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FOR IMMEDIATE RELEASE

Jackson Launches Digital Experience for Independent RIAs

New online portal enables independent RIAs to access Jackson products directly

LANSING, Mich.—August 27, 2020—[Jackson National Life Insurance Company](#)[®] (Jackson[®]) today announced it has introduced a new distribution digital experience focused on independent Registered Investment Advisors (iRIAs) and their clients. As part of this new service, Jackson distribution associates will serve as licensed insurance professionals to help meet the needs of iRIAs and their clients. The new online portal, designed specifically for iRIAs, comes more than a year after Jackson began making its products available through third-party iRIA distribution partners, including DPL Financial Partners, TD Ameritrade, RetireOne and Financial Insurance Group.

The introduction of this new digital experience complements Jackson's existing distribution channels, including Independent Broker Dealers, Banks and Wires. These traditional channels will continue to service hybrid RIAs who maintain an affiliation with a broker-dealer, while iRIAs will now be serviced by six dedicated RIA consultants.

"Today's announcement is a natural progression of our efforts to deliver Jackson solutions to more of the market," said Scott Romine, President, Advisory Solutions, Jackson National Life Distributors LLC (JNLD). "Our new online portal will create a positive end-to-end experience for iRIAs and provide greater choice in products and investments for meeting their clients' unique preferences."

The digital experience on Jackson.com provides clients of iRIAs with access to a suite of fee-based annuity offerings with no commissions or withdrawal charges, including Jackson Private Wealth, an investment only variable annuity; Perspective Advisory II, a variable annuity with add-on benefits; and MarketProtector Advisory, a fixed index annuity.

"A key element of digital transformation is our ability to provide valuable experiences for independent RIAs by digitally enhancing their touch points with Jackson," said Dev Ganguly, Senior Vice President and Chief Information Officer, Jackson. "Through the launch of the new online portal, we are highlighting our commitment to a digital-first approach, including the submission of client information as well as paperless processes all serviced by a fully licensed concierge team."

Independent RIAs who would like to learn more can visit the new digital experience at [Jackson.com/ria-and-wealth-managers.html](https://www.jackson.com/ria-and-wealth-managers.html) or call 800-711-7397.

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About Jackson

Jackson is a leading provider of retirement products for industry professionals and their clients. The company and its affiliates offer variable, fixed and fixed index annuities designed for tax-efficient growth and distribution of retirement income for retail customers, as well as products for institutional investors. Jackson is a proud founding member and co-chair of the Alliance for Lifetime Income, a nonprofit 501(c)(6) organization formed and supported by 24 of the nation's financial services organizations to create awareness and educate Americans about the importance of protected lifetime income. With \$294.6 billion in IFRS assets*, the company prides itself on sound corporate risk management practices and strategic technology initiatives. Focused on thought leadership and education, Jackson provides industry insights and financial representative training on retirement planning and alternative investment strategies. The company is also dedicated to corporate philanthropy and supports nonprofits focused on strengthening families and creating economic opportunities in the communities where its employees live and work. For more information, visit www.jackson.com.

*Jackson has \$294.6 billion in total IFRS assets and \$265.4 billion in IFRS policy liabilities set aside to pay primarily future policyowner benefits (as of June 30, 2020).

Jackson is an indirect subsidiary of Prudential plc, an Asia-led portfolio of businesses focused on structural growth markets. The business helps individuals to de-risk their lives and deal with their biggest financial concerns through life and health insurance, and

retirement and asset management solutions. Prudential plc has 20 million customers (as of June 30, 2020) and is listed on stock exchanges in London, Hong Kong, Singapore and New York. Prudential plc is not affiliated in any manner with Prudential Financial, Inc. a company whose principal place of business is in the United States of America, nor with the Prudential Assurance Company, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

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.

Annuities are long-term, tax-deferred vehicles designed for retirement. Variable annuities 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.

The latest income date allowed 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.

Add-on benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity. Only one add-on living benefit and one add-on death benefit may be elected per contract. Once elected, benefits may not be canceled or changed; 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 that option.

Variable annuities (VA790, VA790-T1, VA790-FB1, ICC17 VA790, ICC17 VA790-T1, ICC17 VA790-FB1) are issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and in New York (VA790NY, VA790NY-FB1) 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.

MarketProtector Advisory Individual Modified Single Premium Deferred Fixed Annuity with Index-Linked Interest Option and Market Value Adjustment (contract form numbers FIA265, ICC19 FIA265) and IncomeAccelerator® (8005, ICC19 8005) with joint option (8006, ICC19 8006) is issued by Jackson National Life Insurance Company® (Home Office: Lansing, Michigan) and distributed by Jackson National Life Distributors LLC. This product is a fixed annuity that does not participate in any stock or equity investments and has limitations and restrictions, including market value adjustment. During the Indexed Option Period, the annuity's cash withdrawal value may be less than the initial premium. Additional premium is permitted in the first contract year. For costs and complete details, contact Jackson. Premium Payments are flexible in the first Contract Year only, subject to Contract minimums and maximums. Subsequent Premiums will remain in a Fixed Account Option until the first Indexed Option Anniversary. No Premium Payments will be accepted after the first Contract Anniversary.

The design of this annuity contract emphasizes the protection of credited interest rather than the maximization of interest rate crediting. Jackson issues other annuities with similar features, benefits, limitations and charges. Discuss them with your representative or contact Jackson for more information. **Fixed index annuities may not be suitable for everyone.**

Fixed index annuities are also known as fixed annuities with index-linked interest (equity indexed and fixed annuities in Oregon).

MarketProtector Advisory is not available in California.

Fixed index annuities are not available in New York.

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

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