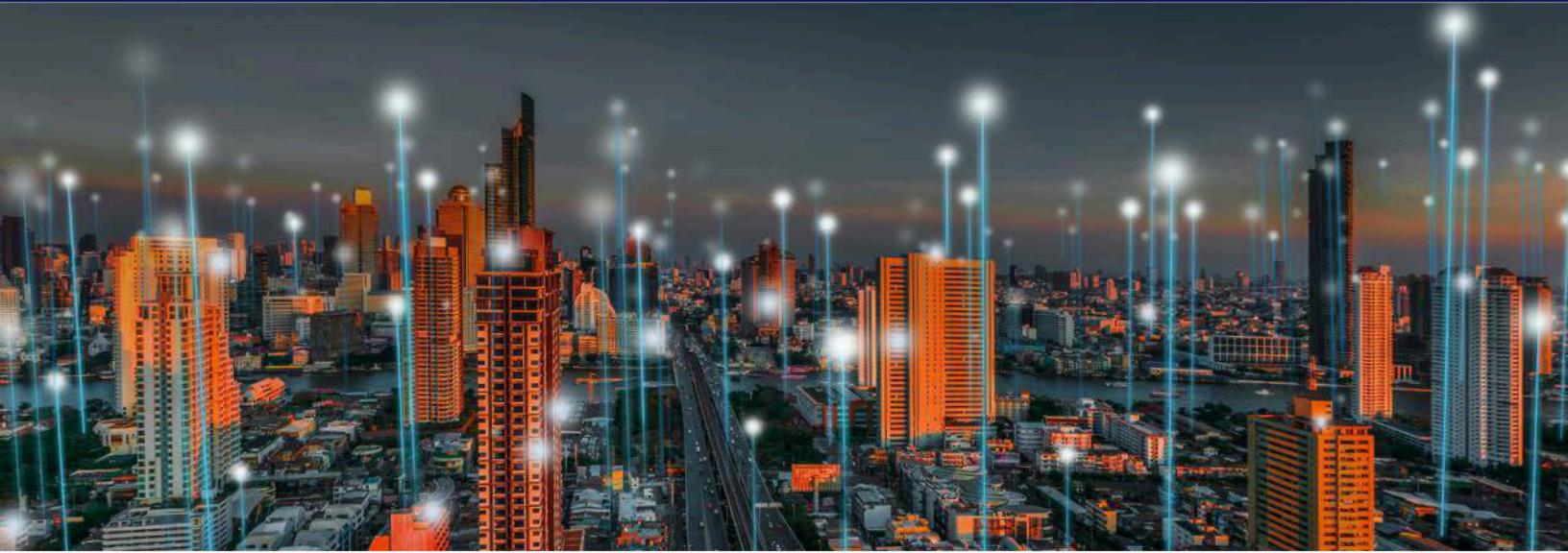


Capture growth potential intelligently



The AI Powered Multi-Asset Index (Ticker Symbol: AIMAX) is the first and only rules-based strategy to use IBM Watson® to provide dynamic exposure to multiple asset classes.

Watson™ enables AiMAX to analyze millions of data sources every day, helping to build intuition and experience while continuing to learn as new information becomes available. By applying what it has learned, AiMAX objectively evaluates assets, finds those whose prices are poised for growth and rebalances a portion of its portfolio each week to adapt to changing market conditions.

Turning data into investment insight

- AiMAX learns from thousands of financial, macro, market and news signals to generate return forecasts for the 15 underlying Exchange Traded Funds (ETFs) that make up the index.
- AiMAX simulates all possible portfolio combinations and measures forecasted returns and risk. Only portfolios with risk below a certain level are included.
- AiMAX selects the portfolio with the highest forecasted return and rebalances a portion of the index accordingly. The process is repeated weekly, resulting in a strategy that can respond more quickly as markets change.

AI: At work in your life



- Medical screenings and clinical trials
- GPS navigation
- Visual recognition
- Fraud protection
- Mobile banking and more!

ibm.com/watson/about

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How you earn interest

Interest credits, if any, are based in part on the performance of AiMAX during each Index Term Period, subject to a Participation Rate.

Once earned, interest credits are locked in and cannot be lost to future market downturns. You will never receive less than 0% interest in any crediting period.

