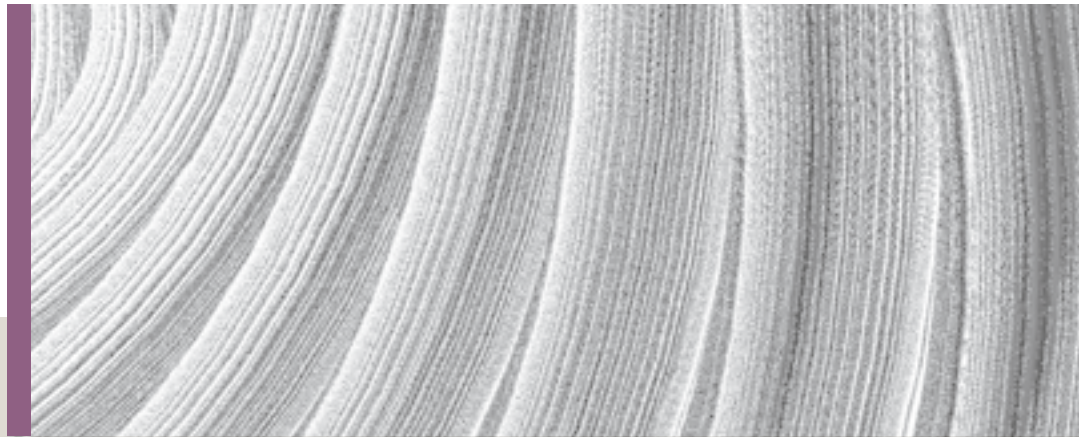




VARIABLE
ANNUITIES

PRODUCT GUIDE

FOR CLIENTS

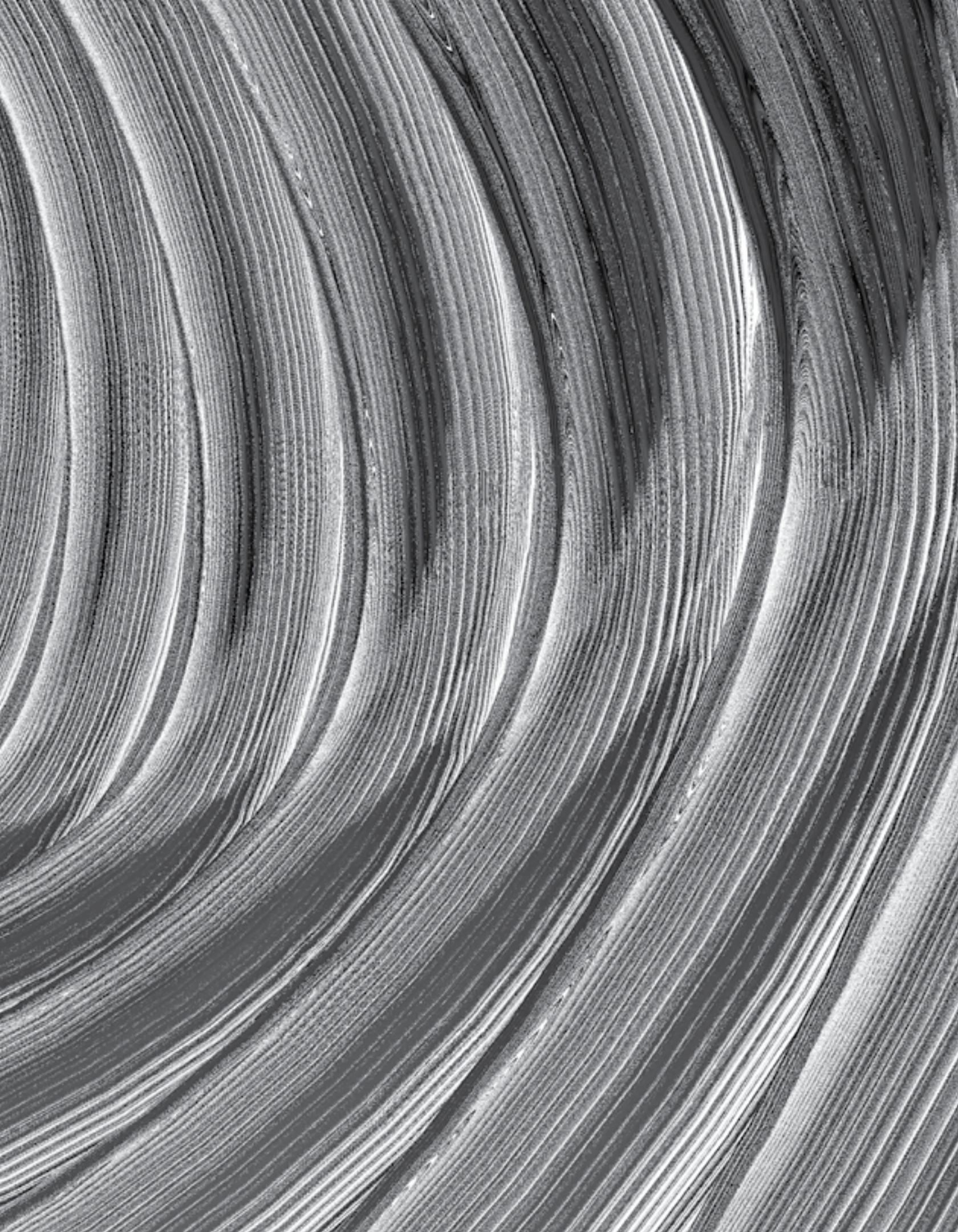


Jackson Advantage®

Jackson® is the marketing name for Jackson Financial Inc. and Jackson National Life Insurance Company®.

Not for use in Oregon.

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



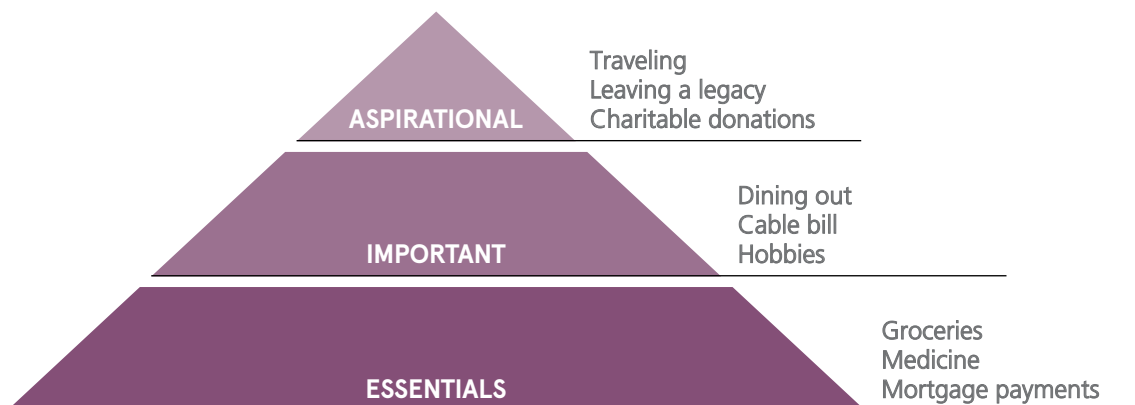
Will you have an income gap?

PENSIONS AND SOCIAL SECURITY USED TO BE THE MAIN FUNDING FOR RETIREMENT. NOW THE RESPONSIBILITY LIES WITH RETIREES, AND THEIR PERSONAL ASSETS PLAY A MORE SIGNIFICANT ROLE.

An important step in planning your future is identifying your priorities. Do your assets and financial plan support that vision, or should you explore some options? Use this guide as a tool to determine whether there's a gap between your income needs and the sources of guaranteed income you could use to fund those needs. Once you've determined if you have a gap, you and your financial professional can discuss how to cover it.

What will I need?

When planning for retirement, think of your income needs as a pyramid.



What can I count on?

Now that you've estimated what your expenses could be, calculate the guaranteed income you expect to have. This could include distributions from investments or a part-time job. This will help determine the gap between what you'll need and your projected available resources.

