

AMERUS GROUP CO/IA  
Form 4  
March 01, 2005

**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 \*  
**HEITZ MARK V**

(Last) (First) (Middle)  
**ONE AMVESTORS PLACE, 555 S.  
KANSAS AVENUE**  
  
(Street)

**TOPEKA, KS 66601-2039**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**AMERUS GROUP CO/IA [AMH]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**02/25/2005**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**President&CEO AmerUs Annuity**

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

**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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |   |
| Common Stock                    | 02/25/2005                           | 02/25/2005   | M                              |   | 1,535.31<br>(1)   | A  | \$ 39.08 31,430.32 D                                  |
| Common Stock                    | 02/25/2005                           | 02/25/2005   | D                              |   | 42.37<br>(2)  | D  | \$ 47.2 31,387.95 D                                   |
| Common Stock                    | 02/25/2005                           | 02/25/2005   | F                              |   | 454.64<br>(1) (3)   | D  | \$ 47.2 30,933.31 D                                   |
| Common Stock                    | 02/25/2005                           | 02/25/2005   | D                              |   | 0.31<br>(4)   | D  | \$ 47.2 30,933 D                                      |
| Common Stock                    |                                      |  |                                |   |   |  | 11,149.72 I   |

By  
401(K)  
Plan

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**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) |              |                       |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|-----------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount Number Shares  |
| Performance Rights <sup>(1)</sup>          | \$ 39.08   | 02/25/2005                           | 02/25/2005   | M                              | 1,535.31  | <sup>(5)</sup>   | <sup>(5)</sup>  | Common Stock | 1,535. <sup>(6)</sup> |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| HEITZ MARK V<br>ONE AMVESTORS PLACE<br>555 S. KANSAS AVENUE<br>TOPEKA, KS 66601-2039 |               |           | President & CEO AmerUs Annuity |       |

## Signatures

/s/ Jeananne M. Celander, attorney-in-fact for Mr. Heitz 03/01/2005

\_\_Signature of Reporting Person

Date

## 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) The Company's Management Incentive Plan (MIP), an employee plan exempt under Section 16b-3, provides that employees participating in the plan are eligible to defer a portion of their annual bonus to purchase phantom stock units at a price per unit equal to the fair market value (FMV) of the Company's common stock on the date of purchase. The company will match a specified percentage of the phantom stock units purchased pursuant to the deferral program. Upon vesting, the Company will issue the underlying common stock.
- (2) Units retained by the Company to satisfy cash deferral directly into the Company's 401 (K) Plan on the behalf of the reportee.
- (3) Units retained by the Company to satisfy tax payment due for the behalf of the reportee.
- (4) Cash-in-lieu of fractional share in connection with the conversion of units to underlying stock.
- (5) On the third anniversary of the employee's deferral, the Company will issue the underlying common stock. Alternatively, on the third anniversary of the employee's deferral, the employee may elect to redefer the bonus units for another three year period and every three years thereafter, until the earlier of normal retirement or termination. The entire Company match is forfeited if the employee's

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employment terminates prior to the third anniversary of the employee's deferral.

(6) These units have vested and have been converted under the terms of the plan.

(7) Price not applicable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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