



Nationwide[®]
is on your side

The Nationwide Lifetime
Income Rider[®]

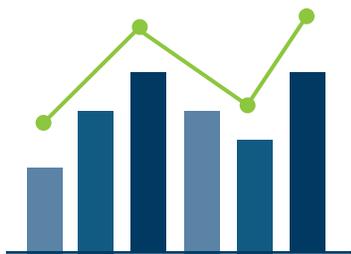
Living Benefit
Discussion Guide

Help strengthen your portfolio.

An optional rider available with certain Nationwide variable annuities may help.

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

Plan for what you can't predict.



You can't predict or control what happens with market performance — but you can plan for your future income.

And, that's where a Nationwide® variable annuity may help.

Strike a balance between growth potential and income protection.

As you near retirement, you may be looking to keep what you've worked hard to accumulate, while still making the most of your investments.

By adding The Nationwide Lifetime Income Rider® (Nationwide L.inc) to a variable annuity for an additional cost¹ of 1.20%, you can:

- 1** *Get a competitive increase on the income benefit base, no matter how low your portfolio value falls*
- 2** *Help protect your income benefit base (lifetime income) from future shifts in the market*

The income benefit base² is the numerical value used to determine how much your lifetime withdrawals will be.

All guarantees are subject to the claims-paying ability of Nationwide Life Insurance Company. Living benefit riders are optional and may not be available with all Nationwide variable annuities. Any annuity purchase should be based on the annuity contract itself, not on optional riders or features.

¹ The maximum cost of Nationwide L.inc is 1.50%. For the Joint Option, there is currently a cost of 0.30% and the maximum cost is 0.40%.

² This is not a cash value. This calculation may be adjusted for additional purchase payments, excess or Non-Lifetime withdrawals and the annual step-up opportunity. Refer to the prospectus for more information.



Imagine a 57-year-old named Kim who's just watched her retirement portfolio lose 25% of its value. She's thinking seriously about moving the rest of her money into something more conservative. That might make her feel more confident, but it could also limit her potential for growth.

Kim can't change the past. But investing with Nationwide L.inc can offer income protection and growth potential to help her plan for the future.

1

Get a competitive increase on the income benefit base.

With Nationwide L.inc, if Kim waits 10 years to take a withdrawal, she can increase this future source of retirement income by at least 7% simple interest. And, based on the performance of her investments, her future income has the potential to be even higher.

$$\begin{array}{ccccc} 7\% & \times & 10 & = & 70\% \\ \text{yearly} & & \text{years} & & \text{minimum} \\ \text{increase} & & & & \text{guaranteed increase} \\ \text{in Kim's original} & & & & \text{in her original income benefit} \\ \text{income benefit} & & & & \text{base}^3 \text{ as long as she doesn't} \\ \text{base} & & & & \text{take early withdrawals} \end{array}$$

If Kim did opt to take lifetime withdrawals before year 10, the guaranteed 7% simple interest increase on the original income benefit base would end⁴. So, if she began taking lifetime withdrawals in year 7, her original income benefit base would increase by 49% (7% x 7 years).

³ Excess and Non-Lifetime withdrawals do not void guarantees, but they will reduce the income benefit base, future lifetime withdrawals and the value used to calculate the 7% simple interest roll-up proportionately.

⁴ Nationwide L.inc offers a Non-Lifetime Withdrawal feature that will not stop the 7% simple interest roll-up or lock-in the lifetime withdrawal percentage. The Non-Lifetime Withdrawal feature can only be exercised once and is only available after the first rider year. Once lifetime withdrawals have started, the Non-Lifetime Withdrawal feature is no longer available.

2

Help protect your income benefit base from future shifts in the market.

Since Kim has other sources of income, she won't need to take withdrawals for at least 10 years. With Nationwide L.inc, she knows that no matter what the market does, even if her contract value falls to \$0, her original income benefit base will increase by 7% simple interest every year.

Here's how it works.



This is a hypothetical example intended for educational purposes only. Results will vary based on individual account specifics.

What are variable annuities?

Variable annuities are contracts you buy from an insurance company to help you build assets for retirement. They're called "variable" because their value will fluctuate based on the performance of the investment options you and your investment professional pick. All of the guarantees and protections of variable annuities and riders are subject to the claims-paying ability of the issuing company. Since annuity features vary, so will annuity fees and charges, which include administrative fees, mortality and expense fees, and contract and investment expenses.

Variable annuities may offer you:

Income

A stream of income, available to you for a specified amount of time or for life, accessed either through systematic withdrawal, annuitization (at no extra cost) or the purchase of an optional rider.

Living benefits

Optional living benefits for you, like guaranteed accumulation or guaranteed withdrawals, available at an additional cost.

Death benefits

Death benefits may be standard or available as optional riders for an additional cost. Upon death, they offer an amount payable to the beneficiary, and may offer guaranteed increases or protection against investment loss.

Tax advantages

The potential for your investment to accumulate faster than taxable investments because you defer taxes on gains until you take a withdrawal. No taxes on exchanges between investment options.

Investment choices

Access to a wide range of professionally managed investment options only available with annuities.

Keep in mind

Different variable annuities have different combinations of features. You may be able to get more of the potential benefits you want by adding a rider for an additional cost. If you take withdrawals before you're age 59½, you may have to pay a 10% federal tax penalty in addition to ordinary income taxes. Withdrawals may trigger early surrender charges, reduce your death benefit and contract value and may also reduce any guaranteed lifetime withdrawal benefits.

Your next steps



Work with your advisor to learn how Nationwide L.inc can help offer growth potential as you near retirement.



Nationwide®

Variable products are sold by prospectus. Both the product prospectus and underlying fund prospectuses can be obtained from your investment professional, by visiting nationwide.com or by writing to Nationwide Life Insurance Company, P.O. Box 182021, Columbus, OH 43218-2021 or by visiting nationwide.com/variable-annuities.jsp. Before investing, carefully consider the fund's investment objectives, risks, charges and expenses. The product prospectus and underlying fund prospectuses contain this and other important information. Read the prospectuses carefully before investing.

Living benefits may not be available on all Nationwide variable annuities. Variable annuities are issued by Nationwide Life Insurance Company, Columbus, Ohio. The general distributor is Nationwide Investment Services Corporation, member FINRA.

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Rider: ICC11-VAR-0181AO

ML: 13-004391

VAM-1335AO.11 (08/16)