



Jackson Recognized for Clear and Compelling Marketing and Communications throughout 2024

FRANKLIN, Tenn. — February 11, 2025 — The Distribution Marketing team at Jackson National Life Distributors LLC (JNLD), the marketing and distribution business of [Jackson National Life Insurance Company](#)[®] (Jackson[®])¹, and Jackson's Corporate Communications and Responsibility team were honored with several awards in 2024 highlighting the impact and quality of the company's marketing and communications efforts. The awards validate the Company's commitment to help clarify the complexity of retirement planning in order to help drive better outcomes for those in or near retirement.

Jackson earned the following marketing and communications awards in 2024:

- The Stevies: American Business Awards, which honors the achievements and positive contributions of organization, recognized Jackson's Suitability Support Kit and its Jellybeans interactive digital experience.
- Jackson's Suitability Support Kit also received an award in the Long-Form Instructional Guide category of the Insurance Marketing and Communications Association (IMCA) Showcase Awards which celebrates the most effective and compelling work from insurance marketing and communications specialists.
- Jackson was also recognized for its unique and compelling marketing and communications work in the financial services industry for its Choose Jackson Capabilities brochure in the Print Collateral category of the Financial Communications Society (FCS) Portfolio Awards.
- Jackson's *Security in Retirement Series* was named the Winner in the Original Research category of the Ragan PR Daily Awards which highlights organizations shaping the future in public relations and communications.

"We are proud to be recognized for the outstanding work our marketing and communications teams demonstrated this past year to support financial professionals and their clients," said Aileen Herndon, Senior Vice President, Distribution Marketing at JNLD. "In addition to these awards, we're grateful for the positive feedback we receive directly from financial professionals who leverage these resources to help meet their clients' needs as they prepare for and live in retirement."

Highlights of the material recognized include:

¹ Jackson National Life Insurance Company (Jackson) is the main operating subsidiary of Jackson Financial Inc. (NYSE: JXN). Jackson Financial Inc. is a U.S. holding company and the direct parent of Jackson Holdings LLC (JHLLC). The wholly-owned direct and indirect subsidiaries of JHLLC include Jackson National Life Insurance Company, Brooke Life Insurance Company, PPM America, Inc. and Jackson National Asset Management, LLC.

- Jackson’s Suitability Support Kit helps financial professionals better understand the suitability process and align the products they select with unique client needs. The kit emphasizes the importance of the suitability process and the value for financial professionals and clients while walking users through the information gathering and documentation stages. The result is a more streamlined transaction with reduced reworks in an effort to achieve greater client satisfaction.
- Jackson’s [Jellybeans interactive digital experience](#) is a tool that provides financial professionals and their clients with an overview of ordinary income tax rates through a step-by-step look at tax brackets pre- and post-retirement.
- The Choose Jackson capabilities brochure is a marketing piece used with prospective financial professionals to provide an overview of Jackson and the many ways Jackson is able to provide support and service to financial professionals and the clients they serve.
- Jackson’s [Security in Retirement Series](#), conducted in partnership with the Center for Retirement Research at Boston College, is a multi-phase, multi-year project initiated in 2023. The in-depth analysis highlights key risks impacting retirement income and aims to help financial professionals and their clients make informed decisions about their financial futures.

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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.

**SQM (Service Quality Measurement Group) Call Center Awards Program for 2004 and 2006–2023. (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 3 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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