



Jackson Launches New Fixed Index Annuity with Guaranteed Minimum Withdrawal Benefit

Features include 30% Guaranteed¹ Withdrawal Balance (GWB) Premium Bonus

LANSING, Mich. — August 25, 2025 — [Jackson National Life Insurance Company](#)[®] (Jackson[®]), the main operating subsidiary of Jackson Financial Inc.² (NYSE: JXN), today launched [Jackson Income AssuranceSM](#) and [Jackson Income AssuranceSM Advisory](#), fixed index annuities (FIAs) with an embedded guaranteed minimum withdrawal benefit (GMWB)³. The new products provide protected lifetime income⁴ with additional opportunities for guaranteed withdrawal balance (GWB) growth. Jackson Income Assurance (commission-based) and Jackson Income Assurance Advisory (fee-based) each offer 7- and 10-year options, giving consumers choices based on their individual needs and retirement timeline.

“Jackson is committed to delivering innovative products that address the evolving needs of today’s consumers, including increasing demand for guaranteed income and protected growth,” said Alison Reed, Chief Product Development and Strategy Execution Officer. “The launch of the Jackson Income AssuranceSM Suite further expands the spectrum of our product offerings—ensuring we can support a wide range of retirement planning goals and help more individuals achieve financial security with confidence.”

Jackson Income Assurance Suite features include the following:

- **Embedded GMWB:** The GMWB provides protected lifetime income with additional opportunities for GWB growth through deferral and step-ups⁵. An 8% annual roll-up is credited daily (for a maximum of 10 years). Partial withdrawals during the deferral period can be made without sacrificing the roll-up as the GWB is proportionately reduced for withdrawals prior to the activation date. There is no deferral requirement to begin taking the guaranteed annual withdrawal amount (GAWA).
- **GWB Premium Bonus:** The 30% GWB premium bonus is immediately applied to the GWB on initial and additional premium⁶ received in the first year.

¹ Guarantees are backed by the claims-paying ability of Jackson National Life Insurance Company. 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.

² Jackson National Life Insurance Company is a wholly owned subsidiary of Jackson Financial Inc. Jackson Financial Inc. is a publicly traded company.

³ The total annual charges are based off the guaranteed withdrawal balance (GWB) and deducted from the accumulation value on an annual basis after interest is credited, on the contract anniversary. Jackson reserves the right to increase the charge on each fifth contract anniversary up to 0.40%, subject to a minimum annual charge of 3.00%. If the charge percentage is increased, a notice will be sent prior to the contract anniversary.

⁴ The for life guarantee becomes effective on the issue date of the contract.

⁵ Step ups take place annually if the contract value is higher than the GWB on the anniversary

⁶ Additional premium is limited to 20% of the premium amount on the issue date or \$25,000 (whichever is greater) and is only permitted in the first contract year.

- **Multiple Crediting Methods Based on S&P 500 Index Returns:**
 - Cap⁷: Index return up to a stated cap rate if the index return is positive.
 - Performance Trigger⁸: Provides a stated performance trigger rate if the index return is flat or positive.
- **Free Withdrawal Amount:** During the first contract year, 10% of initial and subsequent premiums paid may be taken free of withdrawal charges and market value adjustment (MVA). In subsequent years, 10% of accumulation value determined at the beginning of the contract year may be taken free of withdrawal charges and MVA.
- **Advisory Friendly:** Taking the advisory fee from the contract does not negatively impact the living benefit in any way. Advisory fees also do not result in a reduction of premium for the calculation of the death benefit, nor does it count toward the free withdrawal amount.

“Our Jackson Income Assurance Suite was designed with simplicity in mind and features several differentiating factors that position us well for growth in the fixed index annuity space,” said Brian Sward, EVP, Head of Product Solutions. “By introducing an advisory friendly version of our FIA, financial professionals can take the fee from the contract without a negative impact to the income benefit. This allows us to expand access to registered investment advisors who are increasingly utilizing annuities as part of their clients’ retirement plans by accounting for their unique needs and how they do business.”

