

Protecting Your Retirement Income

Transitioning from career earnings to a Lifetime Check by JacksonSM.



Jackson is the marketing name for Jackson National Life Insurance Company[®] (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York[®] (Home Office: Purchase, New York).

Not FDIC/NCUA insured • May lose value • Not bank/CU guaranteed
Not a deposit • Not insured by any federal agency

JACKSON[®]
FINANCIAL FREEDOM FOR LIFESM

Creating certainty from uncertainty.

Leave the guesswork of retirement finances behind and take a step toward financial freedom.

Navigating the pitfalls of retirement planning can be tricky. Especially when the most important factors are also the most difficult for people to predict:

- When will markets fall and when will they grow?
- How long will I live?

While we can't predict what the market will do, we can choose how to approach it. There are three key methods for coping with market risk and market loss:

1. AVOID RISK but eliminate needed potential market gains
2. REDUCE RISK and reduce gains
3. PROTECT* YOUR INCOME AGAINST RISK while retaining access to market gains

This guide will focus on the third method, and will show you how you can:

- **PROTECT** your income throughout your retirement.
Certainty is possible, regardless of market downturns.
- Pursue **GROWTH** opportunities.
With Jackson, you can invest without fund restrictions.†



Joyce, Annuity Owner

What are variable annuities?

Variable annuities are long-term, tax-deferred investments designed for retirement, involve investment risks, and may lose value. Earnings are taxable as ordinary income when distributed and may be subject to a 10% additional tax if withdrawn before age 59½.

Optional living benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity.

*Guarantees are backed by the claims-paying ability of Jackson National Life Insurance Company® and do not apply to the principal amount or investment performance of the separate account or its underlying investments.

†Select up to a maximum of 99 investments and adjust options or allocations up to 25 times each contract year without transfer fees. To prevent abusive trading practices, Jackson restricts the frequency of transfers among Variable Investment Options, including trading out of and back into the same subaccount within a 15-day period.

How long will you live?

Thanks to modern medicine, the median life expectancy continues to increase. In fact, there's a good chance a person will reach age 90.

Life Expectancy From Age 65*

20% chance
that a male lives
to age 90



31% chance
that a female lives
to age 90.



45% chance that one person of a 65-year-old couple will reach age 90

*Society of Actuaries, "Key Findings and Issues: Longevity," June 2012.

The Cost of Inflation

Living a long, fulfilling retirement is a goal we all have, but it also presents new challenges. Living longer means retirees may have to deal with the impact of rising costs on activities and expenditures they had originally been counting on, like a trip to Disney World with their grandkids, or paying for healthcare.



Cost of Disney World Admission[†]

1971	\$3.50
2000	\$46.00
Current Day	\$105.00



Cost of Healthcare[‡]

1971	\$389
2000	\$4,857
2016	\$10,348

[†] Amelia Josephson, SmartAsset, "The Economics of Disney World," May 21, 2018.

[‡] Kimberly Amadeo, The Balance, "The Rising Cost of Health Care by Year and Its Causes," August 28, 2018.

Enjoying a longer retirement shouldn't cause financial hardship. But that could happen. However, together with your advisor, you can address that.



