

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO  
Form SC 13G/A  
February 05, 2015

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

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**  
**(Amendment No. 7)\***

AMERICAN EQUITY INVT LIFE HL

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(Name of Issuer)

Common Stock

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(Title of Class of Securities)

025676206

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(CUSIP Number)

December 31, 2014

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 025676206

1. Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

Dimensional Fund Advisors LP (Tax ID: 30-0447847)

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3. SEC Use Only

4. Citizenship or Place of Organization

Delaware Limited Partnership

5. Sole Voting Power

Number of

Shares

Beneficially  6005764 \*\*see Note 1\*\*

6. Shared Voting Power

Owned by

Each

Reporting

0

Person

7. Sole Dispositive Power

With

6131745 \*\*see Note 1\*\*

8. Shared Dispositive Power

0

9. Aggregate Amount Beneficially Owned by Each Reporting Person

6131745 \*\*see Note 1\*\*

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)

N/A

11. Percent of Class Represented by Amount in Row (9)

8.11%

12. Type of Reporting Person (See Instructions)

IA

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Item 1.

- (a) Name of Issuer

AMERICAN EQUITY INVT LIFE HL

- (b) Address of Issuer's Principal Executive Offices

6000 Westown Parkway, West Des Moines, IA 50266

Item 2.

- (a) Name of Person Filing

Dimensional Fund Advisors LP

- (b) Address of Principal Business Office, or if none, Residence

Building One

6300 Bee Cave Road

Austin, Texas, 78746

- (c) Citizenship

Delaware Limited Partnership

- (d) Title of Class of Securities

Common Stock

- (e) CUSIP Number

025676206

Item 3. If this statement is filed pursuant to Sec. 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c)  Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e)  An investment adviser in accordance with Sec. 240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with Sec. 240.13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with Sec. 240.13d-1(b)(1)(ii)(G);

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- (h) " A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) " A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) " A non-U.S. institution in accordance with Sec. 240.13d-1(b)(1)(ii)(J);
- (k) " Group, in accordance with Sec. 240.13d-1(b)(1)(ii)(J).

Item 4. Ownership.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

- (a) Amount beneficially owned:

6131745 \*\*see Note 1\*\*

- (b) Percent of class:

8.11%

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(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote:

6005764 \*\*see Note 1\*\*

(ii) Shared power to vote or to direct the vote:

0

(iii) Sole power to dispose or to direct the disposition of:

6131745 \*\*see Note 1\*\*

(iv) Shared power to dispose or to direct the disposition of:

0

**\*\* Note 1 \*\*** Dimensional Fund Advisors LP, an investment adviser registered under Section 203 of the Investment Advisors Act of 1940, furnishes investment advice to four investment companies registered under the Investment Company Act of 1940, and serves as investment manager or sub-adviser to certain other commingled funds, group trusts and separate accounts (such investment companies, trusts and accounts, collectively referred to as the Funds ). In certain cases, subsidiaries of Dimensional Fund Advisors LP may act as an adviser or sub-adviser to certain Funds. In its role as investment adviser, sub-adviser and/or manager, Dimensional Fund Advisors LP or its subsidiaries (collectively, Dimensional ) may possess voting and/or investment power over the securities of the Issuer that are owned by the Funds, and may be deemed to be the beneficial owner of the shares of the Issuer held by the Funds. However, all securities reported in this schedule are owned by the Funds. Dimensional disclaims beneficial ownership of such securities. In addition, the filing of this Schedule 13G shall not be construed as an admission that the reporting person or any of its affiliates is the beneficial owner of any securities covered by this Schedule 13G for any other purposes than Section 13(d) of the Securities Exchange Act of 1934.

Item 5. Ownership of Five Percent or Less of a Class

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [ ].

Item 6. Ownership of More than Five Percent on Behalf of Another Person

The Funds described in Note 1 above have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of the securities held in their respective accounts. To the knowledge of Dimensional, the interest of any one such Fund does not exceed 5% of the class of securities. Dimensional Fund Advisors LP disclaims beneficial ownership of all such securities.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person.

