



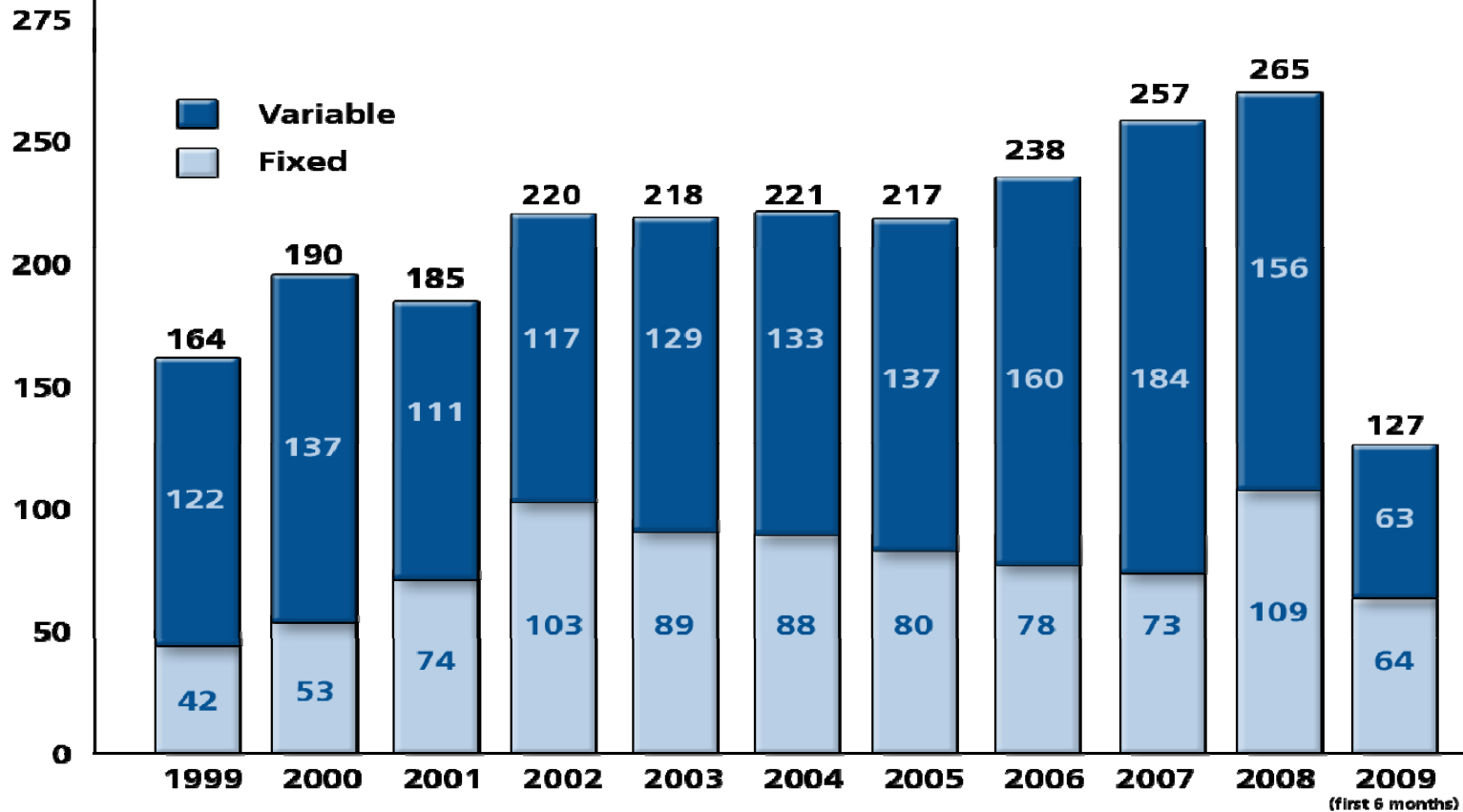
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# Annuity Sales Estimates

Dollars in Billions



Source LIMRA



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## ***MultiChoice* Freedom Series**

