

January 8, 2014



Athene Holding Ltd. Announces Intent to Raise Capital in a Private Placement

PEMBROKE, Bermuda--(BUSINESS WIRE)-- Athene Holding Ltd. ("Athene Holding," and together with its subsidiaries, "Athene") intends to raise approximately \$500 million in a private placement to sophisticated investors who are "accredited investors," as such term is defined by applicable U.S. securities laws (or equivalent standards in non-U.S. jurisdictions). Athene Holding intends to require minimum investments of at least U.S. \$5 million, although it reserves the right to accept a lower amount on a case-by-case basis. Prospective investors will be required to execute a confidentiality agreement that will, in effect and among other things, impose certain trading restrictions in the shares of AP Alternative Assets, L.P. and Apollo Global Management LLC. For further information, please contact Apollo Global Securities, LLC, 9 West 57th Street, New York, NY 10019, Attention: Jeremy Bergman; email: AGSAthene@apolloip.com.

This press release shall not constitute an offer to sell or the solicitation of the offer to buy securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The securities offered and sold in the private placement have not been registered under the Securities Act of 1933, or any state securities laws, and may not be offered or sold in the United States absent registration, or an applicable exemption from registration under the Securities Act of 1933 and applicable state securities laws.

About Athene Holding Ltd.

Athene Holding, through its subsidiaries, is a leading provider of products in the retirement savings market. Athene's principal subsidiaries include Athene Annuity & Life Assurance Company and Athene Life Insurance Company, Delaware-domiciled insurance companies, Aviva Life and Annuity Company, an Iowa-domiciled insurance company, Athene Annuity & Life Assurance Company of New York and Aviva Life and Annuity Company of New York, New York domiciled insurance companies, and Athene Life Re Ltd., a Bermuda-domiciled reinsurer.

Athene Holding provides investment solutions, including tax-efficient savings products, to support retirees as well as those saving for retirement. The products offered by Athene include:

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

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

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