N/A

Item 8. Identification and Classification of Members of the Group

N/A

Item 9. Notice of Dissolution of Group

N/A

Item 10. Certification

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By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under Sec. 240.14a-11.



**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

DIMENSIONAL FUND ADVISORS LP

February 5, 2015

\_\_\_\_\_

Date

By: Dimensional Holdings Inc., General Partner

/s/ Christopher Crossan

\_\_\_\_\_

Signature

Global Chief Compliance Officer

\_\_\_\_\_

Title

idth="1%"> Millions of yen June 30, 2009 December 31, 2008 Carrying

amount Estimated

fair value Carrying

amount Estimated

fair value

Long-term debt, including

current installments

(11,905) (11,905) (13,743) (13,727)

Foreign exchange

contracts:

Assets

1,915 1,915 10,516 10,516

Liabilities

(809) (809) (678) (678)

The following methods and assumptions are used to measure the fair value in the above table.

***Long-term debt***

The fair values of Canon's long-term debt instruments are based either on the quoted price in the most active market or the present value of future cash flows associated with each instrument discounted using Canon's current borrowing rate for similar debt instruments of comparable maturity.

***Foreign exchange contracts***

The fair values of foreign exchange contracts are measured based on the market price obtained from financial institutions.

CANON INC. AND SUBSIDIARIES

Notes to Consolidated Financial Statements (continued)

(11) Disclosures about the Fair Value of Financial Instruments and Concentrations of Credit Risk (continued)

*Limitations*

Fair value estimates are made at a specific point in time, based on relevant market information and information about the financial instruments. These estimates are subjective in nature and involve uncertainties and matters of significant judgement and therefore cannot be determined with precision. Changes in assumptions could significantly affect the estimates.

*Concentrations of credit risk*

At June 30, 2009 and December 31, 2008, respectively, one customer accounted for approximately 18% and 19% of consolidated trade receivables, respectively. Although Canon does not expect that the customer will fail to meet its obligations, Canon is potentially exposed to concentrations of credit risk if the customer failed to perform according to the terms of the contracts.

(12) Fair Value Measurements

SFAS 157 defines fair value as the price that would be received to sell an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants at the measurement date. SFAS 157 establishes a three-level fair value hierarchy that prioritizes the inputs used to measure fair value as follows:

Level 1 - Inputs are quoted prices in active markets for identical assets or liabilities.

Level 2 - Inputs are quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that are observable, and inputs that are derived principally from or corroborated by observable market data by correlation or other means.

Level 3 - Inputs are derived from valuation techniques in which one or more significant inputs or value drivers are unobservable, which reflect the reporting entity's own assumptions about the assumptions that market participants would use in establishing a price.

CANON INC. AND SUBSIDIARIES  
Notes to Consolidated Financial Statements (continued)

(12) Fair Value Measurements (continued)*Assets and Liabilities Measured at Fair Value on a Recurring Basis*

The following tables present Canon's assets and liabilities that are measured at fair value on a recurring basis consistent with the fair value hierarchy provisions of SFAS No. 157.

	Level 1	Millions of yen June 30, 2009		Total
		Level 2	Level 3	
Assets:				
Cash and cash equivalents		153,620		153,620
Available-for-sale (current):				
Government bonds	1			1
Available-for-sale (noncurrent):				
Government bonds	423			423
Corporate debt securities	6	31	1,403	1,440
Fund trusts	1,512	977		2,489
Equity securities	14,212			14,212
Derivatives		1,915		1,915
Total assets	16,154	156,543	1,403	174,100
Liabilities:				
Derivatives		809		809
Total liabilities		809		809

CANON INC. AND SUBSIDIARIES  
Notes to Consolidated Financial Statements (continued)

(12) Fair Value Measurements (continued)

	Level 1	Millions of yen December 31, 2008		Total
		Level 2	Level 3	
Assets:				
Cash and cash equivalents		194,030		194,030
Available-for-sale (current):				
Government bonds	1			1
Fund trusts	149			149
Available-for-sale (noncurrent):				
Government bonds	413			413
Corporate debt securities	43	29	1,516	1,588
Fund trusts	1,284	952		2,236
Equity securities	12,218			12,218
Derivatives		10,516		10,516
Total assets	14,108	205,527	1,516	221,151
Liabilities:				
Derivatives		678		678
Total liabilities		678		678