# **Choice of 5 products**

### **Freedom 3, Freedom 5, and Freedom 7**

Non bonus

### **FreedomPlus and FreedomPlus S**

10-Year, 5% Premium Bonus on all first and second year premium

### **FreedomXtra**

10-Year, 8% Premium Bonus on all first and second year premium



Bonus annuities may feature lower rates or other restrictions that are not included in similar annuities that don't offer a premium bonus feature.  
*MultiChoice* Freedom Series Fixed Annuity Series [forms MCF3 (08/08), MCF5 (08/08), MCF7 (08/08) and MCFP (08/08), and MCFR (08/08), or state variation], are issued by Aviva Life and Annuity Company, Des Moines, IA. Product features, limitations and availability vary by State.

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*MultiChoice* **Freedom Series**

## **Withdrawal Charges**

**Freedom 3** – 3-Year Withdrawal Charge Schedule

**Freedom 5** – 5-Year Withdrawal Charge Schedule

**Freedom 7** – 7-Year Withdrawal Charge Schedule

**FreedomPlus & FreedomXtra** - 10-year Withdrawal Charge Schedule

**No Market Value Adjustment (MVA)**



Withdrawals in excess of the free amount are subject to withdrawal charges and on FreedomXtra, also subject to premium bonus recapture charges.

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## *MultiChoice Freedom Series*

# Benefits and Riders

- ✓ 10% Free Withdrawal from Day 1
- ✓ 20% Cumulative Withdrawal Starting Year 2
- ✓ Checkbook Access in Year 1
- ✓ 20% Annual Home Health Care Waiver
- ✓ 100% Confinement and Terminal Illness Waivers
- ✓ **LifetimePay<sup>SM</sup> Flex** Income Rider
- ✓ **InsurePay<sup>SM</sup>** Death Benefit Rider



Taxable amounts withdrawn prior to 59 ½ may be subject to a 10% IRS penalty in addition to ordinary income tax. Withdrawals in excess of the free amounts are subject to withdrawal charges and premium bonus recapture charges (if applicable) that may result in the loss of principal if taken during the first 3, 5, 7, or 10 years of the contract.  
20% available if a Free Withdrawal was not taken in prior Contract year.  
Waivers available after year 1; availability varies by state; additional limitations may apply.  
Checkbook access limitations apply; availability varies by State.

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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

**How can the 7.2%  
Accumulation Rate on the  
*LifetimePay<sup>SM</sup> Flex Income  
Account Value*  
work for your client?**



The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years. The guaranteed rate is available only with the purchase of *LifetimePay<sup>SM</sup> Flex*, an optional benefit for which an annual premium is charged and must be purchased in conjunction with the annuity contract. The Income Account Value is not the same as the Accumulated Value of the base annuity contract, and it is not available for lump sum withdrawal.

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## **Lifetime Pay<sup>SM</sup> Flex Optional Income Rider**

- ✓ Allows your client to take Lifetime Income Withdrawals without annuitizing the contract
- ✓ Can only be added when annuity contract is issued
- ✓ Cannot be added at a later time
- ✓ Cannot be added without purchasing a Freedom Series Fixed Annuity
- ✓ Not available in all states
- ✓ There is a charge for this rider



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## *Lifetime Pay<sup>SM</sup> Flex Optional Income Rider*

Same great features as *Lifetime Pay<sup>SM</sup>* and *Lifetime Pay<sup>SM</sup> Plus*

- ✓ Can start and stop income at any time!
- ✓ Income available as early as attained age 50
- ✓ Withdrawals available Day 1
- ✓ 7.2% Guaranteed Growth in Income Account Value
- ✓ Wellness Benefits
- ✓ Income “Doubling” Benefits



During the first 20 contract years a 7.2% compound annual rate is guaranteed on the Income Account Value until Rider Withdrawals commence. The Income Account Value is not the same as the Accumulated Value of the base annuity contract, and it is not available for lump sum withdrawal. It is anticipated that Wellness for Life® services will be provided by Mayo Clinic Health Solutions for the life of the Program. It is possible that the provider and/or menu of Wellness Services may change or be enhanced at some future date. These benefits are not available by themselves without purchase of the rider. Wellness benefits not available in all states. Lifetime Income Withdrawals double if Confinement criteria are met as defined in the Contract.