NOTES:

Click on box below to enter text

Your life. Your retirement.

Build it your way.

MAKE SURE YOUR FINANCIAL PLAN MATCHES YOUR VISION OF RETIREMENT



INVESTMENT FREEDOM

Total investment freedom means letting you decide how much risk to take on and how vigorously you want to pursue growth.*

Opportunities for growth during accumulation years **through tax-efficient investing**, keeps more money in your account as long as possible.



PROTECTED INCOME FOR LIFE

Guaranteed lifetime income[†] that you can't outlive, no matter how long you live or how the markets fluctuate. Plus the potential to grow.



LEAVE A LEGACY

Provide a lasting legacy with add-on guaranteed death benefits, helping those closest to you.



CONTROL YOUR TAXES

Earnings, dividends, and interest are automatically reinvested and accumulate tax deferred.[‡] Plus, make changes to your portfolio as needs change—with **no transfer fees** and no immediate tax consequences.

What is a variable annuity?

A variable annuity is a long-term, tax-deferred investment designed for retirement, involves investment risks, and may lose value. Earnings are taxable as ordinary income when distributed. Individuals may be subject to a 10% additional tax for withdrawals before age 59½ unless an exception to the tax is met.

Add-on benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity and are subject to conditions and limitations. There is no guarantee that a variable annuity with an add-on living benefit will provide sufficient supplemental retirement income.

* 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.

[†] On the contract anniversary on or immediately following the designated life's attained age 59½, the for-life guarantee becomes effective provided: 1) the contract value is greater than zero and 2) the contract has not been annuitized. If the designated life is age 59½ on the effective date of the endorsement, then the for-life guarantee becomes effective on that date. Guarantees are backed by the claims-paying ability of the issuing insurance company and do not apply to the principal amount or investment performance of a variable annuity's separate account or its underlying investments.

[‡] Tax deferral offers no additional value if an IRA or a qualified plan, such as a 401(k), is used to fund an annuity 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 legal entity such as a corporation or certain types of trusts.

Freedom to invest your way

SEQUENCE OF CONCERNS

Worried about retirement? We might be able to help. Retirement is an exciting new chapter in life, but the novelty of it can also feel a little scary and uncertain. You may wonder how you'll fill your time or whether you'll have enough money to last the rest of your life. Although we don't know exactly what your future holds, we can help you explore three common retirement concerns and how you could address them.

Income and the market

When you're ready to take a withdrawal from your retirement savings accounts, timing is everything. If you start when the market is down, you run the risk of having less income down the road. Though it's impossible to predict what the markets will do, guaranteed* income could address this concern.

Outliving your money

Another common concern is, ironically, good health. A long and healthy life is a good thing, but the longer we live, the more likely we are to run out of retirement income. That's why we believe in the value of guaranteed income, coupled with investment freedom. That gives you and your financial professional the ability to build a portfolio without investment allocation restrictions—so you can be as aggressive or conservative as you like.†

Increased costs

Other problems are healthcare costs and inflation. Over the past 20 years, the cumulative inflation rate (the measure of the total percentage increase in the price of goods and services over a period of time) was 64.93%.‡ This trend might continue, and can have a big impact on your ability to maintain your quality of life in retirement.



Taking distributions from your retirement savings at the wrong time



Living longer because of good health



Experiencing the rising cost of healthcare and inflation

POTENTIAL WAYS YOU CAN ADDRESS CONCERNS

Build a diversified§ portfolio that can help take you through retirement.

EQUITY INVESTMENTS—For growth in your portfolio, choose from domestic and international/global equity options with varying investment styles.

FIXED INCOME INVESTMENTS—For a conservative component in your portfolio.

ALTERNATIVE INVESTMENTS—Provide further diversification by adding alternatives that don't fall within the basic categories of equities, fixed income and cash.

And why not? It's your money and you should control it.

For a full list of all of your investment options, please visit jackson.com/Performance.



* 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. 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.

† 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.

‡ SmartAsset, "Best Inflation Calculator (2025)—Historical & Future Value," accessed January 14, 2025. Note: 64.93% is equal to an average inflation rate of 2.55%.

§ Diversification does not assure a profit or protect against loss in a declining market.

Investing to pursue growth

SEE THE BIG PICTURE

Unless you have a crystal ball, there's no way to know the best time to get in or out of the market. Investing for the long term, rather than focusing on the day-to-day returns, can help even out the unpredictable market ups and downs over time.

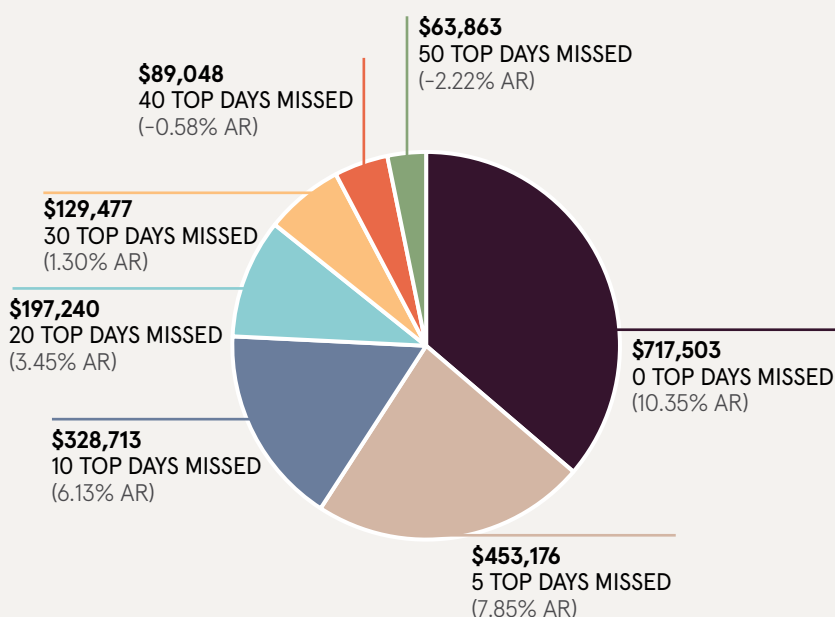
A big loss is painful—so is missing out on a big gain.

What if you decide to pull your money out during a market low? Not only could you lose the potential to make up for any losses, but you also risk missing out on future market upswings. Even missing a couple of days in an up cycle can have a dramatic effect on your portfolio.

If you decide to postpone investing until the market stabilizes, you might find yourself waiting a very long time. While the annualized return (AR) of the S&P 500 Index since 1937 is +10.68%, the annual index returns only performed near that average five out of the last 88 years. More interesting is that it has delivered positive annual returns about 76% of the time. That's 67 "up" years.*

WHAT SLICE OF PIE WOULD YOU RATHER HAVE?

If you invested \$100,000 into the S&P 500 on January 1, 2005, in 20 years your investment would be worth...



Although past performance is no guarantee of future results, waiting for the market to stabilize could mean missing out on big gains.

* Morningstar Direct. S&P 500 Index annual total returns 1937 to 2024.

