

RICHARDSON DEBRA J

Form 5

February 12, 2010

**FORM 5****UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**Check this box if  
no longer subject  
to Section 16.Form 4 or Form  
5 obligations  
may continue.See Instruction  
1(b).Form 3 Holdings  
Reported

Form 4

Transactions

Reported

**ANNUAL STATEMENT OF CHANGES IN BENEFICIAL  
OWNERSHIP OF SECURITIES**Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
Number: 3235-0362Expires: January 31,  
2005Estimated average  
burden hours per  
response... 1.01. Name and Address of Reporting Person \*  
RICHARDSON DEBRA J2. Issuer Name **and** Ticker or Trading  
SymbolAMERICAN EQUITY  
INVESTMENT LIFE HOLDING  
CO [AEL]5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)

Executive VP &amp; Secretary

3. Statement for Issuer's Fiscal Year Ended  
(Month/Day/Year)  
12/31/2009

6000 WESTOWN PARKWAY

(Street)

4. If Amendment, Date Original  
Filed(Month/Day/Year)

6. Individual or Joint/Group Reporting

(check applicable line)

WEST DES MOINES, IA 50266

☒ Form Filed by One Reporting Person  
☐ Form Filed by More than One Reporting  
Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned at end<br>of Issuer's<br>Fiscal Year<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>(Instr. 4) |
|---------------------------------------|---|---|---|--|--|--|---|
| Common<br>Stock                       | Â                                       | Â   | Â                                       | Â  | Â  | 101,424  | D                                       |
| Common<br>Stock                       | Â                                       | Â   | Â                                       | Â  | Â  | 2,012  | I                                       |
|                                       |   |   |   |  |  |  | By ESOP<br>(1)                          |

Reminder: Report on a separate line for each class of  
securities beneficially owned directly or indirectly.**Persons who respond to the collection of information  
contained in this form are not required to respond unless  
the form displays a currently valid OMB control number.**SEC 2270  
(9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  |                                | (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Options - Right to Buy                     | \$ 7   | Â                                    | Â  | Â                              | Â Â   | 05/08/2012 05/08/2019                                    | Common Stock 40,000   |
| Options - Right to Buy                     | \$ 10.85   | Â                                    | Â  | Â                              | Â Â   | 06/11/2011 06/11/2018                                    | Common Stock 40,000   |
| Options - Right to Buy                     | \$ 10.77   | Â                                    | Â  | Â                              | Â Â   | 06/30/2005 12/31/2014                                    | Common Stock 20,000   |
| Options - Right to Buy                     | \$ 11  | Â                                    | Â  | Â                              | Â Â   | 06/10/2004 06/10/2014                                    | Common Stock 20,000   |
| Options - Right to Buy                     | \$ 9   | Â                                    | Â  | Â                              | Â Â   | 12/04/2003 12/04/2013                                    | Common Stock 20,000   |
| Options - Right to Buy                     | \$ 9.67  | Â                                    | Â  | Â                              | Â Â   | 12/29/2000 12/29/2010                                    | Common Stock 30,000   |
| Options - Right to Buy                     | \$ 9.67  | Â                                    | Â  | Â                              | Â Â   | 05/05/2000 05/05/2010                                    | Common Stock 17,250   |
| American Equity Capital Trust I 8% Conv TP | \$ 10  | Â                                    | Â  | Â                              | Â Â   | 09/30/2002 09/30/2029                                    | Common Stock 3,000  |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

RICHARDSON DEBRA J  
6000 WESTOWN PARKWAY     X         Executive VP & Secretary  
WEST DES MOINES, IA 50266

## Signatures

Debra J.                      02/12/2010  
Richardson

\_\_\_\_\_  
Signature of                      Date  
Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) 189 shares of the total ESOP Ownership reported represent an estimated number for the December 31, 2009 allocation.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.