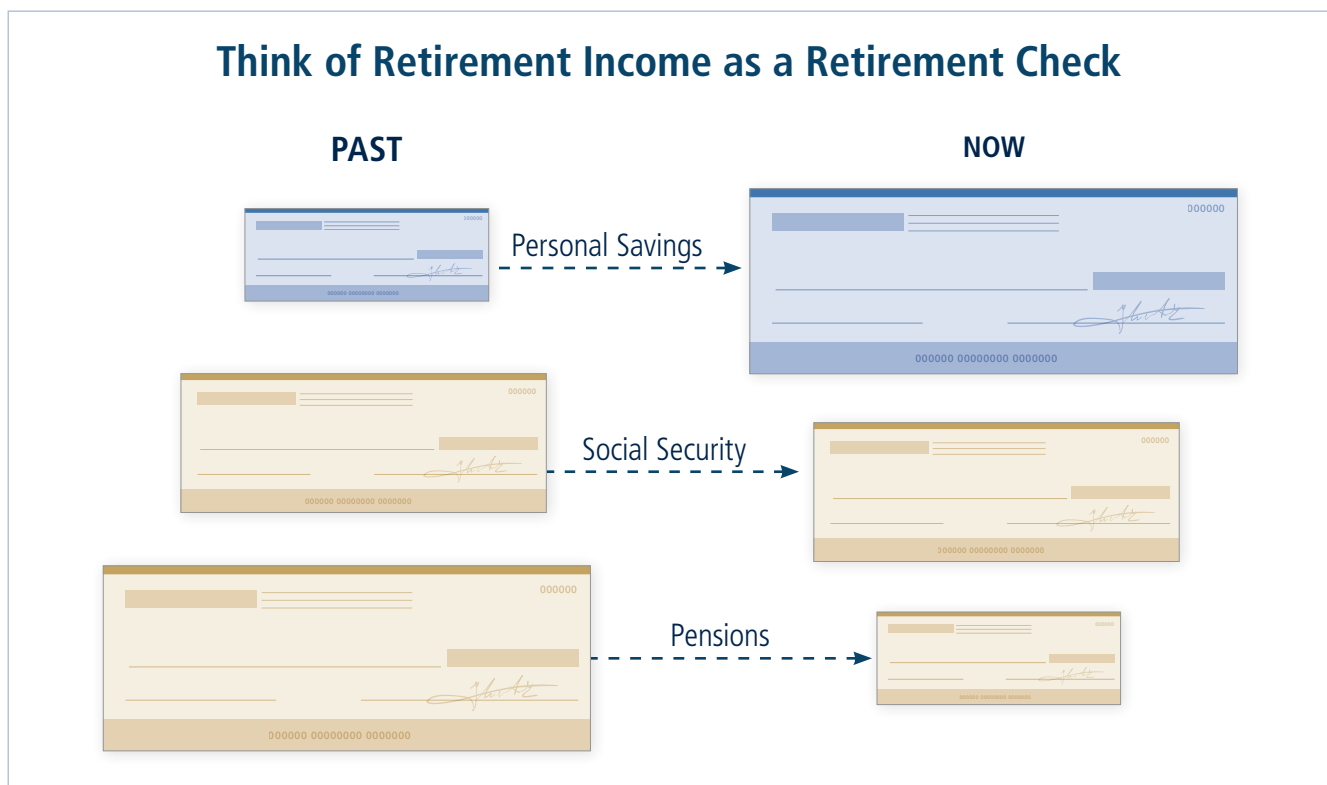
REALITY CHECK

What if you had a retirement plan that allowed you to receive a check that would never decrease, could keep pace with inflation and last your entire life, no matter how long you live?

Creating the retirement you want.

When you're no longer working, you'll need to rely on different sources of income. Traditional sources include:

1. Personal Savings
2. Social Security
3. Pensions



Sources of retirement income that were generally considered protected are now disappearing such as Social Security* and pensions†.



REALITY CHECK

Do you have a pension? Do you worry that Social Security might not provide enough income for you each month?

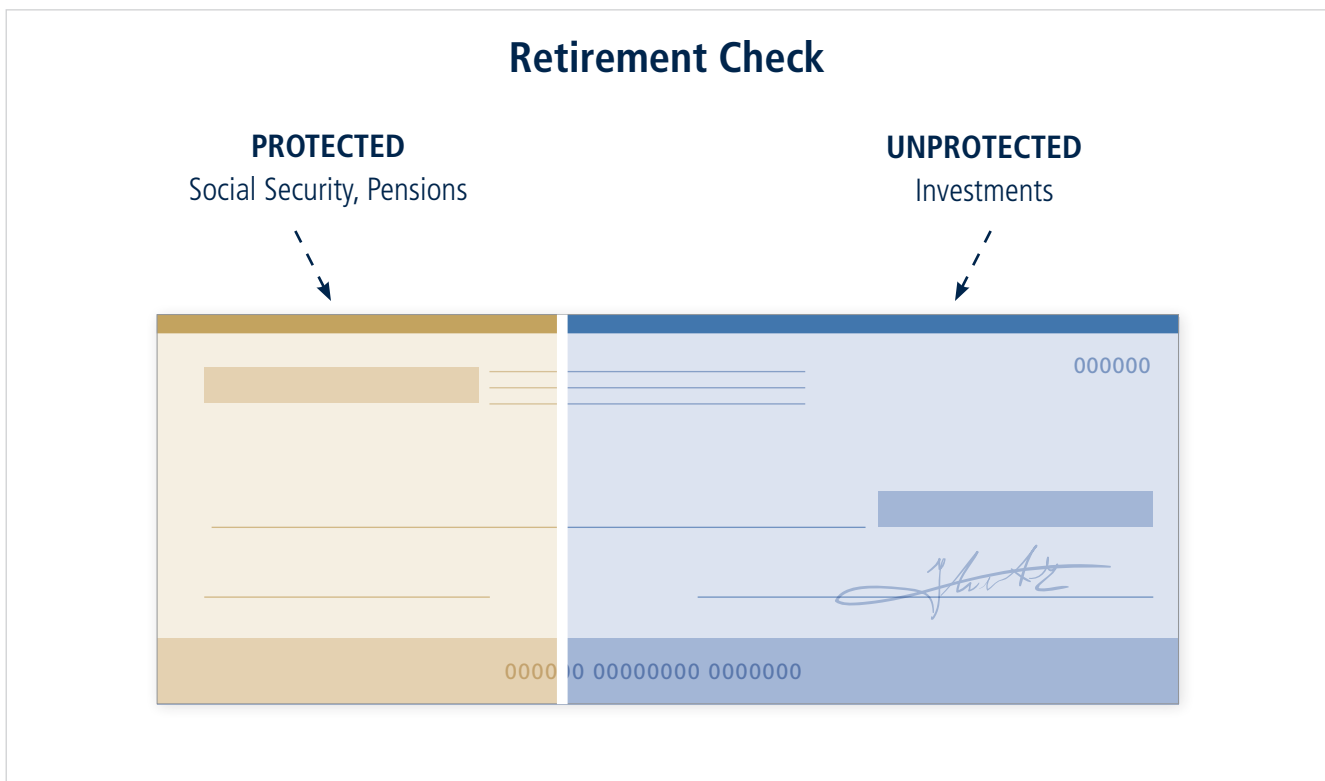
*Reeves, J., x, "Opinion: Collapsing pensions will fuel America's next financial crisis." May 17, 2017.