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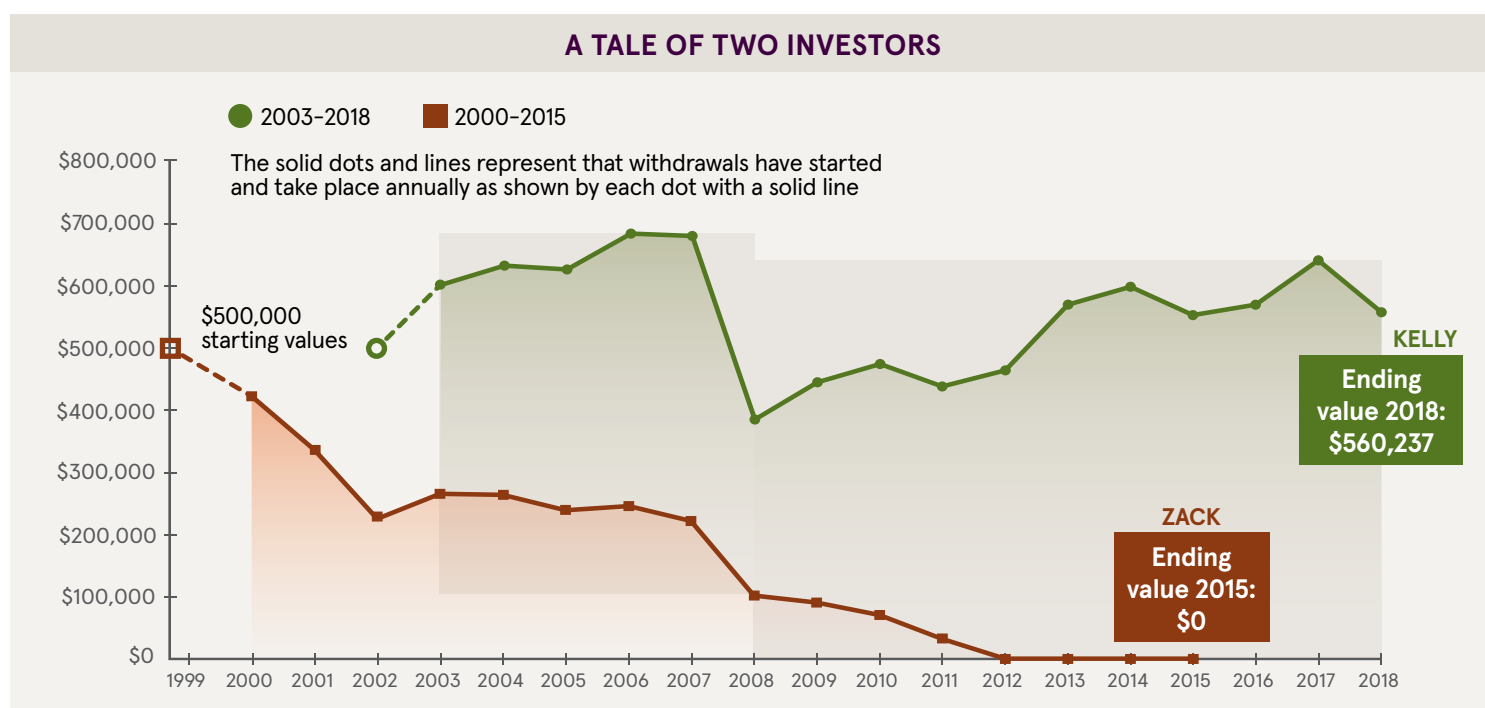
An investment cannot be made directly in an index.

The timing of distributions makes a difference

BUT TIMING THE MARKET IS IMPOSSIBLE

The timing of retirement withdrawals can tell two very different stories. In the chart below, both hypothetical investors began retirement with \$500,000 and took the same 5% withdrawal adjusted for inflation. However, the red-line investor runs out of money in retirement, and the green line investor does not.

Zack starts retirement with \$500,000. At age 65, he starts taking 5% withdrawals, which increase by 3.5% every year to keep up with inflation. Because he began taking withdrawals in a down market, his retirement account is reduced to zero by the time he celebrates his 78th birthday. On the other hand, Kelly starts with the same \$500,000, the same 5% withdrawals increasing by 3.5% every year for inflation, but she retires three years later than Zack, in 2003. Due to the state of the market when Kelly took her first withdrawal, versus when Zack did, she has money throughout her retirement, while Zack runs out of money early on.



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. Jackson calculated the returns in the chart using data from MacroTrends, S&P 500 Historical Annual Returns, accessed May 21, 2021.

What if you need to start taking withdrawals in a year that the markets take a hit?

A Jackson® variable annuity with an add-on living benefit, available for an additional charge, means you can start taking income when you decide, not when the market does. A Lifetime Check by Jackson® benefit provides you monthly, quarterly, or annual income you can count on, no matter how the markets perform.*

* On the contract anniversary on or immediately following the designated life's attained age 59½, the for-life guarantee becomes effective provided: 1) the contract value is greater than zero and 2) the contract has not been annuitized. If the designated life is age 59½ on the effective date of the endorsement, then the for-life guarantee becomes effective on that date.

Jackson Investment Freedom®

MULTIPLE ASSET CLASSES AND 90+ INVESTMENT OPTIONS

Investment freedom is only as good as the investment choices we offer you. That's why it's important to really understand how choosing investments based on your specific goals, and investing for the long term, can impact your portfolio. Consider the following:

- 1. INVESTMENT OPTIONS:** To apply a custom portfolio strategy that really works for you, you may need a range of investment options to choose from.*
- 2. ASSET CLASSES:** To better pursue diversification, you may need access to various asset classes and management styles.†
- 3. DUE DILIGENCE:** Putting due-diligence screening and ongoing oversight in the hands of experts means you can enjoy a little more time focusing on the things you love.

To access the full investment lineup with costs and performance, visit Jackson.com/JAinvest. ➔

- Well-known names in money management
- Expertise within a wide array of asset classes
- Exclusive subaccount investment options only available from Jackson

 ALLIANCEBERNSTEIN®	 CAPITAL GROUP® AMERICAN FUNDS		BLACKROCK®	 Causeway
ClearBridge Investments	 Dimensional	 DoubleLine®	 Dreyfus	 Fidelity INVESTMENTS®
 FRANKLIN TEMPLETON INVESTMENTS	 Goldman Sachs Asset Management	 Invesco	J.P.Morgan Asset Management	 LOOMIS SAYLES
 LORD ABBETT®	 MELLON	 MFS® Investment Management	NEUBERGER BERMAN	NEWTON Investment Management
PIMCO	PPMAMERICA	T.RowePrice 	 Vanguard®	WELLINGTON MANAGEMENT®
<i>William Blair</i>				

View the full lineup and subaccount options at jackson.com/Investments. ➔

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* 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.

† Diversification does not assure a profit or protect against loss in a declining market.

How much difference does investment freedom make?

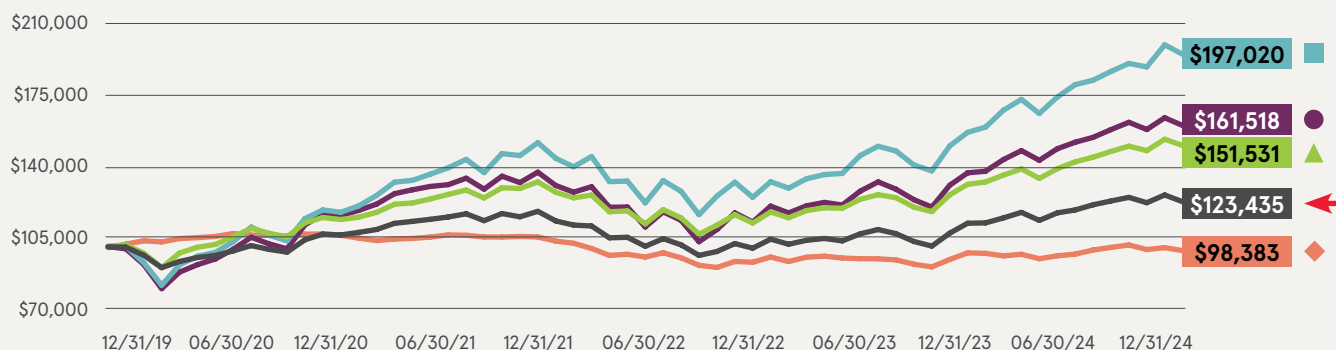
Potentially a lot.

Over time, even a small difference in positive returns can have a significant effect on your retirement preparedness. That's why it's important to understand how our investment freedom compares to commonly used managed volatility investments.

We allow you full market participation, which lets you take full advantage of the market "ups." Conversely, managed volatility portfolios can hinder performance, directly impacting your lifetime income* amount because stunted performance results in a reduced rate of return. Though a managed volatility investment could reduce the amount of losses you experience. A lowered rate of return results in less money in your pocket in the long run.