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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

### Notable differences from *LifetimePay<sup>SM</sup>* and *LifetimePay<sup>SM</sup> Plus*

- ✓ No Restart or Step-Up
- ✓ 20-Year Accumulation
- ✓ No Income Withdrawals (Only Lifetime Withdrawals)
- ✓ Charge calculated on Accumulated Value of annuity
- ✓ Increasing Benefit Option
- ✓ Simplified Payout factors
- ✓ 5-Year Death Benefit Payout Option
- ✓ Charge is 45 bps



Amount and timing of payments under the 5 year Death Benefit payout are subject to IRS limits. The Increasing Benefit Option ceases when the Accumulated Value of the underlying annuity contract equals zero.

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# ***LifetimePay*<sup>SM</sup> Flex Optional Income Rider**

## **Payout Options**

Maximum Annual Lifetime Income Withdrawal Percentages  
with Level and Increasing Benefit Options

<b>Attained Age at time of Election</b>	<b>Single Life Income Percentage</b>	<b>Joint Life Income Percentage</b>	<b>Single Life Income Percentage with Increasing Benefit Option</b>	<b>Joint Life Income Percentage with Increasing Benefit Option</b>
<b>50-59</b>	<b>4.0%</b>	<b>3.5%</b>	<b>3.0%</b>	<b>2.5%</b>
<b>60-69</b>	<b>5.0%</b>	<b>4.5%</b>	<b>4.0%</b>	<b>3.5%</b>
<b>70-79</b>	<b>6.0%</b>	<b>5.5%</b>	<b>5.0%</b>	<b>4.5%</b>
<b>80+</b>	<b>7.0%</b>	<b>6.5%</b>	<b>6.0%</b>	<b>5.5%</b>



Joint payout options are based on the age of the younger person. If surviving spouse is sole primary beneficiary, he/she may continue the policy and this rider if in the accumulation period. If the rider is in the income period, the rider will only continue if a joint payout option was elected and withdrawals were based on the life of the spouse.

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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

### Charge for the *LifetimePay<sup>SM</sup> Flex Rider*

✓ 45 bps annually

- Calculated annually on previous year-end Accumulated Value
- Deducted monthly from Accumulated Value
- Charge starts in Year 1



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## **Lifetime Pay<sup>SM</sup> Flex Optional Income Rider**

### **The Income Account Value:**

- ✓ Is separate from the Accumulated Value of the base annuity contract
- ✓ Serves only as the basis for determining the amount of income available for Lifetime Income Withdrawals under rider provisions
- ✓ Ceases to exist if the annuity contract is surrendered



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## **Lifetime Pay<sup>SM</sup> Flex Optional Income Rider**

### **The Income Account Value is NOT**

- ✓ A lump sum surrender account
- ✓ A lump sum death benefit account
- ✓ An annuitization account
- ✓ Used to determine the taxable implications of any withdrawals
- ✓ The value of the underlying annuity
- ✓ The underlying annuity guarantee



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## **Lifetime Pay<sup>SM</sup> Flex Optional Income Rider**

### **3 Distinct Income Account Value Periods**

- ✓ Accumulation Period
- ✓ Income Period
- ✓ Extended Income Period



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# *Lifetime Pay<sup>SM</sup> Flex Optional Income Rider*

## Accumulation Period

- 7.2% accumulation continues for the first 20 years of the contract
- Accumulation then stops when the customer **elects** the first income withdrawal under the provisions of the rider
- Normal withdrawals prior to election do not stop the 7.2% accumulation under the rider



Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years. The guaranteed rate is available only with the purchase of *Lifetime Pay<sup>SM</sup> Flex* and must be purchased in conjunction with the annuity contract.