## CANON INC. AND SUBSIDIARIES

## Notes to Consolidated Financial Statements (continued)

(12) Fair Value Measurements (continued)

Level 1 investments are comprised principally of equity securities, which are valued using an unadjusted quoted market price in active markets with sufficient volume and frequency of transactions. Level 2 cash and cash equivalents are valued using quoted prices for identical assets in markets that are not active. Level 3 investments are comprised mainly of corporate debt securities, which are valued based on unobservable inputs as the market for the assets was not active at the measurement date.

Derivative financial instruments are comprised of foreign exchange contracts. Level 2 derivatives are valued using quotes obtained from counterparties or third parties, which are periodically validated by pricing models using observable market inputs, such as foreign currency exchange rates and interest rates.

The following table presents the changes in Level 3 assets measured on a recurring basis, consisting primarily of corporate debt securities, for the six and three months ended June 30, 2009.

## Six months ended June 30, 2009

	Millions of yen
Balance at December 31, 2008	1,516
Total gains or losses (realized or unrealized):	
Included in earnings	(144)
Included in other comprehensive income (loss)	(3)
Purchases, issuances, and settlements	34
Balance at June 30, 2009	1,403

## Three months ended June 30, 2009

	Millions of yen
Balance at March 31, 2009	1,464
Total gains or losses (realized or unrealized):	
Included in earnings	(50)
Included in other comprehensive income (loss)	
Purchases, issuances, and settlements	(11)

Balance at June 30, 2009

1,403

Gains and losses included in earnings are mainly related to corporate debt securities still held at June 30, 2009, and are reported in Other, net in the consolidated statements of income.

CANON INC. AND SUBSIDIARIES  
Notes to Consolidated Financial Statements (continued)

(12) Fair Value Measurements (continued)

*Assets and Liabilities Measured at Fair Value on a Nonrecurring Basis*

Non-marketable equity securities with a carrying amount of ¥1,463 million were written down to their fair value of ¥478 million, resulting in an other-than-temporary impairment charge of ¥985 million, which was included in earnings for the six and three months ended June 30, 2009. All impaired non-marketable equity securities were classified as Level 3 instruments, as Canon uses unobservable inputs to value these investments.

(13) Supplemental Information

Gains and losses resulting from foreign currency transactions, including foreign exchange contracts, and translation of assets and liabilities denominated in foreign currencies are included in other income (deductions) in the consolidated statements of income. Foreign currency exchange losses, net were ¥1,953 million and ¥5,708 million, for the six months ended June 30, 2009 and the three months ended June 30, 2009, respectively.

Advertising costs are expensed as incurred. Advertising expenses were ¥33,366 million and ¥21,369 million for the six and three months ended June 30, 2009, respectively.

Shipping and handling costs totaled ¥22,042 million and ¥11,357 million for the six and three months ended June 30, 2009, respectively, and are included in selling, general and administrative expenses in the consolidated statements of income.

Consolidated comprehensive income for the six and three months ended June 30, 2009 was ¥91,273 million (increase) and ¥37,400 million (increase), respectively.

Certain debt securities with original maturities of less than three months classified as available-for-sale securities of ¥153,620 million and ¥194,030 million at June 30, 2009 and December 31, 2008, respectively, are included in cash and cash equivalents in the consolidated balance sheets. Additionally, certain debt securities with original maturities of less than three months classified as held-to-maturity securities of ¥998 million and ¥997 million at June 30, 2009 and December 31, 2008, respectively, are also included in cash and cash equivalents. Fair value for these securities approximates their cost.

(14) Subsequent Events

The Company has evaluated subsequent events through the issuance of these financial statements which occurred on August 7, 2009.

