Nationwide Peak®
fixed indexed annuity

Case study

Help protect your standard of living in retirement

Consider an alternative to traditional savings options

We've experienced a lot of market volatility over the last few years. Those ups and downs have led many people to place their retirement savings in options such as savings accounts and CDs.

What to look for inside

1. Savings accounts and CDs can be comfortable short-term options, but they have a long-term risk.
2. Their modest returns might not keep up with inflation, which could affect standard of living in retirement.
3. A fixed indexed annuity could offer principal protection while helping to combat inflation risk.

Important details

As you consider whether Nationwide Peak is right for your needs, we want you to have important details about the product.

A fixed indexed annuity is a contract you buy from an insurance company to help you potentially accumulate assets for retirement. It offers returns based on the changes in an index, such as the S&P 500® Composite Price Index.

You can receive earnings when the underlying index goes up, but your principal and earnings are also protected from downturns. This means you won't lose principal or credited earnings based on negative index returns.

A fixed indexed annuity is not a stock market investment and does not directly participate in any stock or equity investment. A fixed indexed annuity may be appropriate for those who want the opportunity to capture some upside potential while having a level of protection from market downturns.

Withdrawals taken before age 59½ may incur a 10% early withdrawal federal tax penalty in addition to ordinary income taxes; withdrawals may trigger surrender charges and reduce your death benefit and contract value.

Please keep in mind that annuities have limitations. They are designed for long-term retirement goals. They are not meant to be used as emergency funds, as income for day-to-day expenses or to fund short-term savings goals.

This material is not a recommendation to buy, sell, hold or roll over any asset, adopt a financial strategy or use a particular account type. It does not take into account the specific investment objectives, tax and financial condition or particular needs of any specific person. Clients should work with their financial professional to discuss their specific situation.

A closer look at inflation and cost of living

It's recommended that people have enough money saved to **cover 30 years of retirement**.

Over the course of three decades, the **effect of inflation on the cost of living can be significant**.

For example, in 1986, the price of a loaf of bread was $0.56. Today, it's $1.40,[1] which is a

150% increase.

Since 1986, annual inflation has averaged **2.7%**.[2]

If that figure were to continue over the next **30 years**,

$50,000 of income would need to grow to **$111,194** to maintain the standard of living.

The average interest rate for a savings account is currently 0.06%.[3]

Even in a period of low inflation, that level of return won't allow money to keep up with the cost of living, especially if most of an individual's retirement savings are held in traditional savings options.

Growth in a savings account

Here's a look at the returns that could be expected from placing $50,000 in a savings account earning 0.06% interest.

10 yrs — 0.06% — $50,270

20 yrs — 0.06% — $50,573

30 yrs — 0.06% — $50,877

A savings account at the current rate of 0.06% for 30 years earns $877.

[1] Bureau of Labor Statistics, http://www.bls.gov/data/#prices, accessed March 17, 2016.

[2] U.S. Inflation calculator, http://www.usinflationcalculator.com/inflation/historical-inflation-rates/, accessed March 29, 2016.

[3] FDIC, https://www.fdic.gov/regulations/resources/rates/#one, accessed March 17, 2016.