So, what is the true cost of managed volatility? With a Jackson annuity, rather than paying a fee and not being able to invest fully in the market, you can transfer the market risk impacting your retirement goals while benefiting from the full upside potential of the market.

MANAGED VOLATILITY INDUSTRY COMPARED TO BROAD INDICES as of 12/31/24



Name	Peak to trough [†]	Trough to current [‡]	2024	3 years	5 years	2023	2022	2021	2020
S&P 500 TR USD	-24.71	183.18	25.02	8.94	14.53	26.29	-18.11	28.71	18.40
MSCI ACWI NR USD	-33.79	136.90	17.49	5.44	10.06	22.20	-18.36	18.54	16.25
60% S&P 500, 40% Bloomberg US Aggregate	-21.54	85.93	15.04	4.46	8.67	17.67	-15.79	15.86	14.73
Managed Volatility Industry Average ¹	-16.61	44.53	9.97	1.39	4.30	13.09	-16.19	11.13	6.57
Bloomberg US Agg Bond TR USD	-0.94	-2.63	1.25	-2.41	-0.33	5.53	-13.01	-1.54	7.51

Past performance is no guarantee of future results. Indexes are unmanaged and not available for direct investment. The information contained in this chart is for illustrative purposes only and is not representative of past or future performance of any particular portfolio, security, or strategy. The Managed Volatility Industry Average is made up of funds that fall within the Lipper Mixed Moderate or Mixed Growth Asset Allocation Categories.

The average is composed of all funds, under such classification, with a managed volatility overlay. Managed volatility is a self-reported attribute from the fund company, and the average is gross of any contract charges.

* On the contract anniversary on or immediately following the designated life's attained age 59½, the for-life guarantee becomes effective provided: 1) the contract value is greater than zero and 2) the contract has not been annuitized. If the designated life is age 59½ on the effective date of the endorsement, then the for-life guarantee becomes effective on that date.

[†] Peak to trough is over the period from 02/19/20 to 03/23/20.

[‡] Trough to current is over the period from 03/23/20 to 12/31/24.

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Protected income for life

WITH THE FLEX SUITE OF LIVING BENEFITS

How do you make the transition from a steady paycheck to retirement as smooth as possible? Try reviewing your set expenses and work outward to determine the cost of hobbies and other “wants” in retirement. Can you cover it all?



KEY RETIREMENT PLANNING DECISION POINTS

Are you looking for guaranteed income for one or two people?

When do you plan to retire: now, soon, or later?

Are you more focused on the cost or the value of the guarantees our variable annuities can provide?

Also consider:

- Would you like steady income with the opportunity to take more if you have earnings?
- Do you have loved ones for whom you want to provide a legacy?

Now that you’ve identified an income gap, it’s time to explore how Lifetime Check by Jackson® protected income could help. These benefits are available for an additional charge.

Lifetime Check®

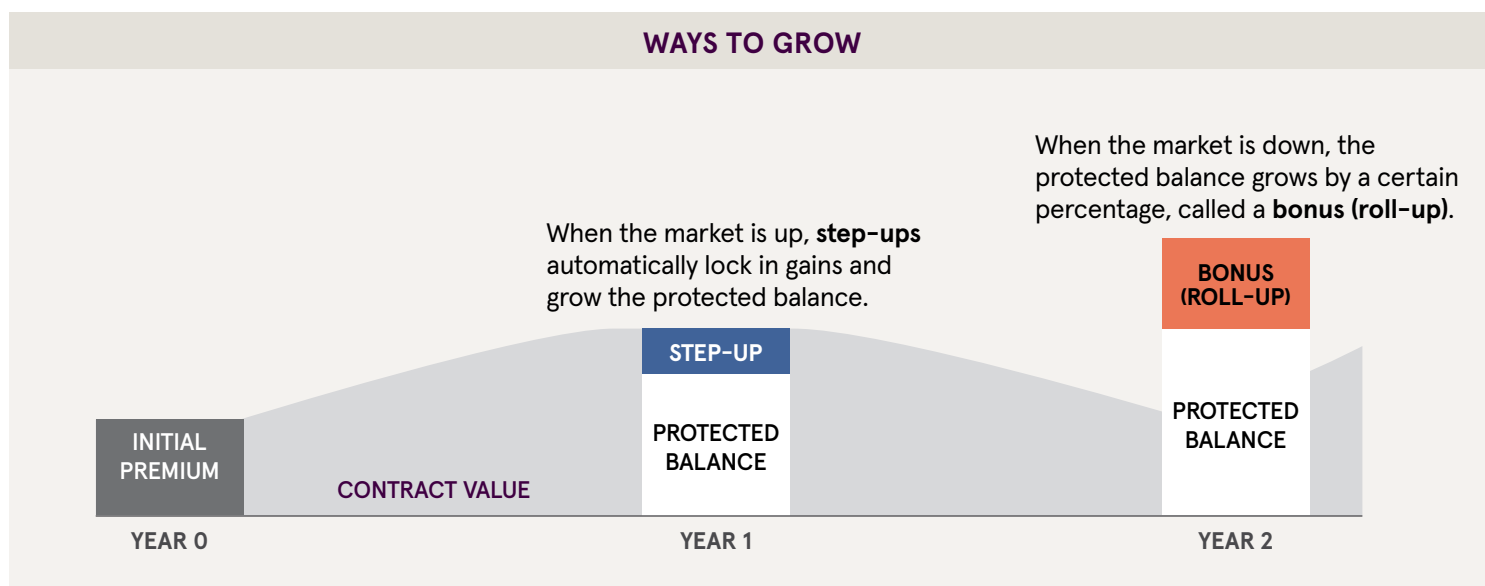
- Decide if you want your check to come monthly, quarterly, or yearly
- Your Lifetime Check amount might even keep growing
- Tailor your Lifetime Check by choosing the add-on benefit that makes sense for you

There is no assurance a variable annuity with an add-on living benefit will provide sufficient supplemental income in retirement. Add-on benefits may be subject to limitations and conditions. Guarantees are backed by the claims-paying ability of the issuing insurance company and do not apply to the principal amount or investment performance of a variable annuity’s separate account or its underlying investments.

Grow your money. Take income. Leave a legacy.

Grow your income

Growing the money you'll live on in retirement starts with growing your guaranteed withdrawal balance (GWB), or "protected balance," from which you'll take income for life.* Lifetime Check is a percentage of your protected balance (determined by your age[†] at your first withdrawal[‡]) that can increase with market step-ups and bonuses (roll-ups).[§] Please note that the principal value of a variable annuity will fluctuate based upon the performance of the underlying investment options and investors may experience losses if assets are withdrawn for purposes other than retirement income.



The hypothetical examples above are for illustrative purposes only and are not representative of the future performance of any particular product. Past performance is no guarantee of future results. Step-ups and the annual bonus (roll-up) are applied on an annual basis, if applicable, to your protected balance, not the contract value, and you receive the greater of the two, not both. Once elected, the bonus (roll-up) and income options you choose cannot be canceled or changed.

* On the contract anniversary on or immediately following the designated life's attained age 59½, the for-life guarantee becomes effective provided: 1) the contract value is greater than zero and 2) the contract has not been annuitized. If the designated life is age 59½ on the effective date of the endorsement, then the for-life guarantee becomes effective on that date. All withdrawals reduce the guaranteed withdrawal balance (GWB) and, depending on the amount of withdrawals taken, adjusted for any GWB step-ups and any applicable bonus (roll-up), the guaranteed annual withdrawal amount (GAWA) may be reset to a lower amount when the for-life guarantee becomes effective.

† The timing and amounts of withdrawals have a significant impact on the amount and duration of benefits. The closer you are to retirement the more reliably you may forecast your withdrawal needs before you reach the ages at which certain benefit features are locked in. Conversely, the younger and further from retirement you are, the less reliable such forecasts may be. Consult your financial professional regarding the amount of money to invest, the age of the owner/ annuitant, and the value the potentially limited downside protection of a guaranteed minimum withdrawal benefit (GMWB) may provide.