†Elkins, K., CNBC.com, "A brief history of the 401(k), which changed how Americans retire." Jan 4, 2017.

Where will your retirement check come from?

With fewer guaranteed sources, a large portion of retirement income will now need to be funded by personal savings. With that in mind, it can help to ask yourself:

1. How much monthly income do I want in retirement?
2. How much will come from PROTECTED sources?
3. How much will come from UNPROTECTED investments?



Social Security is estimated to only replace about 40% of the average person's income.*



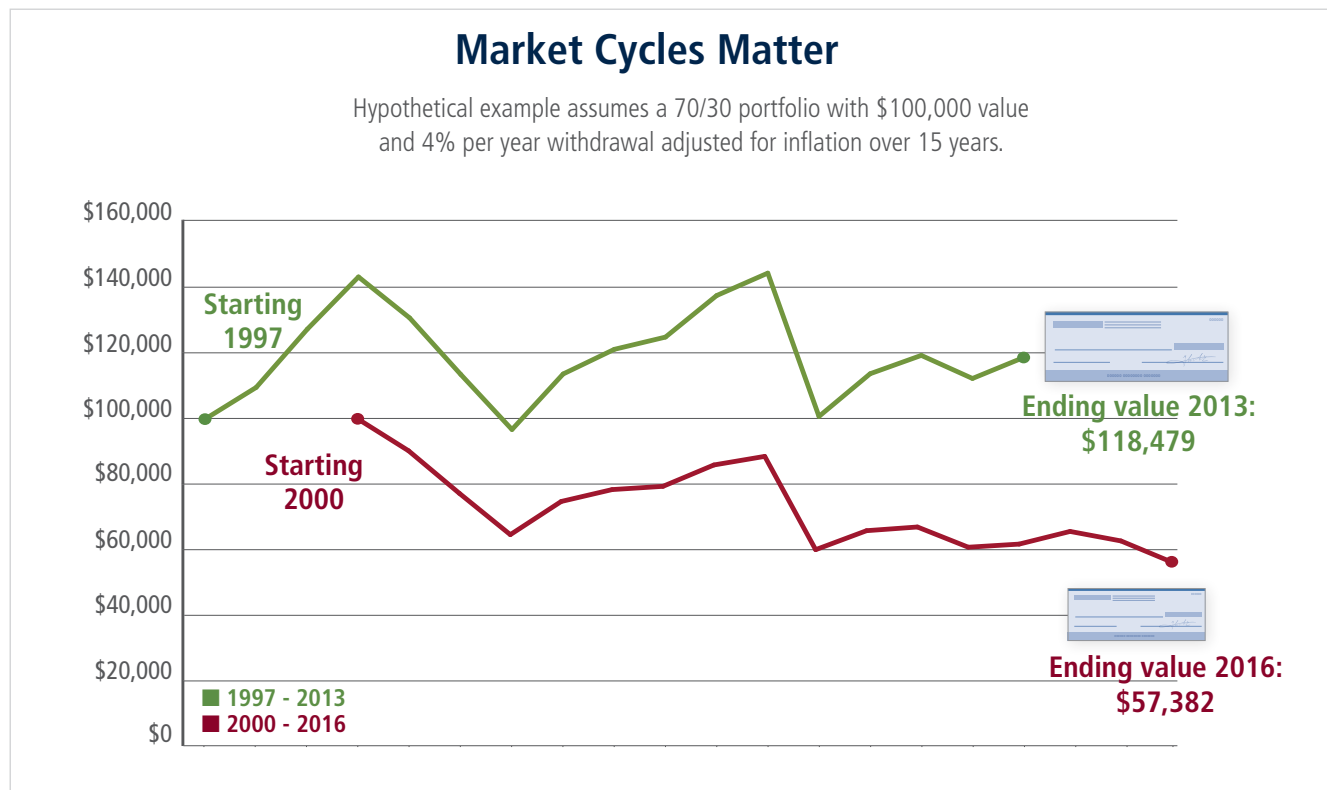
REALITY CHECK

How much of your projected monthly income in retirement is "protected"?
How much would you like to protect?

*Social Security Administration, "Learn about Social Security Programs," data pulled June 2018.

Protecting income against market losses.

The greatest challenge most retirees face is the possibility of running out of money. Without products such as variable annuities with optional benefits, retiring at the wrong time can turn this possibility into a reality.



