



FOR IMMEDIATE RELEASE

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DPL Financial Partners welcomes Jackson to RIA insurance network

*Jackson to offer advisory variable and fixed index annuities
through DPL in carrier's first partnership targeting independent RIAs*

LOUISVILLE, KY., Feb. 12, 2019 – DPL Financial Partners (“DPL”), the insurance network for registered investment advisors (“RIAs”), and [Jackson National Life Insurance Company](#)® (“Jackson®”) announced that they are teaming up to bring the carrier’s popular advisory annuity products to fee-only advisors in what represents Jackson’s first distribution partnership targeting the independent RIA channel. Three of the carrier’s commission-free products are now available to RIAs nationwide through DPL’s platform: two variable annuities – Perspective Advisory IISM and Elite Access Advisory IISM – and one fixed index annuity, MarketProtector Advisory®.

“Jackson has long been a market leader in variable annuities, and we are excited to be their partner in launching their fee-based products to the independent RIA market,” said DPL Founder and CEO David Lau. “Between Perspective Advisory II’s expansive rider options with investment freedom, Elite Access Advisory II’s tax advantages with a robust variable annuity investment platform and MarketProtector Advisory’s downside protection without a surrender charge, it’s easy to see that Jackson is at the forefront in developing commission-free annuities.”

Since its launch in 2017, Jackson’s Perspective Advisory II has been one of the leading advisory variable annuities. The product’s many rider options allow individuals to customize their choices to meet unique needs and goals, while investment freedom gives RIAs the ability to work with their clients to build a diversified portfolio that is customized to meet their clients’ individual priorities and preferences, rather than locking them into restrictive allocation models.

“Consumers want and need choices, and Jackson is committed to working with advisors to provide a spectrum of options that meet consumer preferences,” said Scott Romine, President, Advisory Solutions, Jackson National Life Distributors LLC (JNLD). “DPL has been a valued partner as we prepare to launch our commission-free products into the independent RIA market. Their RIA-centric platform will help expand Jackson’s distribution footprint and we are excited to partner with them.”

To learn more about the full suite of Jackson annuities now available through DPL’s platform, please visit www.dplfp.com.

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DPL Financial Partners is an RIA insurance network that brings low-cost, commission-free insurance solutions from a variety of the nation's top carriers to RIA practices. DPL insurance consultants are product and carrier agnostic. Our consultants work for RIAs, not an insurance carrier, and work to employ solutions that seek to optimize financial outcomes for RIA clients. DPL offers a full suite of life and annuity products. www.dplfp.com

About Jackson

Jackson is a leading provider of retirement products for industry professionals and their clients. The company and its affiliates offer variable, fixed and fixed index annuities designed for tax-efficient growth and distribution of retirement income for retail customers, as well as products for institutional investors. Jackson is a proud founding member and co-chair of the Alliance for Lifetime Income, a nonprofit 501(c)(6) organization formed and supported by 24 of the nation's financial services organizations to create awareness and educate Americans about the importance of protected lifetime income. With \$264.9 billion in IFRS assets*, the company prides itself on sound corporate risk management practices and strategic technology initiatives. Focused on thought leadership and education, Jackson provides industry insights and financial representative training on retirement planning and alternative investment strategies. The company is also dedicated to corporate philanthropy and supports nonprofits focused on strengthening families and creating economic opportunities in the communities where its employees live and work. For more information, visit www.jackson.com.

**Jackson has \$264.9 billion in total IFRS assets and \$251.6 billion in IFRS policy liabilities set aside to pay primarily future policyowner benefits (as of June 30, 2018). International Financial Reporting Standards (IFRS) is a principles-based set of international accounting standards for reporting financial information. IFRS is issued by the International Accounting Standards Board in an effort to increase global comparability of financial statements and results. IFRS is used by Jackson's parent company.*

Jackson is an indirect subsidiary of Prudential plc, a company incorporated in England and Wales. Prudential plc and its affiliated companies constitute one of the world's leading financial services groups, serving over 26 million customers with \$877.2 billion in assets under management (as of June 30, 2018). Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

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, which are contained in the same document, provide this and other important information. Please contact your representative or the Company to obtain the prospectuses. Please read the prospectuses carefully before investing or sending money.

Variable annuities are long-term, tax-deferred investments designed for retirement, involve investment risks and may lose value. Earnings are taxable as ordinary income when distributed and may be subject to a 10% additional tax if withdrawn before age 59½.

The latest income date allowed is age 95, which is the required age to annuitize or take a lump sum. Please see the prospectus for important information regarding the annuitization of a contract.

In certain states, we reserve the right to refuse any subsequent premium payments.

Optional benefits are available for an extra charge in addition to the ongoing fees and expenses of the variable annuity. Only one optional living benefit and one optional death benefit may be elected per contract. Once elected, benefits may not be canceled; please see prospectus for specific benefit availability. The long-term advantage of the optional benefits will vary with the terms of the benefit option, the investment performance of the Variable Investment Options selected, and the length of time the annuity is owned. As a result, in some circumstances the cost of an option may exceed the actual benefit paid under that option.

Perspective Advisory II Variable and Fixed AnnuitySM (VA790, VA790-FB1, ICC17 VA790, ICC17 VA790-FB1) is issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and in New York (VA790NY, VA790NY-

FB1) by Jackson National Life Insurance Company of New York (Home Office: Purchase, New York). Variable annuities are distributed by Jackson National Life Distributors LLC, member FINRA. These contracts have limitations and restrictions. Jackson issues other annuities with similar features, benefits, limitations and charges. Discuss them with your representative or contact Jackson for more information.

Elite Access Advisory II (VA785, ICC18 VA785, VA785-FB1, ICC18 VA785-FB1) is issued by Jackson National Life Insurance Company® (Home Office: Lansing, Michigan). Variable annuities are distributed by Jackson National Life Distributors LLC, member FINRA. This product has limitations and restrictions. Jackson issues other variable annuities with similar features, benefits, limitations and charges. Contact Jackson for more information.

MarketProtector Advisory Individual Modified Single Premium Deferred Fixed Annuity with Index-Linked Interest Option and Market Value Adjustment (contract form numbers FIA255, ICC17 FIA255) is issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and distributed by Jackson National Life Distributors LLC. This product is a fixed annuity that does not participate in any stock or equity investments and has limitations and restrictions, including market value adjustment (MVA). MVA may not be applicable in all states. During the Indexed Option Period the annuity's cash withdrawal value may be less than the initial premium. Additional premium is permitted in the first contract year. For costs and complete details, contact your representative or the Company.

The design of this annuity contract emphasizes the protection of credited interest rather than the maximization of interest rate crediting. Jackson issues other annuities with similar features, benefits, limitations and charges. Discuss them with your representative or contact Jackson for more information. **Fixed annuities with index-linked interest may not be suitable for everyone.**

Fixed index annuities are also known as fixed annuities with index-linked interest (equity indexed and fixed annuities in Oregon).

MarketProtector Advisory is not available in California.

Jackson is the marketing name for Jackson National Life Insurance Company and Jackson National Life Insurance Company of New York. Jackson National Life Distributors LLC.

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