



Jackson Wins Datas Insights Insurance Technology Impact Award *Financial Professional website recognized for innovation*

LANSING, Mich. — September 17, 2026 — [Jackson National Life Insurance Company](#)® (Jackson®), the main operating subsidiary of Jackson Financial Inc.¹ (NYSE: JXN), has been recognized by Datas Insights with a 2026 Insurance Technology Impact Award for its [dedicated website for financial professionals](#). The financial professional website provides personalized content, self-service enhancements, new tools to help educate financial professionals on the Jackson products that best meet their clients' needs and information on how to find a Jackson wholesaler for tailored support.

"We are honored to be recognized by Datas Insights for Jackson's Financial Professional website – an initiative that reflects our ongoing commitment to digital innovation and delivering an exceptional experience for financial professionals," said Tom Smith, Head of Enterprise Marketing, Jackson. "This website is the result of strong collaboration across teams to create a modern, intuitive platform that makes it easier to do business with Jackson while helping financial professionals more effectively engage with our products, tools and wholesaling support."

Since its launch in July 2025, the redesigned website has become a powerful driver of engagement and business momentum, attracting a large audience of financial professionals and supporting strong growth in product sales, digital interactions and web-based tool utilization.

The largest peer-juried award for insurer CIOs and their teams, the [Datas Insights Impact awards announced on September 14](#) recognize insurers for projects and programs that delivered real business impact through technology. They celebrate successful technology efforts that generated measurable business results for insurers, as selected by peer CIOs who have direct experience leading complex technology initiatives.

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ABOUT JACKSON

Jackson® (NYSE: JXN) is committed to helping clarify the complexity of retirement planning—for financial professionals and their clients. Through our range of annuity products, financial know-how, history of award-winning service* and streamlined experiences, we strive to reduce the confusion that complicates retirement planning. We take a balanced, long-term approach to responsibly serving all our stakeholders, including customers, shareholders, distribution partners, employees, regulators and community partners. We believe by providing clarity for all today, we can help drive better outcomes for tomorrow. For more information, visit www.jackson.com.

¹ Jackson National Life Insurance Company is a wholly owned subsidiary of Jackson Financial Inc. Jackson Financial Inc. is a publicly traded company.

**SQM (Service Quality Measurement Group) Call Center Awards Program for 2004 and 2006-2025. (Criteria used for Call Center World Class FCR Certification is 80% or higher of customers getting their contact resolved on the first call to the call center (FCR) for three consecutive months or more.)*

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

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