Source: 70% MSCI World Index, 30% Bank of America Merrill Lynch U.S. Treasury Index. The MSCI World Index is a broad global equity benchmark that represents large and mid-cap equity performance across 23 developed markets countries. The MSCI World Index is unmanaged and not available for direct investment. The Bank of America Merrill Lynch U.S. Treasury Index is an unmanaged index that tracks the performance of the direct sovereign debt of the U.S. Government and is not available for direct investment. This chart is hypothetical, for illustrative purposes only.

This hypothetical example is for illustrative purposes only and is not representative of the future performance of any product. Past performance is no guarantee of future results. An investment cannot be made directly into an index.

If you withdraw 4% of your portfolio, it's potentially less money in a down market than in an up market. What can you do to protect your portfolio in down markets?



REALITY CHECK

Do you know anyone who had to change retirement plans because of the stock market crash of September 29, 2008? What if YOU retire at the wrong time?

Optional benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity. Only one optional living benefit and one optional death benefit may be elected per contract. Once elected, benefits may not be canceled; please see prospectus for specific benefit availability. The long-term advantage of the optional benefits will vary with the terms of the benefit option, the investment performance of the Variable Investment Options selected, and the length of time the annuity is owned. As a result, in some circumstances the cost of an option may exceed the actual benefit paid under the option.

What are your options in market downturns?

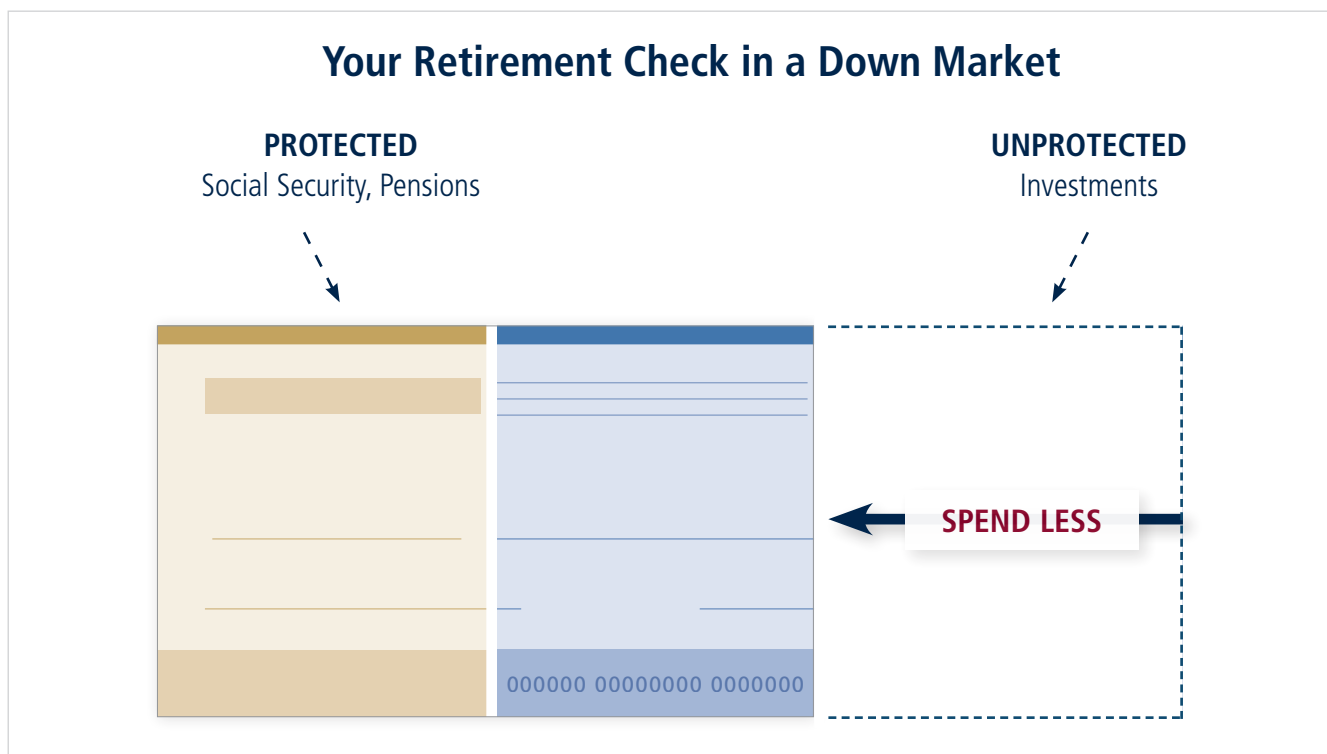
What happens if you lose money in your investments? Your protected income in a variable annuity won't be affected. But what about withdrawals from unprotected investments?

It could be a difficult choice:

REDUCE SPENDING and
make lifestyle changes

OR

CONTINUE SPENDING at the same rate and
increase your risk of running out of money



What if you could take a portion of your unprotected investments and turn that into protected income?



