

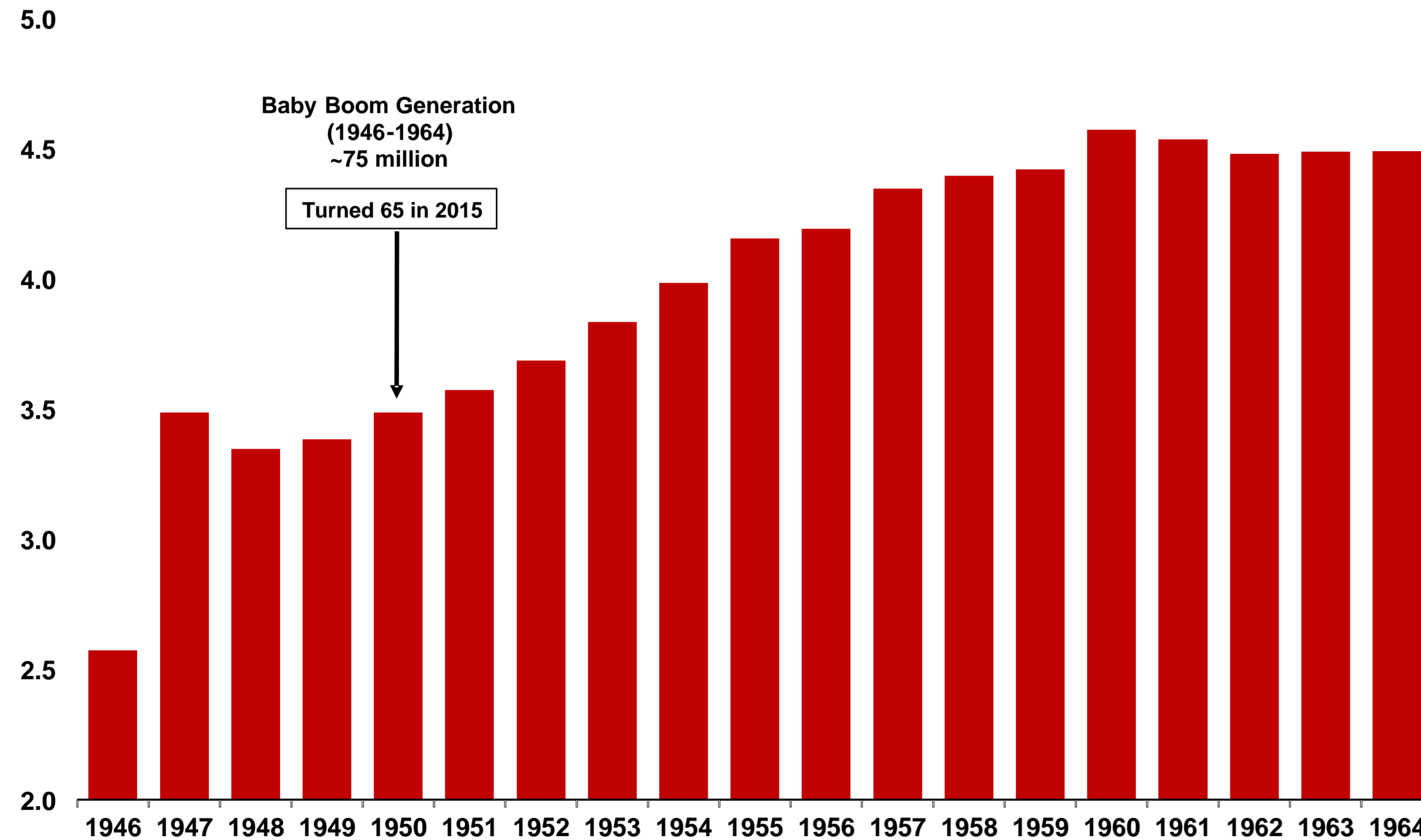


Barry Stowe

US

American Retirement Crisis

The Baby Boomer Retirement Wave is Picking Up Steam



- Over 40 million people will reach retirement age in the next decade
- Private defined benefit plans are disappearing and government plans are underfunded
- Social Security was never intended to be the primary retirement plan and its long-term status is in question
- Life expectancy at age 65 has increased significantly
- Due to low interest rates, investors are forced to seek out equity markets in order to earn adequate returns
- Individual investors struggle to capture market returns and are exposed to volatile equity markets