Financial professionals who would like to learn more about Jackson’s recent product enhancements can contact the company at 1-800-711-7397, connect with their local wholesaler or visit <http://www.jackson.com/financial-professional>.

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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 2006-2024. (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. and Jackson National Life Insurance Company®.

⁷ The cap rate is the stated maximum amount of potential gain, if the index return is positive, that could be credited for the selected term

⁸ Performance trigger is a stated rate of return, which may be greater than or less than the actual return of the index, that will be credited to the contract as long as the index return is not negative over the selected term

SAFE HARBOR STATEMENT

The information in this press release contains forward-looking statements about future events and circumstances and their effects upon revenues, expenses and business opportunities. Generally speaking, any statement in this release not based upon historical fact is a forward-looking statement. Forward-looking statements can also be identified by the use of forward-looking or conditional words, such as “could,” “should,” “can,” “continue,” “estimate,” “forecast,” “intend,” “look,” “may,” “will,” “expect,” “believe,” “anticipate,” “plan,” “predict,” “remain,” “future,” “confident” and “commit” or similar expressions. In particular, statements regarding plans, strategies, prospects, targets and expectations regarding the business and industry are forward-looking statements. They reflect expectations, are not guarantees of performance and speak only as of the dates the statements are made. We caution investors that these forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially from those projected, expressed, or implied. Factors that could cause actual results to differ materially from those in the forward-looking statements include those reflected in the Company’s reports filed with the U.S. Securities and Exchange Commission. Except as required by law, Jackson Financial Inc. does not undertake to update such forward-looking statements. You should not rely unduly on forward-looking statements.

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 advisors as to any tax, accounting, or legal statements made herein.

A Jackson Income Assurance fixed index annuity is a long-term, tax-deferred vehicle designed for retirement that combines the protection of a fixed annuity with the potential for additional interest that is linked to the return of an index. Earnings are taxable as ordinary income when distributed and may be subject to a 10% additional tax if withdrawn before age 59 ½. The embedded living benefit is included for an extra charge and may be subject to conditions and limitations. There is no guarantee that an annuity with a living benefit will provide sufficient supplemental retirement income.

The S&P 500 Index is a product of S&P Dow Jones Indices LLC (“SPDJ”) and has been licensed for use by Jackson National Life Insurance Company® (“Jackson”). Standard & Poor’s®, S&P® and S&P 500® are registered trademarks of Standard & Poor’s Financial Services LLC (“S&P”); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC (“Dow Jones”); and these trademarks have been licensed for use by S&P DJI and sublicensed for certain purposes by Jackson®. Jackson fixed index annuities are not sponsored, endorsed, sold or promoted by S&P DJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 index.

All indexes are unmanaged and not available for direct investment. The payment of dividends is not reflected in the index return.

Fixed index annuities are also referred to as fixed annuities with index-linked interest in the contract.

Fixed index annuities are not available in New York.

Fixed index annuities (contract form numbers FIA280, ICC25 FIA280, FIA280-CB1, ICC25 FIA280-CB1, FIA285, ICC25 FIA285, FIA285-FB1, ICC25 FIA285-FB1) are issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and distributed by Jackson National Life Distributors LLC. These products are fixed annuities that do not participate in any stock or equity investments and have limitations and restrictions, including withdrawal charges and/or market value adjustment (may not be applicable in all states). During the withdrawal charge and/or market value adjustment period the annuity’s cash withdrawal value may be less than the initial premium. Additional premium is permitted in the first contract year. Premium payments are flexible in the first contract year only, subject to contract minimums and maximums. Subsequent premiums will remain in a fixed account until the first contract anniversary. No premium payments will be accepted after the first contract anniversary.

The design of these annuity Contracts emphasizes the protection of credited interest rather than the maximization of interest rate crediting. Jackson issues other annuities with similar features, benefits, limitations, minimum Caps/Rates, and charges. Similar products with different features, limitations, and with either higher or lower Caps/Rates, may be available through other broker/dealers. Contact Jackson for more information. **Fixed index annuities may not be suitable for everyone.**

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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