‡ The annual bonus is applied in years no withdrawals are taken during the bonus period. At election, the bonus base is equal to the guaranteed withdrawal balance (GWB). At step-up (if the GWB increases upon step-up), the bonus base is set equal to the greater of the GWB following the step-up or the bonus base prior to the step-up. If a partial withdrawal made during the contract year exceeds the greater of the guaranteed annual withdrawal amount (GAWA) or the required minimum distribution (RMD), or the GAWA/RMD plus earnings-sensitive adjustment (if applicable), the bonus base is set to the lesser of the GWB following the partial withdrawal or; otherwise, no adjustment is made. The bonus base is increased by the amount of any subsequent premium payments less any applicable taxes subject to a maximum of \$10 million. The bonus period begins on the effective date of the benefit and is reset at the time of a step-up of the bonus base if the step-up occurs on or before the contract anniversary immediately following the designated life's 80th birthday. The bonus period ends on the earlier of (a) the 10th contract anniversary following the withdrawal option's effective date or the most recent bonus base step-up, if later, or (b) the date on which the contract value falls to zero. Each time the bonus is applied, the GWB equals the GWB prior to application of the bonus plus the selected bonus percentage of the bonus base, subject to a maximum of \$10 million. The GAWA is recalculated and is equal to the greater of the GAWA percentage multiplied by the new GWB or the GAWA prior to the bonus.

Customize income

CHOOSE THE INCOME FEATURES THAT ARE RIGHT FOR YOU WITH FLEX

Consider the following

- In retirement, do you need steady income?
- When do you plan to retire?

Grow your income

Choose how you want to increase your guaranteed withdrawal balance or what income amount is right for you.

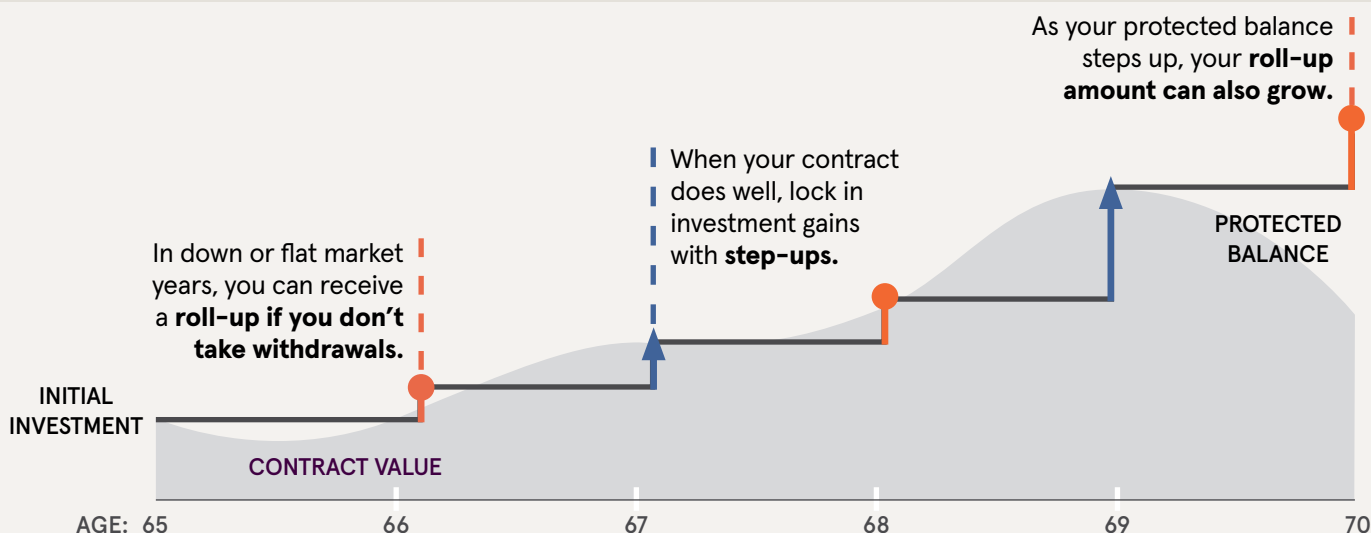
Consider the following

- **Cost efficiency**³ with the Flex Suite of add-on living benefits takes into consideration your desire to keep costs under control without sacrificing your needs.
- **Guaranteed income for life** can remove some of the uncertainty in retirement. You're guaranteed a certain amount monthly, quarterly, or annually—and that amount could grow.
- **Maximize income** if your account value grows. You can leverage market upswings and still get some downside protection. Your check is guaranteed for life, regardless of market conditions.

Take your income

- **Regardless of your unique situation**, the Flex Suite of add-on living benefits has options to help ensure you can take income when you need it.
- **Get a single life or joint life option.*** You can have lifetime income for just you or for two covered lives.

REAP THE BENEFITS OF STACKING[†]



This hypothetical example is for illustrative purposes only and is not representative of the future performance of any particular product. Past performance is no guarantee of future results.

* Flex joint options are available on both qualified and nonqualified contracts. For qualified contracts, the annuitant and the sole primary spousal beneficiary, or annuitant and contingent annuitant on qualified custodial contracts, are defined as "covered lives," and the owner and annuitant must be the same person. For nonqualified contracts, the joint owners are defined as the covered lives. Only a covered life may continue the for-life guarantee upon spousal continuation. The benefit is based on the younger covered life. At election, both covered lives must be between ages 35 and 80.

[†] Step-ups and the annual bonus are applied on an annual basis, if applicable, to your protected balance, not the contract value, and you receive the greater of the two, not both. It's important to keep in mind the difference between your contract value and protected balance, which this example illustrates. The protected balance is not a cash value, not available as a lump sum, and decreases on a dollar-for-dollar basis as you withdraw your guaranteed annual withdrawal amount (GAWA) or required minimum distribution (RMD).

Balance income with legacy

GET THE BEST OF BOTH WORLDS WITH INCOME AND A DEATH BENEFIT WITH FLEX DB

Consider the following

- Do you need steady income in retirement and want to provide a legacy for loved ones?
- Need to take required minimum distributions but don't need the income?

Grow your income

- **Count on guaranteed income growth each year** with an annual roll-up.
- Step-ups* can help increase your protected balance based on your investment performance.

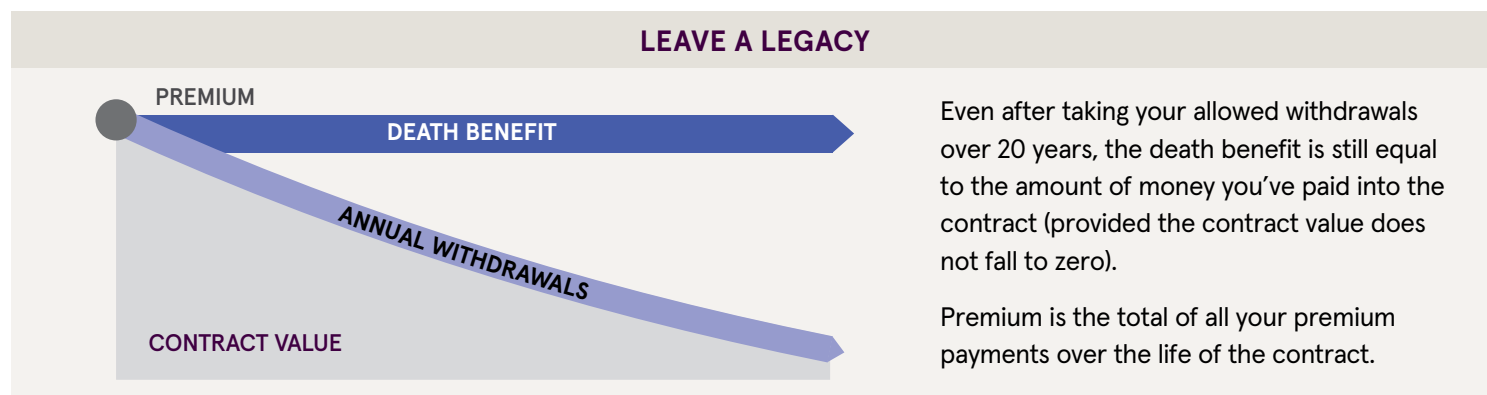
Take your income

Regardless of your unique situation, Flex DB has options to help ensure you can take income when you need it. It offers multiple income streams, which provide flexibility and cost-conscious options.

