FOR IMMEDIATE RELEASE

Jackson Launches New Digital Experience for Financial Professionals

Customized, self-service enhancements include new Product Match Pro tool to help identify which products most closely align with a client's retirement planning goals

LANSING, Mich. — July 22, 2025 — Jackson National Life Insurance Company® (Jackson®), the main operating subsidiary of Jackson Financial Inc.[1] (NYSE: JXN), recently launched a new digital experience for financial professionals on the company's website, Jackson.com. The new, easy to navigate section of the 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 local Jackson wholesaler for tailored support.

"We're proud to launch these new enhancements to our site, expanding the ways we are providing industry-leading service to meet the needs of financial professionals and their clients," said Aileen Herndon, Senior Vice President, Distribution Marketing, Jackson National Life Distributors LLC, the marketing and distribution business of Jackson. "We sought input from financial advisors throughout the site development process, ensuring our updates would meet their needs, reduce pain points and make it easier for them to do business with us. This improved digital experience is designed to provide clarity for advisors and clients, deepening existing relationships and attracting new advisors looking to solve their clients' needs in retirement."

The site is accessible from the Jackson.com home page. Visitors can expect a consistent look and feel across the entire website, and continued access to award-winning tools and resources. New tools featured as part of the digital experience include:

- **Product Match Pro:** This tool helps financial professionals identify which Jackson product may best align with a client's needs by asking a series of retirement goal questions. Based on the responses to those questions, Product Match Pro will show the benefits and features of multiple Jackson products that best align with a client's needs.
- **Find Your Wholesaler:** Financial professionals who don't currently have a relationship with a Jackson wholesaler can use this tool to find contact information for a wholesaler in their area who can provide personalized support.

In addition to the new tools, financial professionals will enjoy a personalized experience with tailored journeys

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

based on their profile, client needs and channel, including banks, wirehouses, broker-dealers and RIAs. Financial professionals will also have access to enhanced self-service options including a pending new business tracker and claims initial notice.

Financial professionals who would like to learn more about Jackson's dedicated financial professionals site can contact the company at 1-800-711-7397, connect with their local wholesaler or explore the financial professional site on Jackson.com at 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., Jackson National Life Insurance Company® (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York® (Home Office: Purchase, New York)

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 provide this and other important information. Please contact your Jackson representative to obtain the prospectuses. Please read the prospectuses carefully before investing or sending money.

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Guarantees are backed by the claims-paying ability of Jackson National Life Insurance Company or Jackson National Life Insurance Company of New York. For variable annuities, guarantees 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 affiliate of those entities, and none makes any representation or guarantees regarding the claims-paying ability of Jackson National Life Insurance Company or Jackson National Life Insurance Company of New York.

The Product Match Pro tool does not provide specific recommendations. The tool's output, or "results", is for informational purposes only. Each individual client has specific needs, and it is up to a financial professional and their client to understand what product(s) best meets the client's needs. Additionally, Product Match Pro does not consider the full universe of Jackson annuity products. Jackson offers and issues other annuities with similar features, benefits, limitations and varying charges.

Annuities are long-term, tax-deferred vehicles designed for retirement. Variable annuities and registered index-linked annuities involve 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 59 ½ unless an exception to the tax is met.

Add-on living benefits are available for an extra charge and may be subject to conditions and limitations and there is no guarantee that an annuity with an add-on living benefit will provide sufficient supplemental retirement income.

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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