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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

### Accumulation Period

- Since the Income Account Value continues to accumulate at 7.2% interest it may be in the client's best interest to first take normal withdrawals under the base contract
- Election at a later attained age may provide a higher payout percentage and a higher Income Account Value



The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years. The guaranteed rate is available only with the purchase of *LifetimePay<sup>SM</sup> Flex* and must be purchased in conjunction with the annuity contract. The payout percentage is based on the age of the younger person and selected payout option. Once *LifetimePay<sup>SM</sup> Flex* withdrawals are elected, the withdrawal percentage is locked in for life; income will not decrease and is guaranteed as long as there are no excess withdrawals.

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# *Lifetime Pay<sup>SM</sup> Flex Optional Income Rider*

## Accumulation Period

During the Accumulation Period withdrawals will be subtracted in the following manner

1. Dollar-for-Dollar from the Accumulated Value of the Contract
2. Pro-rata using a percentage reduction from the Income Account Value



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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

### Withdrawal Options

At this time, the client needs income. The client has two options:

1. Take normal withdrawals from the underlying annuity; or
2. Elect lifetime income withdrawals through *LifetimePay<sup>SM</sup> Flex*.



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# Lifetime Pay<sup>SM</sup> Flex Optional Income Rider

## Accumulation Period Example

Accumulated Value		Income Account Value	
	\$100,000		\$100,000
Less Normal Withdrawal	- \$5,000	Less Pro-Rata (5%) Withdrawal	- \$5,000
After Withdrawal	\$95,000	After Withdrawal	\$95,000
Plus 2% Interest	\$1,900	Plus 7.2% Interest	\$6,840
<b>End of Year</b>	<b>\$96,900</b>	<b>End of Year</b>	<b>\$101,840</b>



This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Life Level Benefit was elected. This is an illustration. It is not intended to predict past or future performance.  
 The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years.  
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# Lifetime Pay<sup>SM</sup> Flex Optional Income Rider

## Next Year - Accumulation Period Example

Accumulated Value		Income Account Value	
	\$96,900		\$101,840
Less Normal Withdrawal	- \$5,000	Less Pro-Rata (5.16%) Withdrawal	- \$5,255
After Withdrawal	\$91,900	After Withdrawal	\$96,585
Plus 2% Interest	\$1,838	Plus 7.2% Interest	\$6,954
<b>End of Year</b>	<b>\$93,738</b>	<b>End of Year</b>	<b>\$103,539</b>



This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Life Level Benefit was elected. This is an illustration. It is not intended to predict past or future performance.  
 The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years.  
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Accumulated Value						Income Account Value - (LifetimePay Flex Rider)					
Attained Age	Beginning of Year Accumulated Value Net 2.00%	Withdrawal	Annual Interest	End of Year Accumulated Value Net 2.00%	Withdrawal Percentage	Beginning of Year Income Account Value	Pro-Rata Withdrawal	Annual Interest @ 7.20%	End of Year Income Account Value @ 7.20%	Available LifetimePay Income Withdrawal Percentage	Available Lifetime Pay Income Withdrawal beginning of year
60	100,000	5,000	1,900	96,908	5.00%	100,000	5,000	6,840	101,840	5.00%	\$5,000
61	96,908	5,000	1,847	93,755	5.16%	101,840	5,255	6,954	103,539	5.00%	\$5,092
62	93,755	5,000	1,784	90,538	5.33%	103,539	5,523	7,057	105,074	5.00%	\$5,177
63	90,538	5,000	1,719	87,258	5.52%	105,074	5,804	7,147	106,417	5.00%	\$5,254
64	87,258	5,000	1,654	83,911	5.73%	106,417	6,100	7,223	107,539	5.00%	\$5,321
65	83,911	5,000	1,587	80,498	5.96%	107,539	6,411	7,281	108,409	5.00%	\$5,377
66	80,498	5,000	1,518	77,016	6.21%	108,409	6,738	7,320	108,991	5.00%	\$5,420
67	77,016	5,000	1,449	73,465	6.49%	108,991	7,082	7,337	109,247	5.00%	\$5,450
68	73,465	5,000	1,378	69,843	6.81%	109,247	7,443	7,330	109,134	5.00%	\$5,462
69	69,843	5,000	1,305	66,148	7.16%	109,134	7,822	7,294	108,607	5.00%	\$5,457
70	66,148	5,000	1,231	62,379	7.56%	108,607	8,221	7,228	107,614	6.00%	\$6,516