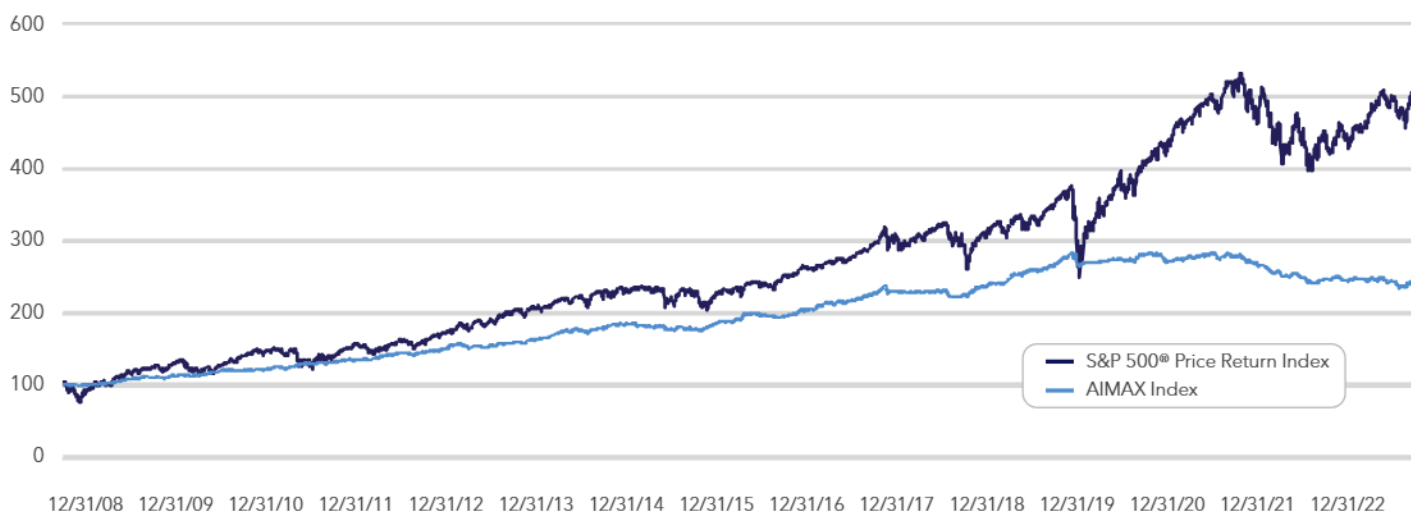
Choosing an interest crediting strategy in your Athene fixed indexed annuity

The AI Powered Multi-Asset Index may be appropriate for you if you want an index that seeks to:

- Harness the power of AI to analyze, forecast and respond to thousands of market intelligence data points.
- Provide diversified access to a broad range of asset classes on a global scale.
- Manage volatility risk in the underlying index with a daily risk control mechanism.*

Let AI guide you toward smoother, more consistent returns

AI Powered Multi-Asset Index: Hypothetical Index Values



The AI Powered Multi-Asset Index inception date is 01/26/2021. This scenario illustrates pre-inception performance data of the Index, as provided by HSBC, based on the hypothetical closing index data from 12/31/2008 through 01/25/2016 and actual performance data after the inception date through 12/31/2023. Index performance reflects back-tested results, which is not actual performance, but is calculated by applying the index methodology (designed with the benefit of hindsight) to historical financial data. While the index did not exist during this time period, the components did. Back-tested performance is hypothetical and has been provided for informational purposes only. It is not intended to predict future performance and actual performance will vary, perhaps materially, from the hypothetical performance shown above. The hypothetical performance of the index does not correlate directly to index credits. Please refer to the Index Strategy Insert for more information about how interest is credited.

Four great companies at work for you

HSBC: One of the world's largest banking and financial services companies, HSBC has connected over 40 million customers to opportunities since 1865. HSBC is the sponsor of the AiMAX index.

EquBot: The first team to develop and market an AI-based ETF, their proprietary algorithms and multiple AI cognitive computing platforms are the driving force behind the AiMAX methodology.

IBM Watson: A platform representing a new era in computing where systems understand the world the way humans do – through intuition, learning and experience.

Athene: An industry leader known for bringing innovative annuity products to market.

Want to learn More?

Visit aimax.gbm.hsbc.com. Then, contact your Athene financial professional to see how this innovative index, through the power of AI, can help simplify investing in today's technologically advanced world.

* AiMAX is an excess return index. The return of AiMAX is determined by reference to the performance of the Base Index (as adjusted based on the applicable exposure) in excess of the performance of a reference rate, the USD 3-month LIBOR rate. In addition, the index includes a 0.75% annual fee. Because this index applies a volatility control mechanism, the range of both the positive and negative performance of the index is limited.

While there is no stated Cap Rate with this strategy, certain limitations such as a Participation Rate will apply. Interest credits, if any, are calculated and credited at the end of the Index Term Period. Interest credits are based upon the point-to-point movements of this index over the Index Term Period, subject to stated limitations. It is possible that the interest earned may be zero. Index Crediting strategies may be added or eliminated at the company's discretion, and may not be available in all states. If a strategy is eliminated, its value will be reallocated to the Fixed Strategy.

Indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. Market indices may not include dividends paid on the underlying stocks, and therefore may not reflect the total return of the underlying stocks; neither an index nor any market-indexed annuity is comparable to a direct investment in the equity markets.

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