

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO  
 Form 4  
 July 03, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Neugent Gerard D.

2. Issuer Name and Ticker or Trading Symbol  
 AMERICAN 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)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/02/2014

6000 WESTOWN PARKWAY  
 (Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

WEST DES MOINES, IA 50266  
 (City) (State) (Zip)

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

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |        |                  |  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|--------|------------------|--|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |        |                  |  |
| Common Stock                    | 07/02/2014                           |  | S                              |   | 100   | D  | \$ 24.58                          | 60,203 | I <sup>(1)</sup> | Shares are owned by a trust to which Mr. Neugent is Trustee. |
| Common Stock                    | 07/02/2014                           |  | S                              |   | 200   | D  | \$ 24.59                          | 60,003 | I <sup>(1)</sup> | Shares are owned by a trust to which Mr. Neugent is          |

|              |            |   |       |   |          |        |              |  |
|--------------|------------|---|-------|---|----------|--------|--------------|--|
| Common Stock | 07/02/2014 | S | 100   | D | \$ 24.61 | 59,903 | I <u>(1)</u> | Trustee.<br>Shares are owned by a trust to which Mr. Neugent is Trustee. |
| Common Stock | 07/02/2014 | S | 200   | D | \$ 24.62 | 59,703 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.             |
| Common Stock | 07/02/2014 | S | 600   | D | \$ 24.63 | 59,103 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.             |
| Common Stock | 07/02/2014 | S | 1,137 | D | \$ 24.64 | 57,966 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.             |
| Common Stock | 07/02/2014 | S | 1,156 | D | \$ 24.65 | 56,810 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.             |
| Common Stock | 07/02/2014 | S | 805   | D | \$ 24.66 | 56,005 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.             |
| Common Stock | 07/02/2014 | S | 1,000 | D | \$ 24.67 | 55,005 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.             |
| Common Stock | 07/02/2014 | S | 1,200 | D | \$ 24.68 | 53,805 | I <u>(1)</u> | Shares are owned by a trust to which Mr.                                 |

|              |            |   |       |   |          |        |              |   |
|--------------|------------|---|-------|---|----------|--------|--------------|---|
| Common Stock | 07/02/2014 | S | 1,400 | D | \$ 24.69 | 52,405 | I <u>(1)</u> | Neugent is Trustee.<br>Shares are owned by a trust to which Mr. Neugent is Trustee. |
| Common Stock | 07/02/2014 | S | 500   | D | \$ 24.7  | 51,905 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.                        |
| Common Stock | 07/02/2014 | S | 100   | D | \$ 24.74 | 51,805 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.                        |
| Common Stock | 07/02/2014 | S | 100   | D | \$ 24.78 | 51,705 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.                        |
| Common Stock | 07/02/2014 | S | 402   | D | \$ 24.8  | 51,303 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.                        |
| Common Stock | 07/02/2014 | S | 500   | D | \$ 24.81 | 50,803 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.                        |
| Common Stock | 07/02/2014 | S | 400   | D | \$ 24.82 | 50,403 | I <u>(1)</u> | Shares are owned by a trust to which Mr. Neugent is Trustee.                        |
| Common Stock | 07/02/2014 | S | 100   | D | \$ 24.83 | 50,303 | I <u>(1)</u> | Shares are owned by a trust to  |