This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Life Level Benefit was elected. This is an illustration. It is not intended to predict past or future performance. The above chart illustrates a 2.0% annual growth on the Accumulated Value. The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years.

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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

### Results

- Age 60 client elected *LifetimePay<sup>SM</sup> Flex* withdrawals - \$5,000 per year for 10 years
- If client waited until attained age 70 and elected income, their Lifetime Annual Income under the rider would be \$6,516

**\$5,000 verses \$6,516**

- 30% Higher Income by waiting to turn on *LifetimePay<sup>SM</sup> Flex* 10 years later



The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years. The guaranteed rate is available only with the purchase of *LifetimePay<sup>SM</sup> Flex* and must be purchased in conjunction with the annuity contract. The payout percentage is based on the age of the younger person and selecting the Single Life Level Benefit Percentage. Once *LifetimePay<sup>SM</sup> Flex* withdrawals are elected, the withdrawal percentage is locked in for life; income will not decrease and is guaranteed as long as there are no excess withdrawals.

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# Lifetime Pay<sup>SM</sup> Flex Optional Income Rider

## Accumulation Period Example

Attained Age 70 RMD 3.65%

Accumulated Value		Income Account Value	
	\$100,000		\$100,000
Less RMD Withdrawal	- \$3,650	Less Pro-Rata (3.65%) Withdrawal	- \$3,650
After Withdrawal	\$96,350	After Withdrawal	\$96,350
Plus 2% Interest	\$1,927	Plus 7.2% Interest	\$6,937
<b>End of Year</b>	<b>\$98,277</b>	<b>End of Year</b>	<b>\$103,288</b>



This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Life Level Benefit was elected. This is an illustration. It is not intended to predict past or future performance.  
 The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years.  
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# Lifetime Pay<sup>SM</sup> Flex Optional Income Rider

## Next Year - Accumulation Period Example

Attained Age 71 RMD 3.77%

Accumulated Value		Income Account Value	
	\$98,277		\$103,288
Less RMD Withdrawal	- \$3,709	Less Pro-Rata (3.77%) Withdrawal	- \$3,898
After Withdrawal	\$94,568	After Withdrawal	\$99,390
Plus 2% Interest	\$1,891	Plus 7.2% Interest	\$7,156
<b>End of Year</b>	<b>\$96,460</b>	<b>End of Year</b>	<b>\$106,546</b>



This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Life Level Benefit was elected. This is an illustration. It is not intended to predict past or future performance.  
 The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years.  
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Accumulated Value						Income Account Value - (LifetimePay Flex Rider)					
Attained Age	Beginning of Year Accumulated Value 2.00%	Withdrawal	Annual Interest	End of Year Accumulated Value 2.00%	Withdrawal Percentage	Beginning of Year Income Account Value	Pro-Rata Withdrawal	Annual Interest @ 7.20%	End of Year Income Account Value @ 7.20%	Available LifetimePay Lifetime Income Withdrawal Percentage	Available LifetimePay Lifetime Income Withdrawal beginning of year
70	100,000	3,650	1,927	98,277	3.65%	100,000	3,650	6,937	103,288	6.00%	\$6,000
71	98,277	3,709	1,891	96,460	3.77%	103,288	3,898	7,156	106,546	6.00%	\$6,197
72	96,460	3,768	1,854	94,546	3.91%	106,546	4,162	7,372	109,756	6.00%	\$6,393
73	94,546	3,828	1,814	92,533	4.05%	109,756	4,444	7,582	112,895	6.00%	\$6,585
74	92,533	3,888	1,773	90,418	4.20%	112,895	4,743	7,787	115,938	6.00%	\$6,774
75	90,418	3,948	1,729	88,199	4.37%	115,938	5,063	7,983	118,858	6.00%	\$6,956
76	88,199	4,009	1,684	85,873	4.55%	118,858	5,403	8,169	121,624	6.00%	\$7,131
77	85,873	4,051	1,636	83,459	4.72%	121,624	5,737	8,344	124,231	6.00%	\$7,297
78	83,459	4,111	1,587	80,935	4.93%	124,231	6,120	8,504	126,616	6.00%	\$7,454
79	80,935	4,151	1,536	78,320	5.13%	126,616	6,493	8,649	128,771	6.00%	\$7,597
80	78,320	4,188	1,483	75,614	5.35%	128,771	6,886	8,776	130,661	7.00%	\$9,014