A new view toward retirement

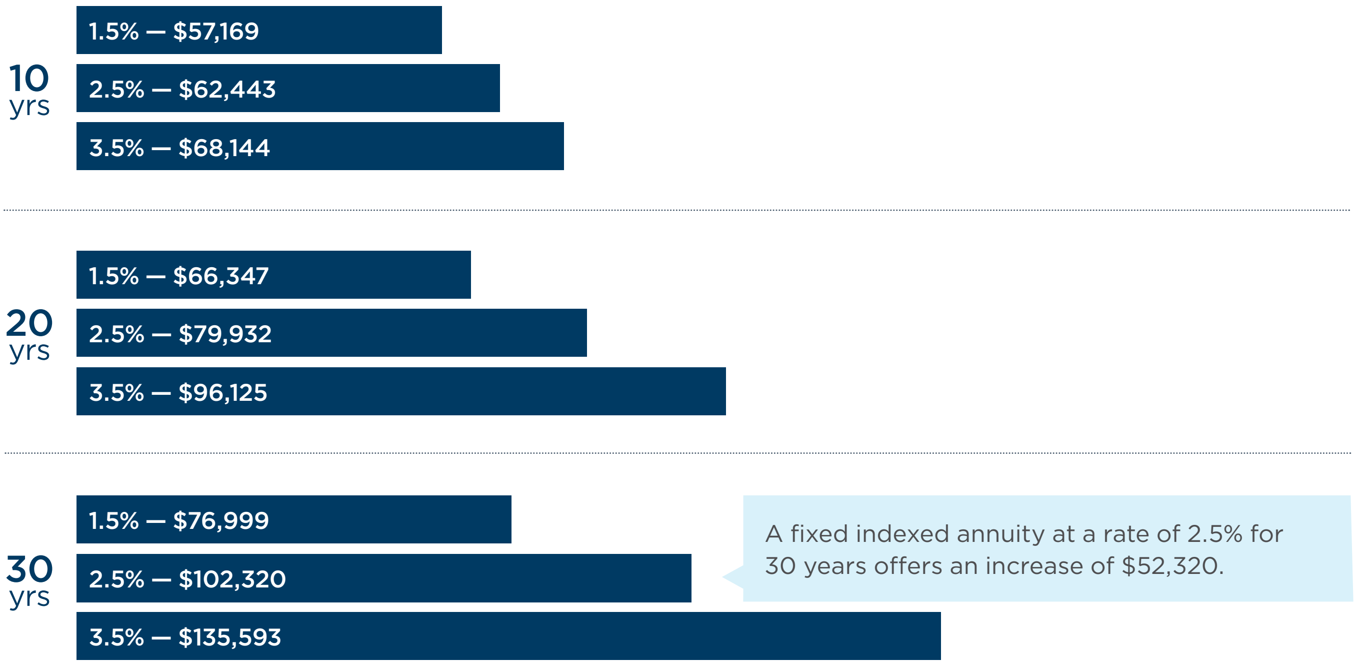
How can individuals find a balance between growth potential and protection for the money they've worked to save?

To help meet the needs of people who are wary of the stock market but still want growth potential to help maintain their standard of living, we've developed a different way to put money aside for retirement.

We created the Nationwide Peak® fixed indexed annuity to offer growth potential and protection and help individuals feel confident about how they're preparing for the future.

Growth in a fixed indexed annuity

Here's a hypothetical example of the growth of $50,000 placed in a fixed indexed annuity such as Nationwide Peak.



The hypothetical 1.5 - 3.5% returns shown are not guaranteed, but are within the range of reasonable outcomes for a fixed indexed annuity.

Of course, growth will depend on a variety of factors over time, including interest rates on cash equivalents and the actual fixed rates and caps associated with your Nationwide Peak fixed indexed annuity.

Putting it together

Choosing a savings solution that fits an individual's needs and preferences helps provide the freedom to enjoy time in retirement.

Nationwide Peak offers:

Growth potential with guarantees

Potential for higher credited earnings than traditional fixed investments might offer.

To accomplish this, Nationwide Peak offers two different types of accounts:

- **Fixed account:** offers a fixed interest rate guaranteed for the first one-year term. Then, it offers renewal rates guaranteed for each annual term.
- **Index account:** offers the opportunity for earnings based on the performance of one or more underlying indices, up to a maximum amount.

Protection from market risk

We guarantee that no initial investment or credited earnings will be lost due to the performance of the underlying index.

Just keep in mind that if assets are withdrawn from the annuity, principal could be reduced by contingent deferred sales charges (CDSC).[4] A market value adjustment may apply.[5]

Tax deferral to help money grow

The annuity may grow tax deferred, which has the potential to increase the account value.

Over the years, the potential of tax-deferred growth can build a larger account value than a similar taxable account achieving the same rate of interest.

To learn more about Nationwide Peak, please contact your financial professional.

[4] Contingent deferred sales charges are a fee you may be charged if you take money from your contract before a specified time. In CA, a CDSC is called a "surrender charge."

[5] MVAs are amounts added to or subtracted from withdrawals you may take, depending on interest rates. These may not be applicable in all states. While MVAs may reduce credited earnings, they cannot reduce principal.

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