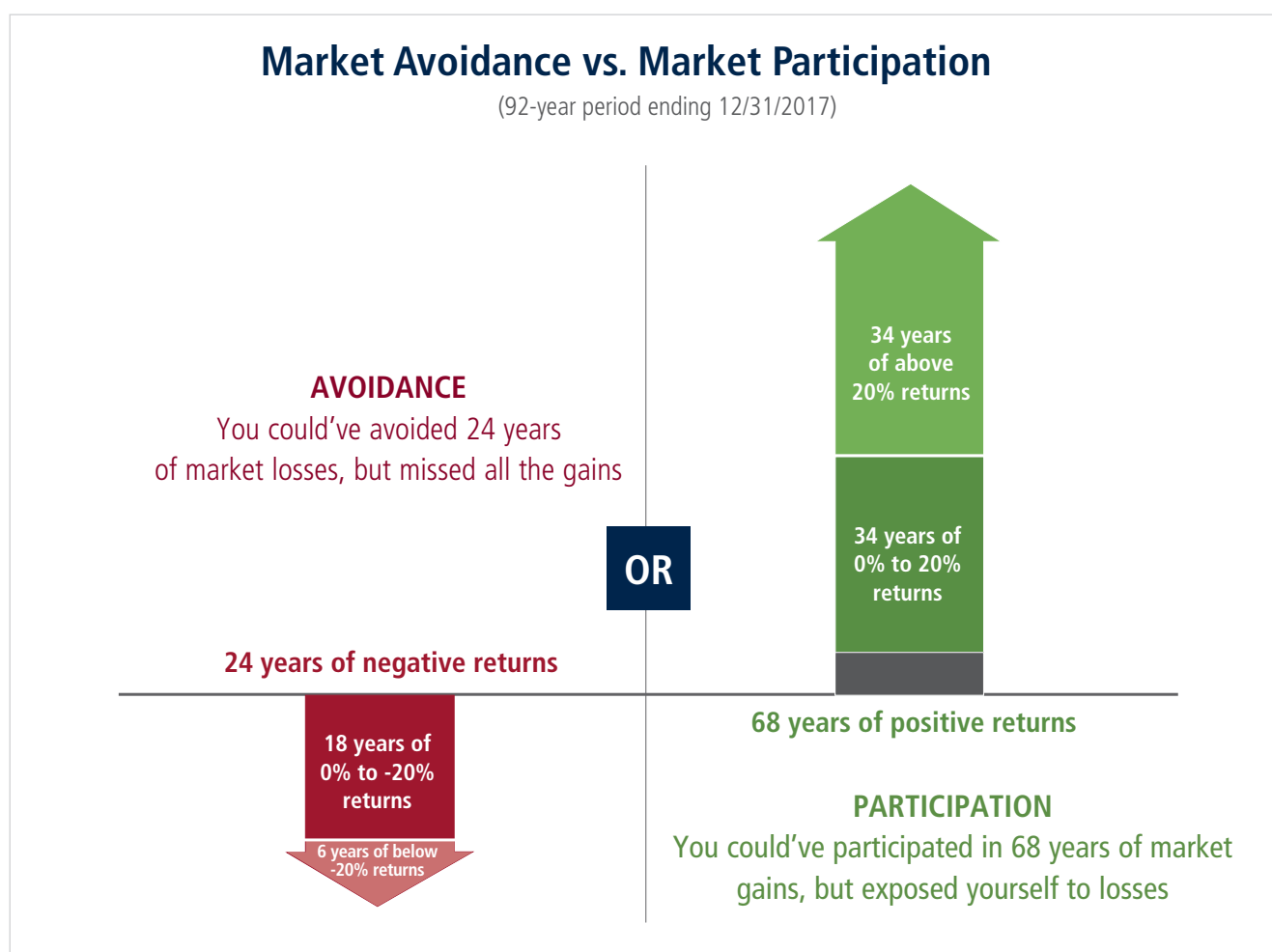
REALITY CHECK

Overcome one of the greatest challenges. Protecting your retirement check means even if your investment loses value, your income never decreases **OR** runs out.

Growing your market potential.

Your retirement might last 30 years or more. To keep up with inflation and rising healthcare costs, market growth isn't a luxury—it's a necessity.

There's good news for your long-term investment: history has been on your side.



Source: Ibbotson Associates SBBI Data, Ibbotson SBBI US Large Stock Index for the 92-year period ending 12/31/2017. ©2018 Morningstar, Inc. All rights reserved. Used with permission. Ibbotson Associates, as of January 2018.

Large company stock performance is derived from the Ibbotson SBBI US Large Stock TR and includes the re-investment of dividends with no fees assessed.

Chart is for illustrative purposes only and is not representative of the performance of any particular portfolio, security, or strategy.

An investment cannot be made directly in an index.



REALITY CHECK

What if you could invest in a vehicle that allowed full market growth, but protected your retirement check against market losses? You'd experience the best of both worlds.