This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Life Level Benefit was elected. This is an illustration. It is not intended to predict past or future performance. The above chart illustrates a 2.0% annual growth on the Accumulated Value.

The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years.

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## *LifetimePay<sup>SM</sup> Flex Optional Income Rider*

### Option 1

- Age 70 client wants to begin RMD's - elects income under the *LifetimePay<sup>SM</sup> Flex* Rider
- Maximum annual income under the rider would be \$6,000 for life

### Option 2

- Client takes RMD's for 10 years by taking withdrawals from the base contract – does not elect income via the *LifetimePay<sup>SM</sup> Flex* Rider
- Upon Reaching attained age 80, the client now wants to maximize their income and elects *LifetimePay<sup>SM</sup> Flex* - **\$9,014 guaranteed per year for life**

**50% Higher Income by waiting to turn on  
*LifetimePay<sup>SM</sup> Flex* 10 years later**



The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider. Until withdrawals under the rider are elected, the 7.2% growth on the Income Account Value is guaranteed for the first 20 contract years, not to exceed age 85, but never less than 5 years. The guaranteed rate is available only with the purchase of *LifetimePay<sup>SM</sup> Flex* and must be purchased in conjunction with the annuity contract. The payout percentage is based on the age of the younger person and selecting the Single Life Level Benefit Percentage. Once *LifetimePay<sup>SM</sup> Flex* withdrawals are elected, the withdrawal percentage is locked in for life; income will not decrease and is guaranteed as long as there are no excess withdrawals.  
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# Aviva *MultiChoice* Freedom Series

## Notable Differences from the Income Series

- ✓ Optional *LifetimePay*<sup>SM</sup> Flex Rider
- ✓ Optional *InsurePay*<sup>SM</sup> Death Benefit Rider
- ✓ No Market Value Adjustment (MVA)
- ✓ Daily Fixed Interest Credits
- ✓ Guaranteed Purchase Option Available on All Products



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# LifetimePay<sup>SM</sup> Flex Marketing Material

**Freedom Series Fixed Annuity Calculator**

Prepared for: [Name]

Select which product you are selling:  
 Freedom S, Freedom T, or Freedom P  
 FreedomPay  
 FreedomFlex

Select which rider you would like to include:  
 LifetimePay<sup>SM</sup>  
 AnnuityPay<sup>SM</sup>

Select what you would like to know:  
 Guaranteed Minimum Lifetime Annual Income  
 Required Initial Premium  
 Guaranteed Minimum Death Benefit

Enter your initial premium (\$1,000 minimum):  
 \$10,000

Enter your age:  
 65

Enter the number of years you want to defer your income:  
 5

If you want to illustrate joint life, enter age of spouse:  
 65

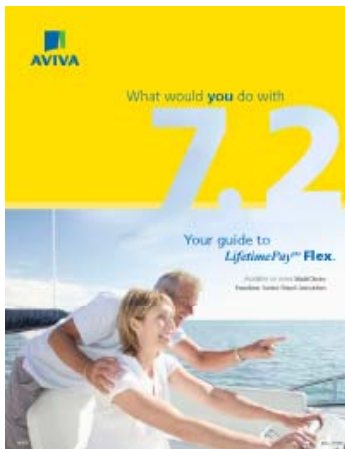
**Your Guaranteed Minimum Lifetime Annual Income: \$7,786**