Seth Harris

Former Acting United States Secretary of Labor and Deputy United States Secretary of Labor

- **2014 - Present:** Distinguished Scholar, Cornell University – School of Industrial & Labor Relations; Counsel, Dentons.
- **2009 - 2014:** Acting Secretary and Deputy Secretary of Labor, Obama Administration.
- **2000 - 2009:** Professor and Director of Labor & Employment Law Programs – NY Law School.
- **2007 - 2008:** Senior Fellow, Life Without Limits Project – United Cerebral Palsy.
- **1993 - 2000:** Counselor to the Secretary of Labor, Clinton Administration.
- **1990:** NYU School of Law, JD, Law.
- **1983:** Cornell University, BSILR, Industrial & Labor Relations.

A Confluence of Trends



- ✓ The American retirement crisis is real and it is upon us, and there is bipartisan support for addressing it
- ✓ Trajectory of regulation across the industry is toward higher standards and consumer centricity
- ✓ Confluence of these trends will precipitate an expansion of the retirement market and a flight to quality which is uniquely aligned with Jackson's capabilities

Flight to Quality



Advice

Product

Performance

Service

Opportunities Measured by Advisors



**US Retail Financial
Advisors: 308,937**

**Licensed to Sell Annuities:
260,765**

Industry Market Sizing

Jackson Producers

- ✓ With Annuities on the Books: 230,779
- ✓ Wrote an Annuity Last Year: 212,901
- ✓ Active Annuity Producer: 101,723

- ✓ Jackson Selling Agreements: 237,883
- ✓ Jackson Appointed Advisors: 139,312
- ✓ 2015 Jackson Producers: 50,274
- ✓ 2015 Top Producers¹: 13,613

Flight to Quality



Advice

Product

Performance

Service



Opportunities Measured by Product

Key consideration for Retirement Investor	Mutual Funds	Fixed Annuity	Fixed Index Annuity	Variable Annuity
Guaranteed lifetime income (without annuitization)			✓	✓
Guaranteed death benefit (with lifetime income)			✓	✓
Protection against falling markets		✓	✓	✓
Ability to select investments	✓			✓
Access to uncapped equity market returns	✓			✓
Tax deferral		✓	✓	✓

Jackson is uniquely capable of creating and managing retirement solutions best suited for consumer needs

