



CALIFORNIA DEPARTMENT OF INSURANCE
2015 INSURER SUPPLIER DIVERSITY SURVEY

Report Type: **Individual**

Group / NAIC Code:

92738

Group / Company Name: **American Equity Investment Life Insurance Company**

Our company / group enters into contracts to procure goods or services in California.

1. Does your company / group have a supplier diversity policy statement?

YES

A supplier diversity policy statement is any language that refers to the company's / group's policies in regards to supplier diversity, with the goal of procuring goods and services from diverse businesses

If yes, provide the supplier diversity policy statement below:

American Equity Investment Life Insurance Company (“American Equity”; “The Company”) depends on its reputation for quality, service and integrity. The way we deal with our customers, agents, suppliers and vendors molds our reputation, builds long-term trust and ultimately determines our success. We endeavor to deal fairly with all of our suppliers and vendors. We will not condone false, misleading or disparaging remarks about individuals or organizations or their products and services, nor will we condone discriminatory actions in our dealings with individuals and organizations in the procurement of supplies and services. We are dedicated to non-discrimination and equal opportunities regardless of an individual’s race, gender, gender identity, age, disability, religion, national origin, military participation status, and sexual orientation or family status. Harassment or exclusion of any individual or groups of individuals based on any of the traits or categories listed above is unacceptable and damages the integrity of the Company. Any action that is in contradiction to this Policy should be reported as described in our Code of Business Conduct and Ethics. All reported actions will be fully documented and investigated in a timely manner. Conduct that results in discrimination against others is illegal and unethical and appropriate action will be taken. The traits or categories listed above will not be a factor in the decision as to whether or not the Company enters into any sort of business relationship with or purchases supplies or services from another company or person.

- Provide a list of all documents in which the statement can be found (i.e. website, co. / group report, board charter, etc.):

The statement is found within the Company's internal compliance policies and procedures

- If the state is available online, provide link here:

N/A

If no, but will be creating one within the next 12 months, provide a timeline for when your co. / group expects the policy statement to be completed and any other details available at this time (i.e. policy language, policy creation team, etc.):

N/A

If no, please explain why:

N/A

2. Does your company / group have a supplier diversity program?

YES

A supplier diversity program is any formal plan and / or structure that has been setup specifically for the company / group to implement its supplier diversity policy statements.

If yes, provide an overview of the program:

With respect to the Company's processes for obtaining supplies and/or services, where required by law, the Company will make inquiries as able to ascertain whether a supplier/vendor of goods and/or services is minority owned or has a substantial minority management representation. For purposes of this monitoring and reporting, the following apply:
o **Minority owned businesses are those physically located in the United States (or its territories) that are at least 51% owned by a minority group or groups. In the case of any publicly-owned business, at least 51% of the stock must be owned by one or more minority groups, and the management and daily business operations must be controlled by one or more of those individuals. The "term" minority includes African Americans, Hispanic Americans, Native Americans, Asian Pacific Americans, Women and Disabled Veterans.**

If no, but will be creating one within the next 12 months, provide a timeline for when your company / group expects the program to begin and any other details available at this time (i.e. program plan, program director, etc.):

N/A

If no, please explain why:

N/A

3. Does your company / group conduct outreach specifically to diverse businesses? **NO**

If yes, respond to parts a, b, c, d, and e below.

a. Share all company / group outreach and communication strategies and practices that are conducted specifically to diverse businesses. Specify what outreach is conducted specifically to California diverse businesses:

N/A

b. Share any outreach and communication strategies and practices about supplier diversity conducted internally to company / group employees:

N/A

c. Check below all outreach and communication practices in which your company / group engages:

EVENT – seminars, meet-and-greets, summits, etc.

- Host matchmaking
- Host supplier diversity events
- Internal Awards Program
- Participate in matchmaking
- Participate in supplier diversity events
- Sponsor matchmaking
- Sponsor supplier diversity events

Share the name of an event you attended / hosted that has best guided and / or influenced growth of your Supplier Diversity efforts:

MEDIA – advertising, announcements, interviews, webinars, etc.

- Traditional media (newspaper, television commercial, etc.)
- Ethnic media outlets
- Social media; please specify: _____
- Trade publications

Share the name of a media group or outlet that has best guided and / or influenced growth of your Supplier Diversity efforts:

ORGANIZATIONS – membership, affiliation, sponsorship, etc.

- Member of a certification agency
- Member of ethnic chamber of commerce
- Member/affiliate of other organization, please specify: _____

Share the name of an organization that has best guided and / or influenced growth of your Supplier Diversity efforts:

PROGRAMS – mentorship, training, locator, etc.

- Diverse supplier registration portal
- Manage and run a supplier diversity mentorship program (in-house)
- Participate in a supplier diversity mentorship program
- Subscriber to a supplier locator program (or 3rd party service that identifies diverse suppliers)
- Operate a website dedicated to a Supplier Diversity Program

- Technical assistance / training program for diverse suppliers

Share the name of a program that has best guided and / or influenced growth of your Supplier Diversity efforts:

- d. Explain how, and to what extent, these strategies and practices have been successful in establishing relationships with diverse businesses:

N/A

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **NO**

If yes:

- a. Do you track procurement spend with Tier 2 diverse suppliers? **NO**

b. Please explain:

5. Does your co. / group set internal targets or goals in regards to its supplier diversity statement and / or program? **NO**

If yes, please explain:

N/A

6. Describe in detail any updates, progress, and / or best practices established by your company / group in the two years since the 2013 Insurer Supplier Diversity Survey was administered; include any awards or recognition received for Supplier Diversity work:

Since the 2013 Insurer Supplier Diversity Survey was administered, we created our supplier diversity policy statement and diversity program as described above

7. Additional Comments:

We do not track spend on goods and services by the various categories of diverse suppliers. As a Company with no physical location in California, we do not procure a substantial amount of goods and services in the State of California. Our most significant area of spend in California is related to legal services.

8. Points of contact for the company's / group's supplier diversity operations for diverse business enterprises:

PRIMARY CONTACT

Contact Name: **Jackie Ward**
Title: **Chief Compliance Officer**
Phone Number: **515-457-1941**
Email Address: **jward@american-equity.com**
Mailing Address **6000 Westown Parkway West Des Moines, IA 50266**

SECONDARY CONTACT

Contact Name: **Dave Milligan**
Title: **Assistant Vice President - Compliance**
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GENERAL CONTACT

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