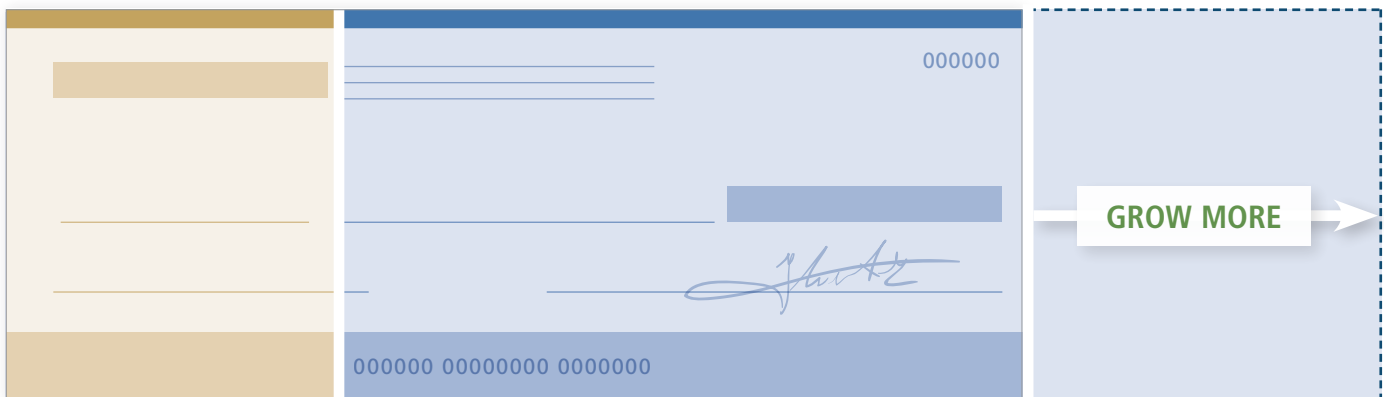
What can market upswings do for you?

Market growth can support the common investment goals of increasing retirement income and keeping pace with inflation over time.

Your Retirement Check in an Up Market

PROTECTED
Social Security, Pensions

UNPROTECTED
Investments



Market growth that increases the value of unprotected investments can mean a potentially bigger retirement check.



REALITY CHECK

Some retirement options not only allow for market growth but they can lock it in and protect it, too. Growth + Protection = More Potential.

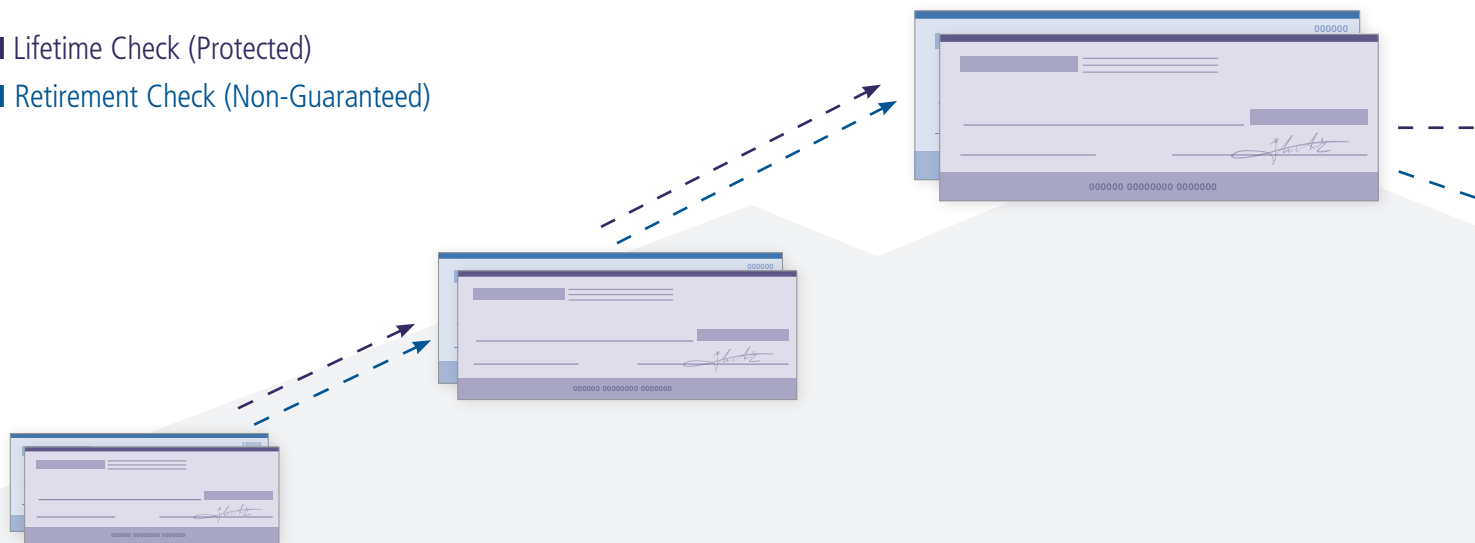
Growth and Protection

A variable annuity can offer growth and protection – growth through investment options and lifetime income* protection through living benefits that are available at an additional charge. So, instead of receiving a Retirement Check from non-guaranteed sources of income, you could receive a Lifetime Check by JacksonSM providing protected income.