Select the mode of withdrawal:  Annual  Semi-Annual  Quarterly  Monthly

**Confinement Income Doubler Benefit: \$15,372**

Calculate

Freedom Series Calculator



LifetimePay<sup>SM</sup> Flex Consumer Brochure

**MultiChoice** **AVIVA** **FreedomPay**

The Next Generation Annuity

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**NEW Fixed Annuities**  
from Aviva MultiChoice

Introducing **Freedom Series Fixed Annuities**

offering your clients:

- Fixed interest growth without stock market fluctuations.
- LifetimePay<sup>SM</sup> Flex** - An optional income rider offering 2.2% growth on the Income Annuity Value.
- AnnuityPay<sup>SM</sup>** - A guaranteed death benefit rider.

Available for Sale December 2, 2008

[Click Here](#) to access product details and new marketing material.

**STAY UP TO DATE WITH INFORMATION ON THE SEC'S PROPOSED RULE 151A WITH** [www.SEC151A.org](http://www.SEC151A.org)

**Income Series** Fixed Indexed Annuities

**Freedom Series** Fixed Annuities

**AVIVA**

www.MultiChoiceAnnuity.com



Freedom Series Agent Guide



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**LifetimePay<sup>SM</sup> Plus Optional Income Rider**

The following two slides  
illustrate **LifetimePay<sup>SM</sup> Plus**  
with an *Aviva MultiChoice*  
Fixed Indexed Annuity



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Accumulated Value						Income Account Value - (LifetimePay <sup>SM</sup> Plus Rider)					
Attained Age	Beginning of Year Accumulated Value 1.00%	Withdrawal	Annual Interest	End of Year Accumulated Value 1.00%	Withdrawal Percentage	Beginning of Year Income Account Value	Pro-Rata Withdrawal	Annual Interest @ 7.20%	End of Year Income Account Value @ 7.20%	Available LifetimePay Lifetime Income Withdrawal Percentage	Available LifetimePay Lifetime Income Withdrawal beginning of year
60	100,000	5,000	950	95,950	5.00%	100,000	5,000	6,840	101,840	5.00%	\$5,000
61	95,950	5,000	910	91,860	5.21%	101,840	5,307	6,950	103,483	5.00%	\$5,092
62	91,860	5,000	869	87,728	5.44%	103,483	5,633	7,045	104,896	5.00%	\$5,174
63	87,728	5,000	827	83,555	5.70%	104,896	5,978	7,122	106,040	5.00%	\$5,245
64	83,555	5,000	786	79,341	5.98%	106,040	6,345	7,178	106,872	5.00%	\$5,302
65	79,341	5,000	743	75,084	6.30%	106,872	6,735	7,210	107,347	5.50%	\$5,878
66	75,084	5,000	701	70,785	6.66%	107,347	7,148	7,214	107,413	5.50%	\$5,904
67	70,785	5,000	658	66,443	7.06%	107,413	7,587	7,187	107,013	5.50%	\$5,908
68	66,443	5,000	614	62,057	7.53%	107,013	8,053	7,125	106,085	5.50%	\$5,886
69	62,057	5,000	571	57,628	8.06%	106,085	8,547	7,023	104,561	5.50%	\$5,835
70	57,628	5,000	526	53,154	8.68%	104,561	9,072	6,875	102,364	6.00%	\$6,274

This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Annuitant Benefit was elected. This is an illustration. It is not intended to predict past or future performance. The above chart illustrates a 1.0% annual growth on the Accumulated Value. The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider.



