

# Nationwide Peak<sup>®</sup> 10 fixed indexed annuity



## Toolkit

We're committed to providing the tools and resources needed to educate insurance professionals on the new Nationwide Peak<sup>®</sup> 10 fixed indexed annuity. With it, conservative clients now have an option for both protecting and growing their retirement savings with:



**Protection from  
market risk**



**Growth potential  
with guarantees**



**Guaranteed  
income for life**



**Protection  
for a spouse**

## Resources

### Core materials



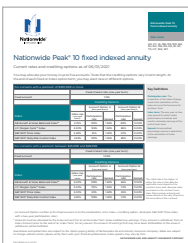
Client product guide:  
[FAM-1165AO-AL](#)



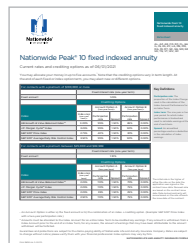
Product overview:  
[FAM-1169AO-AL](#)



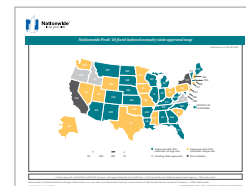
Interactive  
client guide:  
[FAM-1298AO-AL](#)



Rate sheet with 9.2%  
surrender charge:  
[FAM-1183AO-AL](#)



Rate sheet with 10%  
surrender charge:  
[FAM-1183M1-AL](#)



State  
approval map:  
[FAM-1264AO-AL](#)

# Resources *(continued)*

## Living benefits information



Bonus Income+  
Rider guide:  
[FAM-1166AO-AL](#)



Living benefits  
comparison:  
[FAM-1191AO-AL](#)

## Index brochures



J.P. Morgan  
Cycle<sup>SM</sup> Index:  
[FAM-1167AO-AL](#)



AB Growth and Value  
Balanced Index<sup>SM</sup>:  
[FAM-1168AO-AL](#)

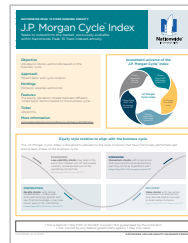
## Index one-pagers



S&P 500<sup>®</sup>  
Price Index:  
[FAM-1205AO-AL](#)



S&P 500<sup>®</sup> Daily Risk  
Control Index:  
[FAM-1206AO-AL](#)



J.P. Morgan  
Cycle<sup>SM</sup> Index:  
[FAM-1207AO-AL](#)



AB Growth and Value  
Balanced Index<sup>SM</sup>:  
[FAM-1208AO-AL](#)

## Presentations



Insurance professional  
training:  
[FAM-1164AO-AL](#)



Client education:  
[FAM-1210AO-AL](#)

## Product webpages

Nationwide Peak 10 agent portal  
For insurance professionals:  
[nationwidepeak10.com](http://nationwidepeak10.com)

Nationwide Peak 10 client page  
For insurance professionals and clients:  
[nationwidefinancial.com/peak10](http://nationwidefinancial.com/peak10)

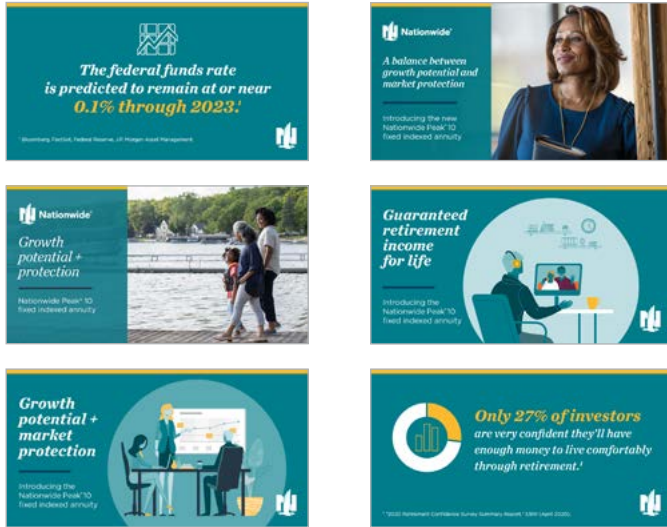
# Promotional support

## Social

A series of Facebook, Twitter and LinkedIn social posts have been designed to help drive calls. To access them, Nationwide has partnered with Gainfully, an online marketing tool that allows you to publish pre-approved social ads with a click of a button.

Gainfully is your hub for pre-approved Nationwide Peak 10 and white-labeled social content. Content will be added on an ongoing basis so be sure to check regularly.

Visit [nationwidepeak10.com/sign-up-for-gainfully/](https://nationwidepeak10.com/sign-up-for-gainfully/) to sign up and start sharing.

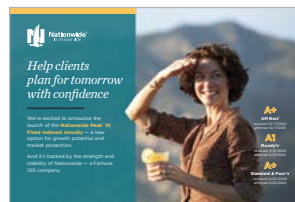


## Postcards

These postcards contain a variable field on the back so insurance professionals can customize them with their name and contact information, and mail them to their clients/agents.



Retirement risks (client audience): [FAM-1219AO-AL](https://nationwidepeak10.com/sign-up-for-gainfully/)



Nationwide strength and stability (agent audience): [FAM-1215AO-AL](https://nationwidepeak10.com/sign-up-for-gainfully/)



Visit [nationwidepeak10.com](https://nationwidepeak10.com) or [nationwidefinancial.com/peak10](https://nationwidefinancial.com/peak10) to learn more.

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**Nationwide®**  
is on your side

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This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

Guarantees and protections are subject to the claims-paying ability of Nationwide Life and Annuity Insurance Company.

All individuals selling this product must be licensed insurance agents and registered representatives.

Products include features that may be changed at the discretion of the insurer. You will be notified prior to any of these changes that affect your contract or policy.

If you annuitize a nonqualified annuity, a portion of your payment will be considered a return of premium and will not be subject to ordinary income tax. The amount that is taxable will be determined at the time you elect to annuitize the policy.

Fixed annuities are contracts purchased from a life insurance company. They are designed for long-term retirement goals.

Withdrawals are subject to income tax, and withdrawals before age 59½ may be subject to a 10% early withdrawal federal tax penalty.

The Nationwide Peak Fixed Indexed Annuity, an individual, single-purchase-payment deferred fixed interest and/or indexed annuity, is issued by Nationwide Life and Annuity Insurance Company, Columbus, Ohio.

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