



Jackson Honored for Creative and Effective Marketing and Communications Content in 2023

FRANKLIN, Tenn. — February 8, 2024 — The Distribution Marketing team at Jackson National Life Distributors LLC (JNLD), the marketing and distribution business of [Jackson National Life Insurance Company](#)[®] (Jackson[®])¹, received several awards in 2023 showcasing the company’s marketing and creative services. The team was recognized for its development and execution of Jackson’s inaugural Environmental, Social and Governance (ESG) Report, bank referral campaign and product kit materials and system by the Financial Community Society (FCS) Portfolio Awards, The Stevies: American Business Awards and Awards for Public Excellence (APEX) Awards.

Specific awards Jackson earned in each program include the following:

- Three awards in the FCS Portfolio Awards program which celebrates the most creative financial marketing and communications efforts across the industry:
 - Silver, Print Collateral, Business-to-Business: Outreach for Growth – bank referral marketing campaign
 - Silver, Digital Collateral, Corporate Image: 2021 ESG Report (published in May 2022)
 - Bronze, Print Collateral, Consumer Retail: Product kit system
- Two awards from The Stevies: American Business Awards which honor the achievements and positive contributions of organizations:
 - Gold, Publication Awards, Best Marketing or Sales Brochure or Kit: Product kit system
 - Bronze, Publication Awards, Other Publication – Company: 2021 ESG Report
- One award in the APEX Awards program which recognizes organizations for best writing, publications, campaigns, programs, design and media:
 - One-of-a-kind Publications, Electronic: 2021 ESG Report

“It is an honor to receive this recognition, which demonstrates how Jackson’s publications and marketing efforts are designed to deliver effective communication to shareholders, financial professionals and retirement savers,” said Aileen Herndon, Senior Vice President, Distribution Marketing at JNLD. “At Jackson, we are committed to making retirement clearer for everyone. In support of this, our team designs marketing collateral that is creative, informative and easy to understand, adding value to our relationships with our distribution partners. I’m proud to lead a team that

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.

understands the impact of providing relevant materials that financial professionals and their clients can rely on to help them prepare for their financial futures.”

Highlights of the material recognized include:

- Jackson’s inaugural [ESG Report](#) was released following the company’s transition to an independent, public company and highlights how Jackson’s values drive its efforts to positively impact the environment, communities and company stakeholders in an engaging and understandable way.
- The product kit system includes a variety of marketing pieces providing features and use cases for the range of products offered by Jackson. The kits enable the company’s wholesalers to easily package the right information at the appropriate level of detail for each of their financial professional partners, in an effort to address their clients’ unique needs. The Jackson-branded product kits add clarity to the retirement planning conversation, making product information easier to understand.
- Jackson’s Outreach for Growth bank referral program offers resources for bank teams to build their business, strengthen customer retention and support their customers’ financial goals. The program seeks to simplify the process of generating referrals through banks and help develop meaningful relationships with clients by encouraging deeper conversations about financial and retirement needs. The campaign includes a program overview, discussion guide, training worksheet, referral page and thank you card for bank managers, financial professionals and bank associates, making it easier for the whole team to get involved.

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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) Contact Center Awards Program for 2004 and 2006-2022, for the financial services industry (To achieve world-class certification, 80% or more of call-center customers surveyed must have 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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