- **Guaranteed floor of income[†]** is the minimum amount of income you'll be able to count on annually and is based on your age at the time of your first withdrawal.
- You'll still receive your income for life if your contract value falls to \$0, though your death benefit would lapse.

Leave a legacy

- **An enhanced death benefit[‡]** helps you pass on a greater legacy to your beneficiaries and isn't reduced by allowed withdrawals.
- **A seventh contract anniversary step-up[§]** of the death benefit helps you leave even more for heirs if your investment options perform well.[§]
- **Lock in a death benefit** upon mandatory annuitization at age 95.**



This hypothetical example is for illustrative purposes only and is not representative of the future performance of any particular product. Past performance is no guarantee of future results.

* Step-ups and the annual bonus are applied on an annual basis, if applicable, to your protected balance, not the contract value, and you receive the greater of the two, not both. It's important to keep in mind the difference between your contract value and protected balance, which this example illustrates. The protected balance is not a cash value, not available as a lump sum, and decreases on a dollar-for-dollar basis as you withdraw your guaranteed annual withdrawal amount (GAWA) or required minimum distribution (RMD).

[†] Once elected, the roll-up and income options you choose cannot be canceled or changed.

[‡] At election, the guaranteed minimum withdrawal benefit (GMWB) death benefit is equal to the guaranteed withdrawal balance (GWB). Upon any premium payment subsequent to election, the GMWB death benefit is increased by the amount of the premium payment net of any applicable taxes subject to a maximum of \$10 million. Withdrawals up to the GAWA/RMD do not reduce the GMWB death benefit. Amounts withdrawn over the GAWA/RMD will reduce the GMWB death benefit in the same proportion that the contract value is reduced for the excess withdrawal amount. The GMWB death benefit is not adjusted for bonuses, upon annual GWB step-up, or the application of the GWB adjustment. Not available with any other add-on death benefit. The GMWB death benefit is terminated if the contract value falls to zero. Fixed account options are not available with the election of Flex DB.

[§] On the seventh contract anniversary following the benefit's effective date, the guaranteed minimum withdrawal benefit (GMWB) death benefit will automatically step up to the contract value multiplied by the GMWB death benefit step-up percentage if greater than the GMWB death benefit value, subject to a maximum of \$10 million.

** Upon mandatory annuitization at age 95, multiple annuitization options may be available, some of which allow you to lock in the enhanced death benefit. Flex DB is not available with a joint life option.

Provide for loved ones

AN ADD-ON DEATH BENEFIT CAN HELP ENHANCE WHAT YOU LEAVE BEHIND

Choose from various death benefit options for the coverage that’s right for you. **Once you’re gone, these can help your loved ones avoid the time-consuming and expensive process of probate and provide tax-efficient wealth transfer.**

Add-on benefits may be subject to limitations and restrictions.

	 ROLL-UP	 HIGHEST QUARTERLY ANNIVERSARY VALUE (HQAV)	 COMBINATION ROLL-UP AND HIGHEST QUARTERLY ANNIVERSARY VALUE
Give what you put in*	✓	✓	✓
Guaranteed [†] growth	✓		✓
Lock in quarterly market growth each year		✓	✓

GUARANTEE GROWTH WITH A ROLL-UP[‡]

You can help grow the amount you leave your loved ones. With this add-on benefit, the death benefit increases, or rolls up, each year.[§]

Your beneficiaries will receive **the greater of the following.**

- Standard death benefit
- The premium payments you’ve already made compounded at the current roll-up percentage[§] until the contract anniversary just before your 81st birthday, adjusted for any withdrawals you’ve taken

* Give what you put in, reduced by what you take out.

[†] Guarantees are backed by the claims-paying ability of the issuing insurance company and do not apply to the principal amount or investment performance of a variable annuity’s separate account or its underlying investments.

[‡] Available through age 79 at issue. Net premium is equal to the total of all premium paid (net of any applicable taxes) less withdrawals (including any applicable charges and adjustments for such withdrawals). Until the contract anniversary immediately preceding the owner’s 81st birthday, the roll-up component is equal to net premium compounded at the current roll-up percentage. Premium payments received during the first contract quarter effectively adjust the roll-up component base from the contract issue date. Withdrawals for amounts up to the roll-up amount as of the previous contract anniversary will reduce the roll-up benefit base dollar-for-dollar. After processing the applicable dollar-for-dollar portion of the withdrawal, withdrawals in excess of the roll-up amount will reduce the roll-up component benefit base pro rata. Withdrawal adjustments are made at the end of the contract year and on the exercise date for the roll-up component. Annual charges are calculated as a percentage of the guaranteed minimum death benefit (GMDB) base and deducted quarterly and upon termination pro rata across variable investment options. Fixed account options are not available. On each fifth contract anniversary following the effective date of the endorsement, the company reserves the right to increase the charge, subject to the maximum increase amount and maximum benefit charges stated in the contract data pages. If the contract value falls to zero, or if the benefit is terminated, annual charges are discontinued.

[§] **Important considerations for the roll-up death benefit after age 70:** If you are age 70 or older on the issue date, the roll-up death benefit compounds at a lower percentage than contracts issued up to age 69.

LOCK IN GROWTH WITH HIGHEST QUARTERLY ANNIVERSARY VALUE (HQAV)*

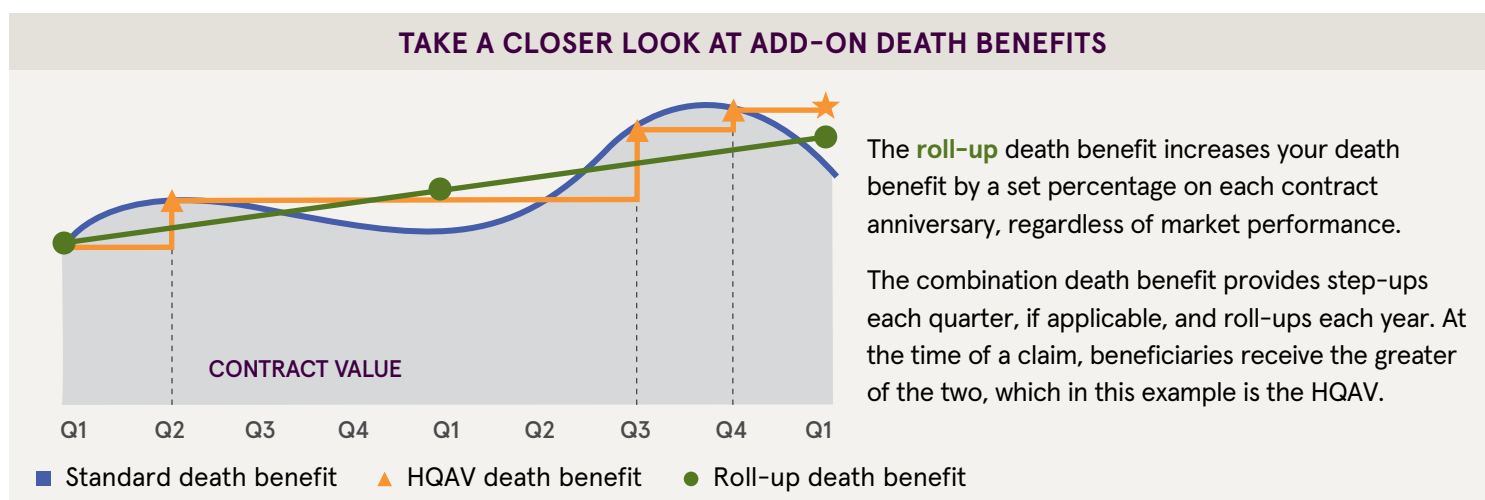
On each quarterly contract anniversary, your death benefit will step up to match your contract value, if the contract value is higher. That value locks in so it's guaranteed for your beneficiary—even if the contract value decreases (adjusted for any withdrawals).