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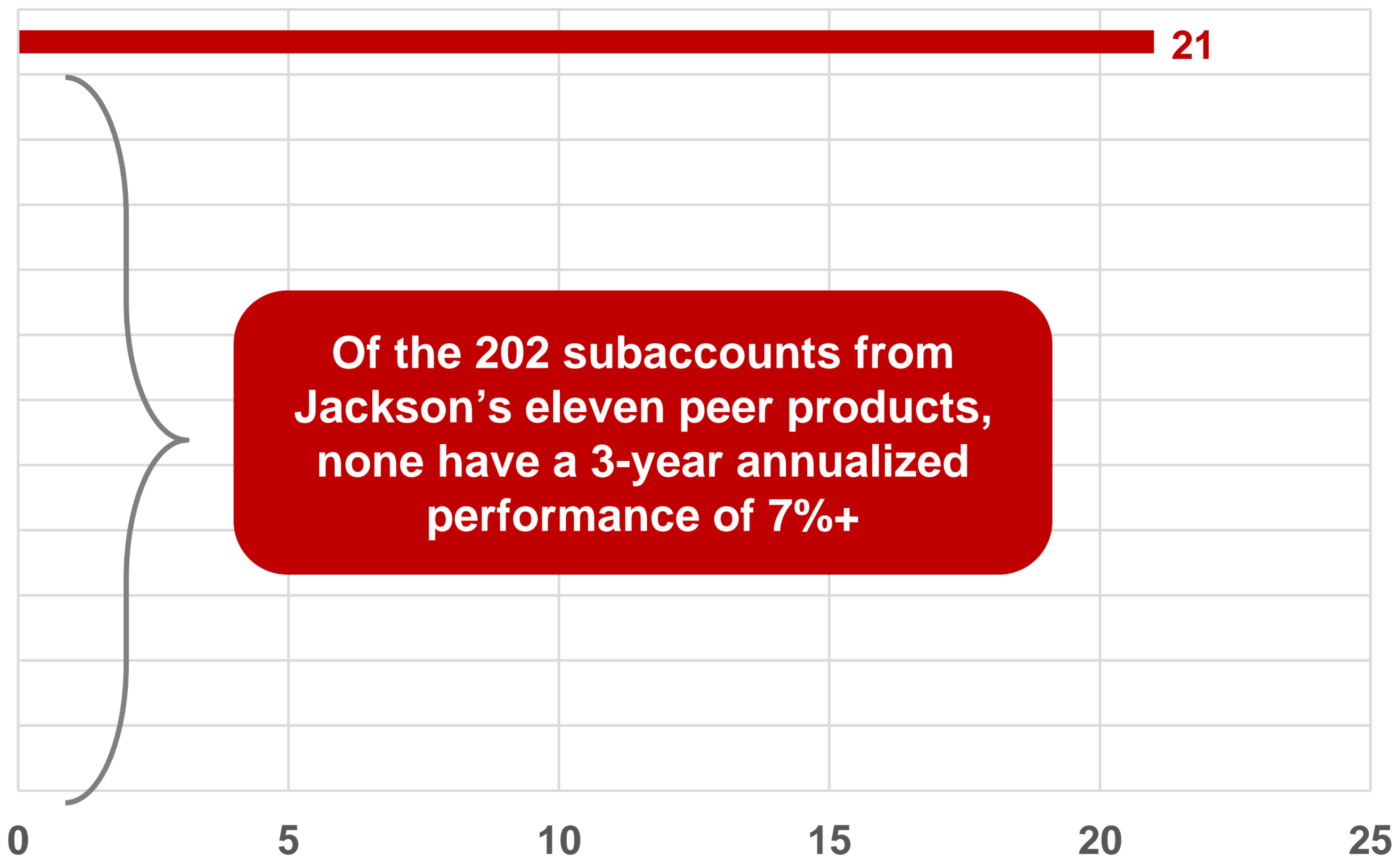


Opportunities Measured by Performance

Funds available with a living benefit that delivered a 7%+ 3-year annualized performance

of Living Benefit Funds

- Jackson Perspective II
- Competitor Product
- Competitor Product
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Jackson's peers offer an average of 18 living benefit funds

Flight to Quality



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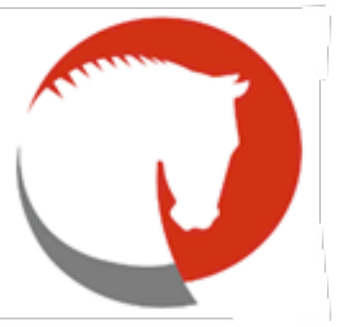
Service

Opportunities Measured by Service



- ✓ Jackson has been consistently awarded the highest customer service by Service Quality Measurement (SQM) Group
- ✓ Historical IT investment delivering efficient and flexible technology platforms
- ✓ Work began in 2015 on integrating Jackson products into advisory platforms

Scaling the Opportunity for our Industry, and for Jackson



More than \$16 trillion in assets across existing channels

Advisor Distributed Assets