CANON INC. AND SUBSIDIARIES  
Notes to Consolidated Financial Statements (continued)

(15) Segment Information

Segment Information by Product	(Millions of yen)				
Three months ended June 30, 2009:	Business Machines	Cameras	Optical and Other Products	Corporate and Eliminations	Consolidated
Net sales:					
Unaffiliated customers	485,989	246,056	61,740	-	793,785
Intersegment	-	-	48,470	(48,470)	-
Total	485,989	246,056	110,210	(48,470)	793,785
Operating profit (loss)	55,052	38,780	(6,417)	(42,509)	44,906

Six months ended June 30, 2009:	(Millions of yen)				
Six months ended June 30, 2009:	Business Machines	Cameras	Optical and Other Products	Corporate and Eliminations	Consolidated
Net sales:					
Unaffiliated customers	937,595	411,605	131,619	-	1,480,819
Intersegment	-	-	89,684	(89,684)	-
Total	937,595	411,605	221,303	(89,684)	1,480,819
Operating profit (loss)	114,156	46,610	(17,766)	(78,062)	64,938

## Note:

The primary products included in each of the product segments are as follows:

Business machines: Network multifunction devices (MFDs) / Copying machines / Laser beam printers / Inkjet printers / Computer information systems / Document scanners / Calculators

Cameras: Digital SLR cameras / Compact digital cameras / Interchangeable lenses / Digital video camcorders

Optical and other products: Semiconductor production equipment / Mirror projection mask aligners for LCD panels / Broadcasting equipment / Medical equipment / Large format printers



## CANON INC. AND SUBSIDIARIES

## Notes to Consolidated Financial Statements (continued)

(15) Segment Information (continued)

Segment Information by Geographic Area						(Millions of yen)
Three months ended June 30, 2009:	Japan	Americas	Europe	Other Areas	Corporate and Eliminations	Consolidated
Net sales:						
Unaffiliated customers	202,506	220,095	238,750	132,434	-	793,785
Intersegment	415,184	187	502	117,943	(533,816)	-
Total	617,690	220,282	239,252	250,377	(533,816)	793,785
Operating profit (loss)	71,889	1,908	5,174	9,392	(43,457)	44,906

						(Millions of yen)
Six months ended June 30, 2009:	Japan	Americas	Europe	Others Areas	Corporate and Eliminations	Consolidated
Net sales:						
Unaffiliated customers	416,201	391,236	447,612	225,770	-	1,480,819
Intersegment	719,475	965	937	208,295	(929,672)	-
Total	1,135,676	392,201	448,549	434,065	(929,672)	1,480,819
Operating profit (loss)	105,937	1,769	13,485	13,482	(69,735)	64,938

## Notes:

1. Segment information by geographic area is determined by the location of Canon or its relevant subsidiary.
2. The principal countries and regions included in each category of geographic area are as follows:

Americas: United States of America, Canada, Latin America

Europe: England, Germany, France, Netherlands

Other Areas: Asian regions, China, Oceania

## CANON INC. AND SUBSIDIARIES

Notes to Consolidated Financial Statements (continued)

(15) Segment Information (continued)

## Segment Information - Sales by Region

Millions of yen  
Three months ended June 30, 2009

	Sales	Percentage
Japan	173,378	22
Americas	225,529	28
Europe	239,108	30
Other areas	155,770	20
Total	793,785	100

Millions of yen  
Six months ended June 30, 2009

	Sales	Percentage
Japan	342,882	23
Americas	401,860	27
Europe	449,175	30
Other areas	286,902	20
Total	1,480,819	100

## Notes:

1. This summary of net sales by region of destination is determined by the location of the customer.

2. The principal countries and regions included in each regional category are as follows:

Americas: United States of America, Canada, Latin America

Europe: England, Germany, France, Netherlands

Other Areas: Asian regions, China, Oceania

(2) Other Information

The Board of Directors approved an interim cash dividend at the meeting held on July 28, 2009 as below:

1. Total amount of interim cash dividends:

67,896 million yen

2. Amount of an interim cash dividend per share:

55 yen

3. Payment date:

August 28, 2009

Note:

Interim dividend is paid to the shareholders registered on June 30, 2009.

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