

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001341197
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer American Equity Investment Life Holding Company
SEC File Number 001-31911
Address of Issuer 6000 Westown Parkway
West Des Moines
IOWA
50266
Phone 515-221-0002
Name of Person for Whose Account the Securities are To Be Sold Robert L. Howe

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common	E Trade Financial Corp. 200 W Civic Center Drive Sandy UT 84070	5000	266750	78300000	08/16/2023	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
--------------------	-------------------	-----------------------------------	-----------------------------------	-----------------	---------------------	-------------------------------	-----------------	---------------------

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report

144: Remarks and Signature

Remarks

Date of Notice

10/12/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Mark A. Schuman, authorized signer

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)

LIMITED POWER OF ATTORNEY

The undersigned hereby constitutes and appoints Mark A. Schuman as the undersigned's true and lawful attorney-in-fact to:

- a. complete and execute for and on behalf of the undersigned a Form 144 and all amendments thereto that the undersigned may be required to file with the Securities and Exchange Commission under Rule 144 under the Securities Act of 1933 ("Rule 144") as a result of the undersigned's transactions in securities of American Equity Investment Life Holding Company (the "Company") in August and September of 2023;
- b. do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to file such forms with the Securities and Exchange Commission, any securities exchange or national association, the Company and such other person or other authority as such attorney-in-fact shall deem appropriate; and
- c. take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned.

The undersigned hereby grants to such attorney-in-fact, acting singly, full power and authority to do and perform all and every act and thing whatsoever requisite, necessary or advisable to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that (a) such attorney-in-fact is serving in such capacity at the request of the undersigned and neither the Company nor any of such attorney-in-fact assumes any liability for the responsibilities of the undersigned to comply with the requirements of Rule 144 or any liability of the undersigned for any failure to comply with such requirements and (b) this power of attorney does not relieve the undersigned from responsibility for compliance with the obligations of the undersigned under Rule 144. This power of attorney shall remain in full force and effect until the undersigned has filed such Form 144 and any amendments, unless earlier revoked by the undersigned in a signed writing delivered to the Company and the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this power of attorney to be executed as of

this 9th day of October, 2023.

/s/ Robert L. Howe

Robert L. Howe