

# The Athene Advantage – Innovation, Commitment and Growth



**December 9, 2016** marked the beginning of a new chapter in a remarkable success story. On that cold, chilly Friday, CEO Jim Belardi rang the opening bell on the New York Stock Exchange and Athene Holding Ltd. (NYSE: ATH) became a public company.

Athene is an upstart in an industry known for iconic brands with long pedigrees. We were founded in 2009 by Jim and Frank (Chip) Gillis, with backing from a subsidiary of the private equity firm Apollo Global Management.



## Building on wisdom and experience

Named for the Greek goddess of wisdom and strategy, Athene entered the annuity marketplace just as the 2008 financial crisis was driving established companies out. The Baby Boomer generation was beginning to retire, literally by the tens of thousands. There was a need for a well-capitalized company with an experienced management team to meet the growing demand for solutions to fund retirement needs.

Athene had three things that were then in short supply: capital, vision, and experience. Jim Belardi had been president of SunAmerica Life Insurance Company when it was the fastest-growing stock on the NYSE. He had also served as executive vice president and CIO of AIG Retirement Services Inc., where he oversaw an invested asset portfolio of \$250 billion. Chip Gillis was former head of Bear Stearns' Insurance Solutions Group, where he led the company's entry into the funding agreement-backed note business and created the turnkey Premium Asset Trust Series.



## Raising the bar...and reaching even higher

In a rapidly changing industry, Athene dares to think differently. With innovation, discipline and drive, we have transformed our business from a focus on block reinsurance to a diversified retirement services company with retail, reinsurance and institutional product distribution platforms. In the process, we've taken Athene from a standing start to a publicly traded company in just seven years.

Our unique business model pairs financial strength and performance with innovation. It leverages cost savings and efficiencies through strategic acquisitions, organic growth, tactical partnerships and more. We believe the thoughtful execution of forward-thinking strategies unlocks opportunities for our investors, shareholders, customers and distribution partners.



## Optimistic about our future – and yours!

Ready and willing to act, we're passionate about pushing boundaries and pioneering new solutions. Never satisfied with the status quo, Athene relentlessly seeks new opportunities. We continue to invest in exceptional leadership, a dedicated work force and top-notch technological solutions in order to create a winning culture.

Our greatest asset, however, is the people we serve. We are constantly "driven to do more." Our unwavering commitment to provide best-in-class retirement solutions for our customers is what sets us apart and gives you "The Athene Advantage."



**2009:**

Jim Belardi and Chip Gillis launch Athene.

**2011:**

Athene enters the retail annuity market and completes its first two acquisitions.

**2013:**

The Aviva acquisition is complete – our largest acquisition to date.

**2015:**

Athene completes its first international acquisition.

**2016:**

Athene listed on the New York Stock Exchange.

**2017:**

Athene receives an A (Excellent) rating from A.M. Best<sup>1</sup>, Ranked #2 in fixed indexed annuity sales<sup>2</sup>, enters the Pension Risk Transfer (PRT) market and enters into a reinsurance agreement with Voya Financial.

<sup>1</sup> Financial strength ratings for Athene Annuity & Life Assurance Company, Athene Annuity and Life Company, Athene Annuity & Life Assurance Company of New York and Athene Life Re. A.M. Best credit ratings reflect their assessment of the relative ability of an insurer to meet its ongoing insurance policy and contract obligations. Ratings as of April 2018 (3rd highest of 16).

<sup>2</sup> LIMRA US Individual Annuity Industry Sales Report, LIMRA Secure Retirement Institute, fourth quarter 2017.

This material is a general description intended for general public use. Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (including MA) and D.C., and Athene Annuity & Life Assurance Company of New York (68039), headquartered in Pearl River, NY, and issuing annuities in New York, are not undertaking to provide investment advice for any individual or in any individual situation, and therefore nothing in this should be read as investment advice. Please reach out to your financial professional if you have any questions about Athene products or their features.

The term “financial professional” is not intended to imply engagement in an advisory business with compensation unrelated to sales. Financial professionals will be paid a commission on the sale of an Athene annuity.

ATHENE ANNUITIES ARE PRODUCTS OF THE INSURANCE INDUSTRY AND NOT GUARANTEED BY ANY BANK NOR INSURED BY FDIC OR NCUA/NCUSIF. MAY LOSE VALUE. NO BANK/CREDIT UNION GUARANTEE. NOT A DEPOSIT. NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY. MAY ONLY BE OFFERED BY A LICENSED INSURANCE AGENT.