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Accumulated Value						Income Account Value - (LifetimePay <sup>SM</sup> Plus Rider)					
Attained Age	Beginning of Year Accumulated Value 1.00%	Withdrawal	Annual Interest	End of Year Accumulated Value 1.00%	Withdrawal Percentage	Beginning of Year Income Account Value	Pro-Rata Withdrawal	Annual Interest @ 7.20%	End of Year Income Account Value @ 7.20%	Available LifetimePay Lifetime Income Withdrawal Percentage	Available LifetimePay Lifetime Income Withdrawal beginning of year
70	100,000	3,650	964	97,314	3.65%	100,000	3,650	6,937	103,288	6.00%	\$6,000
71	97,314	3,672	936	94,578	3.77%	103,288	3,898	7,156	106,546	6.00%	\$6,197
72	94,578	3,694	909	91,792	3.91%	106,546	4,162	7,372	109,756	6.00%	\$6,393
73	91,792	3,716	881	88,957	4.05%	109,756	4,444	7,582	112,895	6.00%	\$6,585
74	88,957	3,738	852	86,071	4.20%	112,895	4,743	7,787	115,938	6.00%	\$6,774
75	86,071	3,759	823	83,136	4.37%	115,938	5,063	7,983	118,858	6.50%	\$7,536
76	83,136	3,779	794	80,151	4.55%	118,858	5,403	8,169	121,624	6.50%	\$7,726
77	80,151	3,781	764	77,134	4.72%	121,624	5,737	8,344	124,231	6.50%	\$7,906
78	77,134	3,800	733	74,067	4.93%	124,231	6,120	8,504	126,616	6.50%	\$8,075
79	74,067	3,798	703	70,972	5.13%	126,616	6,493	8,649	128,771	6.50%	\$8,230
80	70,972	3,795	672	67,848	5.35%	128,771	6,886	8,776	130,661	7.00%	\$9,014

This hypothetical illustration assumes \$100,000 initial premium, no additional premium, no other withdrawals and the Single Annuitant Benefit was elected. This is an illustration. It is not intended to predict past or future performance. The above chart illustrates a 1.0% annual growth on the Accumulated Value. The 7.2% guaranteed rate on the Income Account Value stops once withdrawals are elected under the rider.



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# Disclosure

**LifetimePay<sup>SM</sup> Flex** [form MCAIRW (08/08) or state Variation] is an optional Rider for which an annual Premium is charged, and the *MultiChoice* Freedom Series Fixed Annuity Series [forms MCF3 (08/08), MCF5 (08/08), MCF7 (08/08) and MCFP (08/08), and MCFR (08/08), or state variation], are issued by Aviva Life and Annuity Company, Des Moines, IA. Product features, limitations and availability vary by State.

Bonus annuities may feature lower rates and other restrictions that are not included in similar annuities that don't offer a premium bonus annuity.

Withdrawals in excess of the free amount may be subject to Withdrawal Charges and Premium Bonus Recapture Charges. Excess withdrawals may result in the loss of principal if taken during the first 3-10 years of the Contract

**LifetimePay<sup>SM</sup> Plus** [form MCAIRW or state Variation] an optional Rider for which an annual Premium is charged, and the *MultiChoice* Income series [forms MCI5 (06/06), MCI7 (06/06), MCI10 (06/06) and MCIP (06/06), MCIR (09/07), MCIX (01/08) or state variation], are issued by Aviva Life and Annuity Company, Des Moines, IA. Product features, limitations and availability vary by State.

Withdrawals in excess of the free amount are not credited with index interest for that term, may be subject to Withdrawal Charges, Premium Bonus Recapture Charges, and a Market Value Adjustment, which are imposed retroactively if the Contract is surrendered within 12 months of a Free Withdrawal (not applicable to the **IncomeTen<sup>SM</sup>** or **IncomeElite<sup>SM</sup>**). Excess withdrawals may result in the loss of principal if taken during the first 5-10 years of the Contract

This presentation only provides product highlights—please refer to the product disclosure for information regarding exclusions, limitations, reductions of benefits and terms, including costs and complete details of coverage.



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