Here's how a Lifetime Check compares to a Retirement Check.

1. When the market grows, both checks participate in market gains.

- Lifetime Check (Protected)
- Retirement Check (Non-Guaranteed)



Growth



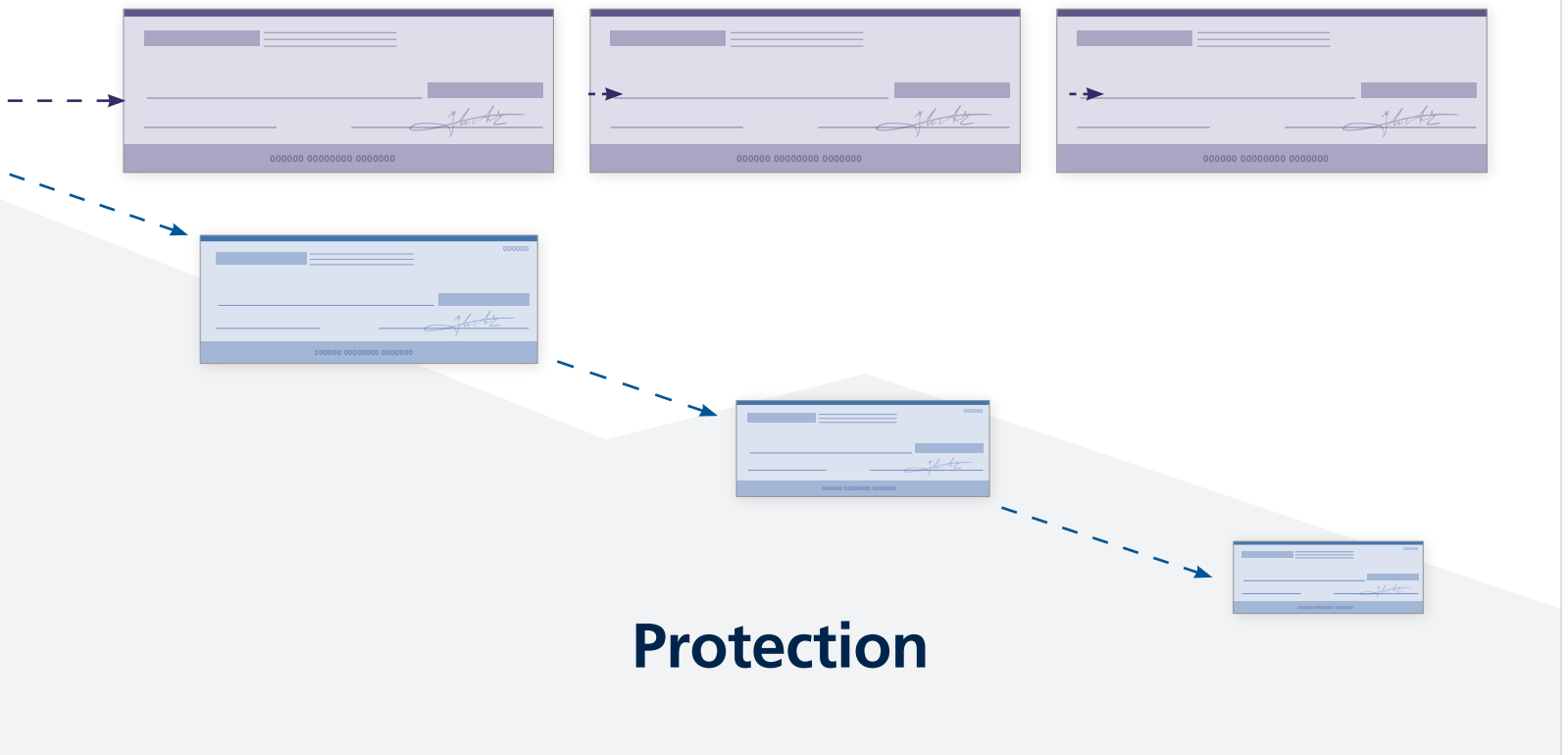
REALITY CHECK

How important is market growth to you? With a diverse investment platform and no investment allocation restrictions, Jackson offers true investment freedom.

* Lifetime income of the optional lifetime benefits becomes effective at issue if the designated life is age 59½ at issue, or upon the contract anniversary following designated life's 59½ birthday, provided the contract value is greater than zero and has not been annuitized.

Diversification does not assure a profit or protect against loss in a declining market. Portfolios that have a greater percentage of alternatives may have greater risks, especially those including arbitrage, currency, leveraging and commodities. This additional risk can offset the benefit of diversification.

2. When the market goes down, the Lifetime Check is protected but the Retirement Check is not.



REALITY CHECK

Some retirement options not only allow for market growth but they can lock it in and protect it, too. Growth + Protection = More Potential.

Optional benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity. Only one optional living benefit and one optional death benefit may be elected per contract. Once elected, benefits may not be canceled; please see prospectus for specific benefit availability. The long-term advantage of the optional benefits will vary with the terms of the benefit option, the investment performance of the Variable Investment Options selected, and the length of time the annuity is owned. As a result, in some circumstances the cost of an option may exceed the actual benefit paid under the option.

