fees accordingly.

The Ameritas Advisor No-Load VA features a line-up of more than 65 investment options from some of the most trusted investment fund managers in the industry. And with the Ameritas Advisor No-Load VA there's no additional 'platform' charge for using low cost investment options like Vanguard or Dimensional.

Do lower expenses really matter?

Studies have shown that lower-cost funds tend to outperform higher-cost funds. According to a Morningstar study, in every single time period and data point tested, low-cost funds beat high-cost funds. Morningstar found that expenses were a better predictor of fund performance than even its own star-rating system. Costs matter because they are deducted regardless of the market environment.

What does that mean to the average individual investor? An investor should check the combination of the insurance and investment option expenses when making a purchase.

These lower expenses allow more of your money to work for you and can help you accumulate more. The hypothetical example on the next page illustrates how even small differences in fees can make a big difference in potential growth—especially for a long-term investment like an annuity.

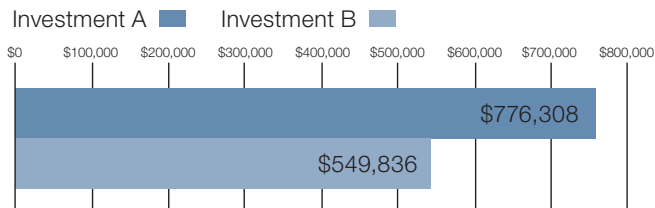
* Based on Morningstar® Annuity Research Center 2015 Industry Expense Averages. © Copyright 2016 Morningstar, Inc. All Rights Reserved.

The Ameritas Advisor No-Load VA has no sales loads, so more of your money works for you immediately.

Even small differences in fees can make a big difference in potential growth—especially over time. Compare two hypothetical investments. Let's say you invested \$100,000 and it earned 8% gross interest each year for 30 years. With Investment A, insurance expenses (0.45%) and investment option expenses (0.48%*) would be deducted and your investment would grow to approximately \$776,000. With insurance and investment options expenses totaling 2.15%, Investment B would grow to approximately \$549,836. In this example, lower expenses helped you accumulate \$226,000 more.

Again, this is a hypothetical example used for illustrative purposes only. Actual rates of return will vary over time, particularly for a long-term investment like an annuity. But it does illustrate the difference lower expenses can make.

Hypothetical Accumulation Example



*Weighted Average fund expense assumes a Fund Management fee (total fund operating expense including investment management fee and other fund expenses) based on the ratio of each of the subaccounts assets including the fixed account to all portfolios as of December 31, 2015.

Withdrawal Charges

Many variable annuities carry surrender or withdrawal charges, which means that if you change your mind and want to cancel the contract early, you forfeit a percentage of your money to the insurance company. This charge can effectively limit the liquidity your annuity offers. The Ameritas Advisor No-Load VA has no withdrawal charges, which means you have full access to the value of your annuity. Of course, annuities are designed as long-term retirement planning tools and any gains are taxed as ordinary income, and a tax penalty may apply to withdrawals before age 59½.



Investing In Your Variable Annuity

When you invest in the Ameritas Advisor No-Load VA, you can choose from more than 60 low-, medium-, and high-risk investment options managed by well-known fund families. You can also choose a guaranteed interest option with the principal guaranteed by Ameritas Life—all within the convenience of one product.

who should invest?

A variable annuity is most suitable for someone who:

- Is investing for the long-term.
- Wants to take full advantage of tax-deferred investment options.
- Does not plan to withdraw funds before age 59½.
- Wants to control when income is received.
- Is comfortable directing the investments inside the contract.
- Understands the inherent risks of market volatility.
- Wants to name a specific beneficiary to receive assets.

Choose from Vanguard, Dimensional and More

Your financial advisor can assist you in developing a customized asset allocation strategy.

When selecting your personal combination of investment options, you should be guided by your long-term goals, your tolerance for risk, and when you will be accessing the funds for income.

Tax Advantages

In addition to tax-deferred investing, the Ameritas Advisor No-Load VA offers tax-free transfers among investment options. Transfers between options (and even between fund families) are quick, convenient, and free of tax consequences. This feature is important when economic conditions or your personal needs or strategies change. It is also valuable when you implement long-term asset allocation or rebalancing strategies.

Unlimited Contributions

Unlike most tax-favored programs, a variable annuity generally does not limit how much one can invest. This is why it is often used as a supplement to an IRA or employer-sponsored retirement plan.

Making It Easy to Establish and Maintain Your Annuity

At ameritasdirect.com, you can access many of the tools you and your advisor will need to manage your annuity:

- **Performance.** Use the Performance menu on the home page to view the current investment results, including results arranged by asset class and even by asset allocation model.
- **Trading.** Online trades are available around the clock.* You can reallocate the money currently in your annuity or redirect future contributions within a secure transaction tool. You will receive confirmation of the trade via email.
- **Account Access.** To access specific information about your policy, select the Account Access option on ameritasdirect.com to be instantly connected to Service Central where you can log on to check your policy values, coverage, request service forms and more.

Getting Started

To purchase an Ameritas Advisor No-Load VA, simply complete the application (and applicable forms), enclose a check for your initial purchase (minimum \$2,000) or complete the transfer/roll-over form and mail, email or fax to Ameritas Life.

If you have questions, simply contact your financial professional or an Ameritas Life representative. Our representatives are salaried professionals who are available both before and after the purchase to assist in answering any questions you or your advisor may have. They are delighted to use their considerable knowledge to help you and your advisor make an informed decision. From simple answers to complex problem solving, they are at your service.

* Trades that are received during hours that the stock market is not open will be processed on the next trading day.

facts at a glance

Issue Age:	0-85
Premium:	Minimum Initial: \$2,000 Maximum: \$1 million (higher amounts require prior approval) Additional: \$250 Automatic Bank Withdrawal: \$50 25% maximum on premium allocation to the Fixed Account.
Sales Load:	None
Withdrawal Charge:	None
M&E Fee:	0.45% current annually, (maximum 0.80%) 0% from the Fixed Account.
Annual Policy Fee:	\$40 (guaranteed not to increase), waived if policy value \$50,000 or over on anniversary.
Guaranteed Death Benefit:	If the owner dies prior to annuitization, the designated beneficiary is paid the greater of the policy value or premiums paid less a proportional reduction for partial withdrawals. Guarantees are based on the claims-paying ability of the insurer.
State Approvals:	Not available in NY.



Ameritas Life Insurance Corp.

Ameritas Advisor Services

P.O. Box 81889
Lincoln, NE 68501-1889
800-255-9678
ameritasdirect.com

The Ameritas Advisor No-Load VA (form 6150) is issued by Ameritas Life Insurance Corp. and underwritten by affiliate Ameritas Investment Corp.

All guarantees are based upon the claims-paying ability of the issuing company and do not apply to the investment performance or account value of the underlying variable portfolios.

Variable annuities are suitable for long-term investing, particularly for retirement, and are subject to investment risk, including possible loss of principal.

Policy features may vary and may not be available in all states.

Before investing, carefully consider the investment objectives, risks, charges and expenses and other important information about the policy issuer and underlying investment options. This information can be found in the policy and investment option prospectuses. You can obtain copies online at ameritasdirect.com or by calling 800-255-9678. Read the prospectuses carefully before investing.

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