

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO  
Form 8-K  
April 17, 2017

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 8-K  
CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934  
Date of Report (Date of earliest event reported): April 17, 2017

AMERICAN EQUITY  
INVESTMENT LIFE HOLDING COMPANY  
(Exact Name of Registrant as Specified in its Charter)

|   |                          |                                      |
|---|--------------------------|--------------------------------------|
| Iowa  | 001-31911                | 42-1447959                           |
| (State or Other Jurisdiction<br>of Incorporation) | (Commission File Number) | (IRS Employer<br>Identification No.) |
| 6000 Westown Parkway, West Des Moines, Iowa       | 50266                    |                                      |
| (Address of Principal Executive Offices)          | (Zip<br>Code)            |                                      |

(515) 221-0002  
(Registrant's telephone number, including area code)

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events.

On April 17, 2017, American Equity Investment Life Holding Company (the "Company") issued a press release announcing the death of David J. Noble, the Company's founder and Chairman of the Board of Directors. Mr. Noble beneficially owned approximately 2.0% of the Company's outstanding shares of common stock. A copy of the press release announcing Mr. Noble's death is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

The following exhibits are being furnished with this Form 8-K.

| Exhibit<br>Number | Description   |
|-------------------|---|
| 99.1              | Press release dated April 17, 2017 announcing the death of David J. Noble |

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: April 17, 2017

AMERICAN EQUITY  
INVESTMENT LIFE HOLDING  
COMPANY

By: /s/ John M. Matovina  
John M. Matovina  
Chief Executive Officer and President

EXHIBIT INDEX

| Exhibit<br>Number | Description |
|-------------------|-------------|
|-------------------|-------------|

|      |   |
|------|---|
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|------|---|