Your beneficiaries will receive **the greater of the following**:

- The standard death benefit
- The highest quarterly contract value prior to your 81st birthday, adjusted for any withdrawals

COMBINATION ROLL-UP AND HIGHEST QUARTERLY ANNIVERSARY VALUE†

Get the best of both worlds—lock in market gains and get a guaranteed roll-up in times of slow market growth.



This hypothetical example is for illustrative purposes only and is not representative of the future performance of any particular product. Past performance is no guarantee of future results. Illustration assumes that no withdrawals have been taken in the period shown.

Lock in a death benefit at annuitization

For all of our add-on death benefits, if the guaranteed minimum death benefit value is greater than your contract value upon mandatory annuitization at age 95, that difference will be locked in as a guaranteed death benefit. Please see the prospectus for important information regarding the annuitization of a contract.

* Available through age 79 at issue. Adjustments for withdrawals occur at the time of the withdrawal and reduce the benefit base in the same proportion the contract value was reduced. Annual charges are calculated as a percentage of the guaranteed minimum death benefit (GMDB) base and deducted quarterly and upon termination pro rata across all variable investment options and any fixed account options. On each fifth contract anniversary following the effective date of the endorsement, the company reserves the right to increase the charge, subject to the maximum increase amount and maximum benefit charges stated in the contract data pages. If a fixed account reaches the fixed account minimum value (FAMV), charges are not deducted from the applicable fixed account, but will be deducted pro rata across any fixed account options that have not reached the FAMV and the variable investment options. If the contract value falls to zero, or if the benefit is terminated, annual charges are discontinued.

† Available through age 79 at issue. Net premium is equal to the total of all premium paid (net of any applicable taxes) less withdrawals (including any applicable charges and adjustments for such withdrawals). Until the contract anniversary immediately preceding the owner's 81st birthday, the roll-up component is equal to net premium compounded at the current roll-up percentage. Premium payments received during the first contract quarter effectively adjust the roll-up component base from the contract issue date. Withdrawals for amounts up to the roll-up amount as of the previous contract anniversary will reduce the roll-up benefit base dollar-for-dollar. After processing the applicable dollar-for-dollar portion of the withdrawal, withdrawals in excess of the roll-up amount will reduce the roll-up component benefit base pro rata. Withdrawal adjustments are made at the end of the contract year and on the exercise date for the roll-up component. Adjustments to the highest quarterly anniversary value (HQAV) component occur at the time of the withdrawal and reduce the HQAV component in the same proportion the contract value was reduced on the date of the withdrawal. Annual charges are calculated as a percentage of the guaranteed minimum death benefit (GMDB) base and deducted quarterly and upon termination pro rata across variable investment options. Fixed account options are not available. On each fifth contract anniversary following the effective date of the endorsement, the company reserves the right to increase the charge, subject to the maximum increase amount and maximum benefit charges stated in the contract data pages. If the contract value falls to zero, or if the benefit is terminated, annual charges are discontinued.

Important considerations for the roll-up death benefit after age 70: If you are age 70 or older on the issue date, the roll-up death benefit compounds at a lower percentage than contracts issued up to age 69.

The power of tax deferral*

GROW INCOME WITH TAX ADVANTAGES

Jackson variable annuities can help

Want to secure, protect, and help potentially grow your income and still provide a legacy? Take advantage of the tax deferral annuities offer, harnessing growth and allowing you to keep more of what you earn. You also avoid the interruption of taxable events, such as capital gains.

We understand the importance of growth and stability during retirement, and want to help ensure that your money lasts through your retirement.

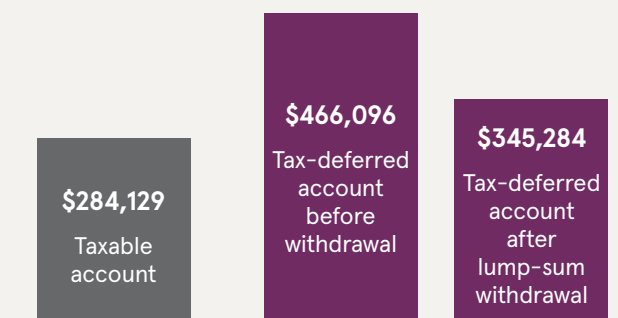
The potential to accelerate growth

Because taxes are deferred, your income, dividends, and principal can keep growing. You can rebalance, trade, and diversify[†] as you wish—all without triggering taxable events.

Jackson variable annuities can help you optimize investment flexibility and minimize tax interruptions at the same time.

THE POWER OF TAX DEFERRAL

Growth of \$100,000 over 20 years



Find current tax information and learn about the benefits of tax deferral at jackson.com/TaxDeferral.



Shelter

Keep more of your money working for you when you place tax-inefficient assets into a tax-advantaged account.



Trade[‡]

Make changes to your portfolio as needs change—with no transfer fees and no immediate tax consequences.



Rebalance[§]

Keep your portfolio on track via automatic rebalancing with no immediate tax implications.

Learn more about tax deferrals through our tax-deferral calculator.

This example assumes a single, hypothetical contribution of nonqualified \$100,000, an 8% annual return, and a 33% tax rate. The after-tax amount available is in the form of lump-sum distribution after the deduction of taxes at a 33% tax rate. (The actual tax results of any distribution will depend on an individual's personal tax circumstances.) This hypothetical example illustrates tax deferral and does not represent the past or future performance of any particular product. This example does not assume subsequent investment or withdrawals and also does not include the core contract charge and sales charges typically associated with variable annuities; inclusion of these items would reduce the performance shown. Reduced maximum tax rates on capital gains and dividends would make the investment return for the taxable investment more favorable, thereby reducing the difference in performance between the accounts shown. Changes in tax rates and tax treatment of investment earnings may impact the comparison shown. Investors should consider their individual investment time horizon and income tax brackets, both current and anticipated, when making an investment decision, as these may further impact the results of the comparison.

* Tax deferral offers no additional value if an IRA or a qualified plan, such as a 401(k), is used to fund an annuity 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 legal entity such as a corporation or certain types of trusts.

† Diversification does not assure a profit or protect against loss in a declining market.

‡ 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.

§ Systematic investment programs do not assure a profit or protect against loss in a declining market. They involve continuous investing regardless of fluctuating price levels. You should consider your ability to continue investing through periods of fluctuating market conditions. May not be available in all states. If fixed account restrictions are imposed, the owner may elect automatic rebalancing, but the 1-year fixed account may not be included in the allocation.

This material is authorized for use only when preceded or accompanied by the current contract prospectus and underlying fund prospectuses. Before investing, investors should carefully consider the investment objectives, risks, charges, and expenses of the variable annuity and its underlying investment options. This and other important information are contained in the current contract prospectus available at Jackson.com/ProspectusJA and underlying fund prospectuses available at Jackson.com/ProspectusInvestments. Please read the prospectuses carefully before investing or sending money.

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. Tax laws are complicated and subject to change. Tax results may depend on each taxpayer's individual set of facts and circumstances. You should rely on your own independent advisor 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 to take a lump sum. If the guaranteed minimum death benefit value is greater than your contract value following mandatory annuitization at age 95, that difference will be locked in as a guaranteed death benefit. 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. 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 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.

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 add-on 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. Add-on death benefits are terminated if the contract value falls to zero and upon spousal continuation.