Partnering with your advisor.

You have questions. Advisors have answers. A financial advisor can help you make smart, long-term choices and find options you may not even know exist. They can help you create a customized retirement plan, and can also help you stick to that plan. Your advisor may also be able to help you with tax-efficient* investments and planning your legacy.

Your checklist to financial freedom.



Discuss the uncertainties of retirement, including how long you'll live, inflation and market volatility, and how those challenges could affect your unprotected investments.



Review your sources of protected income in retirement, including Social Security and Pensions, so you have an idea of how much you can count on to start.



Evaluate your monthly expenses for basic needs like mortgage and groceries. How much of those expenses are covered by protected income sources, and how much you would like to be protected.



Think about what would happen if your retirement income were to shrink, and how you would adapt. Now discuss how a Variable Annuity with a Living Benefit can guarantee that your Lifetime Check by JacksonSM won't shrink.



Consider the possibility of a Lifetime Check that takes advantage of market upswings to lock in more income.



Work with your advisor to understand your income gap and how much of your retirement expenses you should consider covering by investing in a Variable Annuity with a Living Benefit.



REALITY CHECK

Can you imagine working on your own to navigate all of the potential pitfalls related to retirement planning? An advisor can help.

*Tax deferral offers no additional value if an annuity is used to fund a qualified plan, such as a 401(k) or IRA, and may be found at a lower cost in other investment products. It also may not be available if the annuity is owned by a "non-natural person" such as a corporation or certain types of trusts.

Choosing your annuity provider.

At Jackson, we believe everyone deserves the opportunity to live life well, and not outlive their money. Jackson is committed to helping people achieve financial freedom so they can live the lives they want.



Products

Jackson lets clients invest without restrictions so they can participate in market growth, even with a living benefit. We offer a wide range of benefits for lifetime income and legacy planning, so you can choose the options that make the most sense for you.



People

We've been awarded for the quality of our service 12 years in a row because we believe in putting the client's interest first.*



Performance

Jackson is a leading annuity provider.



REALITY CHECK

Could a variable annuity that allows full market growth and retirement protection benefit you? Make both benefits in the same account a true REALITY with a Living Benefit Check from Jackson.

* SQM (Service Quality Measurement Group) Contact Center Awards Program for 2004 and 2006-2017.

Go. Enjoy Your Retirement.

When your retirement isn't filled with worry, it can be filled with more of what matters most to you. A Lifetime Check by JacksonSM can help you focus on the retirement you've earned.

Partner with your advisor to see how a variable annuity can fit into your comprehensive financial plan for today, tomorrow and what's next.



Before investing, investors should carefully consider the investment objectives, risks, charges and expenses of the variable annuity and its underlying investment options. The current contract prospectus and underlying fund prospectuses, which are contained in the same document, provide this and other important information. Please contact your representative or the Company to obtain the prospectuses. Please read the prospectuses carefully before investing or sending money.

This material was prepared to support the promotion and marketing of Jackson variable annuities. Jackson, its distributors and their respective representatives do not provide tax, accounting or legal advice. Any tax statements contained herein were not intended or written to be used, and cannot be used, for the purpose of avoiding U.S. federal, state or local tax penalties. Please consult your own independent advisors as to any tax, accounting or legal statements made herein.

The latest income date allowed on variable annuity contracts is age 95, which is the required age to annuitize or take a lump sum. Please see the prospectus for important information regarding the annuitization of a contract.

In certain states, we reserve the right to refuse any subsequent premium payments. Does not apply in Oregon.

Optional benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity. Only one optional living benefit and one optional death benefit may be elected per contract. Once elected, benefits may not be canceled; please see prospectus for specific benefit availability. The long-term advantage of the optional benefits will vary with the terms of the benefit option, the investment performance of the Variable Investment Options selected, and the length of time the annuity is owned. As a result, in some circumstances the cost of an option may exceed the actual benefit paid under the option.

Guarantees are backed by the claims-paying ability of Jackson National Life Insurance Company or Jackson National Life Insurance Company of New York and do not apply to the principal amount or investment performance of a variable annuity's separate account or its underlying investments. They are not backed by the broker/dealer from which this annuity contract is purchased, by the insurance agency from which this annuity contract is purchased or any affiliates of those entities, and none makes any representations or guarantees regarding the claims-paying ability of Jackson National Life Insurance Company or Jackson National Life Insurance Company of New York.

Variable Annuities are issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and in New York by Jackson National Life Insurance Company of New York (Home Office: Purchase, New York). Variable annuities are distributed by Jackson National Life Distributors LLC, member FINRA. These contracts have limitations and restrictions. Jackson issues other annuities with similar features, benefits, limitations and charges. Discuss them with your representative or contact Jackson for more information.

Jackson is the marketing name for Jackson National Life Insurance Company and Jackson National Life Insurance Company of New York.

Firm and state variations may apply.

