



News Release

ATHENE ELEVATES BRAND AWARENESS WITH NATIONAL CAMPAIGN

PEMBROKE, BERMUDA, March 6, 2017 – Athene Holding Ltd., a Bermuda-based insurance holding company (“Athene Holding,” and together with its subsidiaries, “Athene”), announced its 2017 national brand campaign today.

“We’re excited about our national brand campaign and the opportunity to further build awareness of Athene across the country in a compelling way,” said Jim Belardi, CEO of Athene Holding. “This campaign will continue the momentum we achieved from last year’s advertisements by increasing visibility and giving attention to the services we provide.”

Athene’s campaign continues to communicate its commitment to a high level of performance and brand ethos “Driven to Do More®.” The integrated campaign amplifies awareness for Athene through TV, print and digital communications.

The 30- and 15-second TV advertisements use a metaphor to show how some react to a volatile market in contrast to Athene’s ability to see opportunity when others don’t. The ad highlights the company’s focus, commitment and higher expectations for itself, and celebrates those who are like Athene.

The television ads will run on national networks such as Fox News, Fox Business, Forbes, Bloomberg, CNN and HGTV, while print ads will run in *Bloomberg Businessweek*, *Golf and Kiplinger’s*. To see the campaign ads, visit Athene.com.

About Athene Holding Ltd.

Athene, through its subsidiaries, is a leading retirement services company that issues, reinsures and acquires retirement savings products designed for the increasing number of individuals and institutions seeking to fund retirement needs. The products offered by Athene include:

- Retail fixed and fixed indexed annuity products;
- Co-insurance and reinsurance arrangements with third-party annuity providers; and
- Institutional products, such as funding agreements.

Athene Holding Ltd. is a New York Stock Exchange listed company (NYSE: ATH). Athene's principal subsidiaries include Athene Annuity & Life Assurance Company, a Delaware-domiciled insurance company, Athene Annuity and Life Company, an Iowa-domiciled insurance company, Athene Annuity & Life Assurance Company of New York and Athene Life Insurance Company of New York, New York-domiciled insurance companies, Athene Life Re Ltd., a Bermuda-domiciled reinsurer and Athene Lebensversicherung AG, a German-based life insurance company.

Further information about our companies can be found at www.athene.com.

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