

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934 (Amendment No. )**

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐

Check the appropriate box:

- ☐ Preliminary Proxy Statement
- ☐ **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- ☐ Definitive Proxy Statement
- ☒ Definitive Additional Materials
- ☐ Soliciting Material under §240.14a-12

**AMERICAN EQUITY INVESTMENT LIFE HOLDING COMPANY**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- ☒ No fee required
- ☐ Fee paid previously with preliminary materials
- ☐ Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11

**American Equity Investment Life Holding Company**  
**Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting**  
**to be held on June 8, 2023 at 8:30 AM Central Daylight Time**  
6000 Westown Parkway, West Des Moines, IA 50266

This is not a ballot. You cannot use this Notice to vote your shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet or by mail. We encourage you to access and review all of the important information contained in the proxy materials before voting.

The Proxy Statement, 2022 Annual Report (Form 10-K), and CEO Letter to Shareholders are available at <http://www.viewproxy.com/americanequity/2023>.

If you want to receive a paper or e-mail copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed below on or before May 31, 2023 to facilitate timely delivery.

Important information regarding the Internet availability of the Company's proxy materials, instructions for accessing your proxy materials and voting online and instructions for requesting paper or e-mail copies of your proxy materials are provided on the reverse side of this Notice.

**SHAREHOLDERS ARE CORDIALLY INVITED TO ATTEND THE ANNUAL MEETING AND VOTE IN PERSON.**

To the Shareholders of American Equity Investment Life Holding Company:

Notice is hereby given that the Annual Meeting of Shareholders of American Equity Investment Life Holding Company will be held on June 8, 2023 at 8:30 AM Central Daylight Time at 6000 Westown Parkway, West Des Moines, IA 50266 for the following purposes:

1. Election of Directors:  
01 – Joyce A. Chapman 02 – Michael E. Hayes 03 – Robert L. Howe 04 – William R. Kunkel
2. To ratify the appointment of Ernst & Young LLP as our independent registered public accounting firm for 2023.
3. To approve, on an advisory basis, the compensation of our named executive officers as disclosed in the Proxy Statement.
4. To express a preference on the frequency of future advisory votes to approve the compensation of our named executive officers as disclosed in future proxy statements.
5. To approve the AMERICAN EQUITY INVESTMENT LIFE HOLDING COMPANY 2023 EQUITY INCENTIVE PLAN.

Note: Also includes authorization to transact such other business as may properly come before the meeting.

**The Board recommends a vote FOR all nominees listed in Proposal 1; FOR Proposals 2, 3, and 5; and for ONE year frequency of future advisory votes on named executive officer compensation on Proposal 4.**

The Securities and Exchange Commission rules permit us to make our proxy materials available to our shareholders via the Internet.

**Material for this Annual Meeting and future meetings may be requested by one of the following methods:**

- |                  |  |
|------------------|--|
| <b>INTERNET</b>  | To view your proxy materials online, go to <a href="http://www.viewproxy.com/americanequity/2023">http://www.viewproxy.com/americanequity/2023</a> . Have the 11 digit control number available when you access the website and follow the instructions.   |
| <b>TELEPHONE</b> | <b>877-777-2857 TOLL FREE</b>  |
| <b>E-MAIL</b>    | <a href="mailto:requests@viewproxy.com">requests@viewproxy.com</a><br>* If requesting material by e-mail, please send a blank e-mail with the company name and your 11 digit control number (located below) in the subject line. No other requests, instructions or other inquiries should be included with your e-mail requesting material. |

**You must use the 11 digit control number located in the box below.**



<b>CONTROL NO.</b>

**American Equity Investment Life Holding Company**

6000 Westown Parkway, West Des Moines, IA 50266

The following proxy materials are available to you to review at:  
<http://www.viewproxy.com/americanequity/2023>

2023 Proxy Statement /2022 Annual Report (Form 10-K)/CEO Letter

To obtain directions to attend the Annual Meeting, call 1-888-221-1234 x3763

**ACCESSING YOUR PROXY MATERIALS ONLINE**

Have this notice available when you request a paper copy of the proxy materials or to vote your proxy electronically.  
You must reference your control number to vote by Internet or request a hard copy.

**You May Vote Your Proxy When You View The Material On The Internet.  
You Will Be Asked To Follow The Prompts To Vote Your Shares.**

Your electronic vote authorizes the named proxies to vote your shares in the same manner as if you marked, signed, dated and returned the proxy card.

**REQUESTING A PAPER COPY OF THE PROXY MATERIALS**

By telephone please call **1-877-777-2857**

or

By logging onto <http://www.viewproxy.com/americanequity/2023>

or

By email at: [requests@viewproxy.com](mailto:requests@viewproxy.com)

Please include the company name and your control number in the subject line.