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in financial freedom, and investors may invest in funds that track domestic, international, or bond indices. Industry averages results are calculated based upon the average of the month returns for the Lipper classified funds for each period. The Industry subaccounts average referenced are intended to represent the broad range of subaccounts which contain managed volatility or risk managed allocations but are not representative of any individual subaccount. The Lipper Mixed Moderate/Growth Asset Allocations Average contains all of the funds in the respective Lipper universe that screen positively for a Managed Volatility Overlay. The universe of funds is net of fund expenses, but do not reflect any product charges. The blended indices are depicted to provide comparative reference points. The blended indices do not include expenses and do not incur trading expenses. Industry Managed Volatility is compiled from variable annuity platforms which contain either managed volatility overlays or active risk management allocations that attempt to dampen volatility and limit downside. The benchmarks do not include the deduction of fees and expenses typically associated with variable annuities.

² All withdrawals, including systematic withdrawals, required minimum distributions (RMDs), and free withdrawals, apply to the total amount withdrawn in a contract year. The RMD withdrawal must be for this contract only and the owner must specify that the withdrawal is an RMD.

Impact of excess withdrawals: If at the time of withdrawal the sum of all withdrawals taken in a contract year is greater than the guaranteed annual withdrawal amount (GAWA) or RMD, or the GAWA/RMD plus earnings-sensitive adjustment (if applicable), the dollar-for-dollar portion is equal to the greater of (a) GAWA or the RMD or the GAWA/RMD plus earnings-sensitive adjustment (if applicable) less all prior partial withdrawals made in the current contract year or (b) zero.

The guaranteed withdrawal balance (GWB) is equal to the greater of (a) the GWB prior to the partial withdrawal less the dollar-for-dollar portion reduced for the excess withdrawal amount in the same proportion as the contract value is reduced or (b) zero. The GAWA is reduced for the excess withdrawal amount in the same proportion as the contract value. Rules may vary upon spousal continuation or if the for-life guarantee is not in effect. Withdrawals under any guaranteed minimum withdrawal benefit (GMWB) are assumed to be the total amount deducted from the contract value.

Election of 72(t)/72(q) distributions may not be appropriate on contracts with a living benefit.

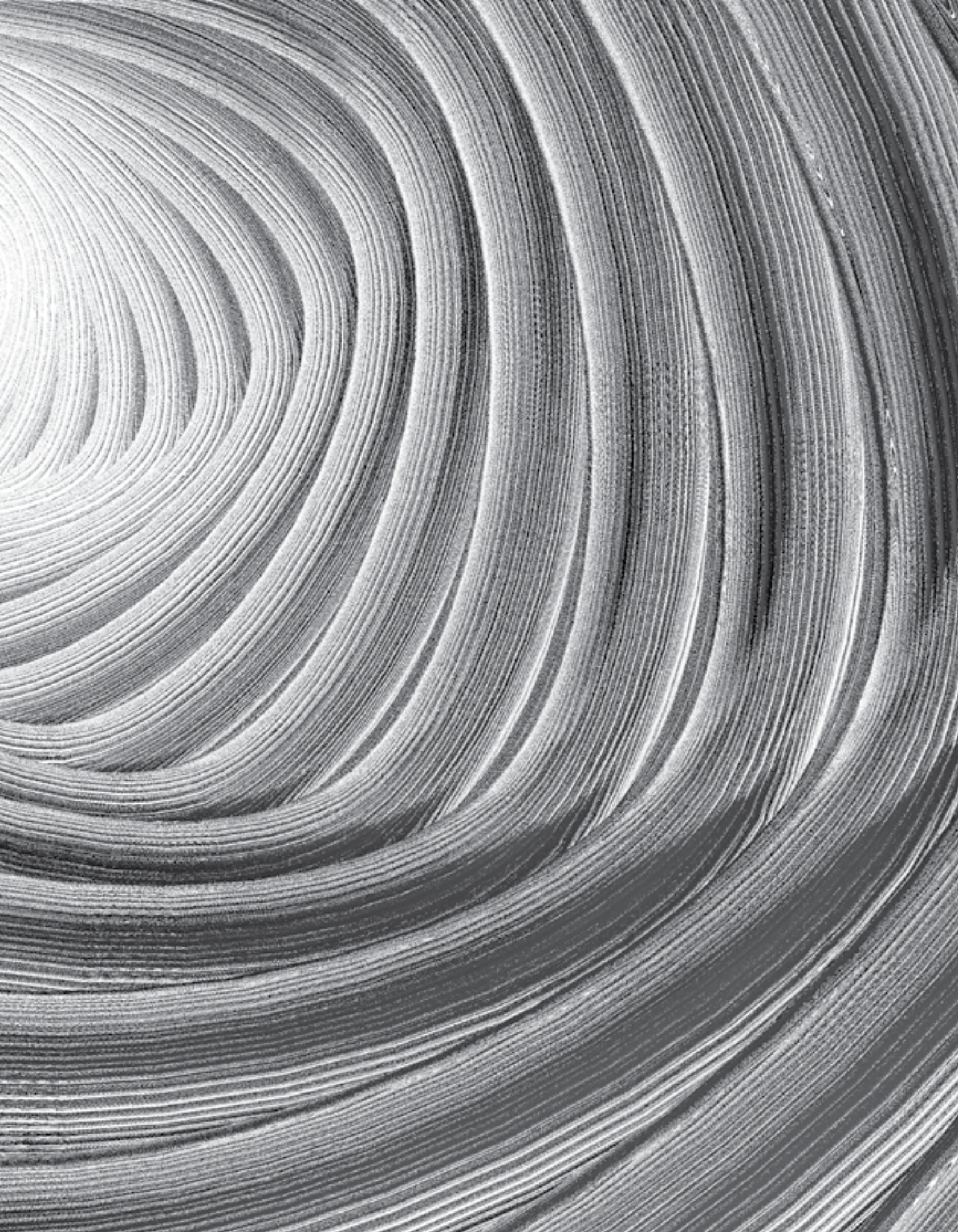
Withdrawals taken under IRC 72(t)/72(q) are not considered required minimum distributions for purposes of preserving the guarantees under the GMWB. 72(t)/72(q) distributions under a GMWB will have the same effect as any withdrawal or excess withdrawal.

³ The total annual charges are calculated as a percentage of the guaranteed withdrawal balance (GWB) and deducted quarterly and upon termination on a pro rata basis across the variable investment options and the fixed account options. For Flex DB, the fixed account options are not available and a portion of the charge is calculated as a percentage of the GWB and a portion is calculated as a percentage of the guaranteed minimum withdrawal benefit (GMWB) death benefit; both fees are deducted quarterly and upon termination on a pro rata basis across the variable investment options only. If the fixed account minimum value of any fixed account option has been reached, charges will not be taken from that fixed account option but will be taken pro rata from any fixed account options that have not reached the fixed account minimum value and the variable investment options. On each fifth contract anniversary following the effective date of the endorsement, the company reserves the right to increase the charge subject to the maximum increase amount and maximum benefit charge stated in the supplemental contract data pages. If the contract value falls to zero or at the time the benefit is terminated, the charge will be discontinued.

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Jackson Advantage[®] variable and fixed annuity (contract form numbers VA710, VA710-CB1, ICC19 VA710, ICC19 VA710-CB1, VA720, VA720-CB1, ICC19 VA720, ICC19 VA720-CB1) are issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and 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 financial professional or contact Jackson for more information.

¹ The Managed Volatility Industry Average is made up of two data sets where the funds fall within the Lipper Mixed Moderate or Mixed Growth Asset Allocation categories and the results are averaged to be more in line with a 60/40 portfolio. This is a self-reported field through Lipper Analytics, Inc. The average is composed of all funds, under such classification, with a managed volatility overlay. Managed volatility is a self-reported attribute from the fund company, and the average is gross of any contract charges. Many competitors limit living benefit options to emphasize Managed Volatility Investment Options. Although most competitors limit the investment offerings available with a living benefit, Jackson believes



EXPLORE OUR RESOURCES AND TOOLS AT [JACKSON.COM/TOOLS](https://jackson.com/tools)

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Products and features may be limited by state availability, and/or your selling firm's policies and regulatory requirements (including standard of conduct rules).

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