

Nationwide Peak[®] 10 Toolkit

The Nationwide Peak[®] 10 fixed indexed annuity at a glance

We're committed to providing the tools and resources needed to educate insurance professionals about the Nationwide Peak[®] 10 fixed indexed annuity. With Peak 10, conservative clients now have an option for both protecting and growing their retirement savings with:



Protection from
market risk



Growth potential
with guarantees



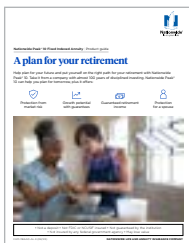
Guaranteed
income for life



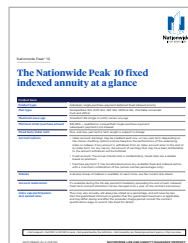
Protection
for a spouse

Resources

Core materials



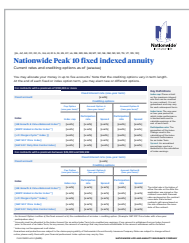
Client product guide:
[FAM-1165AO-AL](#)



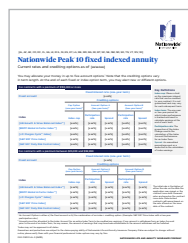
Product overview:
[FAM-1169AO-AL](#)



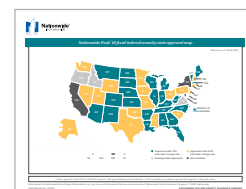
Interactive
client guide:
[FAM-1298AO-AL](#)



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



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



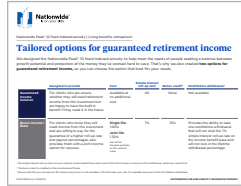
Peak 10 state
approval map:
[FAM-1264AO-AL](#)

Resources *(continued)*

Living benefits information



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

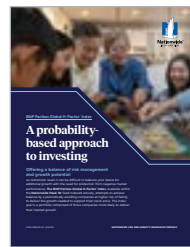


Living benefits
comparison:
[FAM-1191AO-AL](#)

Index brochures



AB Growth and Value
Balanced IndexSM:
[FAM-1168AO-AL](#)



BNP Paribas Global
H-Factor[®] Index:
[FAM-1456AO-AL](#)



J.P. Morgan
CycleSM Index:
[FAM-1167AO-AL](#)

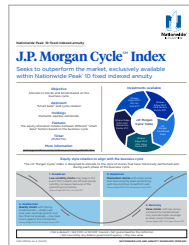
Index one-pagers



AB Growth and Value
Balanced IndexSM:
[FAM-1208AO-AL](#)



BNP Paribas Global
H-Factor[®] Index:
[FAM-1465AO](#)



J.P. Morgan
CycleSM Index:
[FAM-1207AO-AL](#)

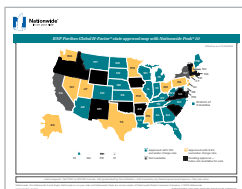


S&P 500[®] Daily Risk
Control Index:
[FAM-1206AO-AL](#)



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

Index maps



H-Factor[®] Index
approval map:
[FAM-1264M1](#)

Presentations



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



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

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 preapproved social ads with the click of a button.

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

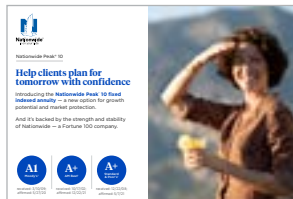
Visit nationwidepeak10.com/sign-up-for-gainfully to sign up and start sharing.

Postcards

These postcards contain a variable field on the back so you 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)

Sales ideas

We pair a product feature with a client scenario to show how Peak 10 can be a solution for your advisors' clients unique needs.



Joint Options:
[FAM-0643M1](https://nationwidepeak10.com/sign-up-for-gainfully)



Guaranteed Income Solution:
[FAM-1428AO-AL](https://nationwidepeak10.com/sign-up-for-gainfully)

Product webpages

Nationwide Peak 10 agent portal

For insurance professionals:

nationwidepeak10.com

Nationwide Peak 10 client page

For insurance professionals and clients:

nationwidefinancial.com/peak10



Visit nationwidepeak10.com or
nationwidefinancial.com/peak10 to learn more.



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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.

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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