



Jackson Recognized for Highest Customer Service in Financial Industry for 12th Consecutive Year

LANSING, Mich. — March 14, 2024 — [Jackson National Life Insurance Company](#)[®] (Jackson[®]), the main operating subsidiary of Jackson Financial Inc.¹ (NYSE: JXN), was recently [recognized](#) with the “Highest Customer Service — Financial Industry” award for achieving the highest first-call resolution rating in the market in 2023 from [Service Quality Measurement Group, Inc. \(SQM\)](#). Jackson’s outstanding service also earned it the Call Center World Class First Call Resolution Certification, which recognizes an 80 percent or higher rate of solving customers’ issues on the first call.

“We are grateful to be recognized once again with these awards from SQM,” said Dev Ganguly, Executive Vice President and Chief Operating Officer at Jackson. “At Jackson, we prioritize customer experience, and work collaboratively to leverage technology and associate training that foster a customer-centric environment in our contact center. We are proud of our employees for continuing to provide award-winning service to our customers, furthering our mission of helping more Americans achieve financial freedom for life.”

SQM’s awards recognize top performance based on call center customer feedback, including satisfaction with the customer service representative and resolution of the call. Feedback comes from the customers who contacted Jackson as well as employees who work in a contact center. SQM benchmarks more than 500 leading North American contact centers annually and has conducted benchmarking studies since 1996. The 2023 awards are based on studies from Jan. 1, 2023, to Dec. 31, 2023.

“We wish to congratulate Jackson for their remarkable achievement in winning the SQM award for Highest Customer Service — Financial Industry and for their ability to consistently deliver world-class service to their customers,” said Nader Ghattas, Chief CX Officer, [SQM Group](#). “For over 15 years, Jackson has continuously achieved award-winning, world-class performance across the more than 500 contact centers we benchmark annually — a truly remarkable accomplishment.”

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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

¹Jackson 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.

servicing 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, Inc.) Contact Center Awards Program Highest Customer Service for the Financial Industry is based on having the highest first call resolution rating in the Financial Industry/sector. (To achieve world-class certification, 80% or more of call-center customers surveyed must have responded that their call was resolved in one call and rated their experience as very satisfied, the highest rating possible).*

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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