



## Jackson Wins Datas Insights Insurance Technology Impact Award

*RILA Digital Ecosystem recognized for innovation*

LANSING, Mich. — September 6, 2024 — [Jackson National Life Insurance Company](#)<sup>®</sup> (Jackson<sup>®</sup>), the main operating subsidiary of Jackson Financial Inc.<sup>1</sup> (NYSE: JXN), has been honored by Datas Insights with a 2024 Insurance Technology Impact award for its [Registered Index-Linked Annuity \(RILA\) Digital Ecosystem](#). The RILA Digital Ecosystem is a one-stop-shop illustrating the benefits of RILAs, providing a customized, real-time look at how a RILA could fit within a client’s holistic financial plan.

“We are honored to receive this recognition from Datas Insights, which highlights the work our teams have done to strengthen understanding of the value of RILAs and how to integrate the products into a retirement portfolio,” said Aileen Herndon, Senior Vice President, Distribution Marketing for Jackson National Life Distributors LLC, the marketing and distribution business of Jackson. “The recent ecosystem enhancements are part of Jackson’s broader efforts to offer an exceptional digital experience and service delivery for financial professionals and their clients.”

As one of the fastest growing annuity segments, RILAs continue to garner interest from those seeking to unlock protection opportunities while potentially growing their assets. The goal of the ecosystem is to make RILA offerings more accessible, transparent and understandable, while enhancing the digital experience. Specifically, the [data-driven tool](#) available within the ecosystem enables clients to generate individual, hypothetical scenarios of the various RILA options, detailing how the products could function within a holistic financial plan.

[The Datas Insights Impact awards](#) were [announced on September 4](#) and are designed to recognize and celebrate innovation achieved by financial institutions and insurers globally. The Insurance Technology Impact awards specifically recognize insurers for projects and programs that delivered real business impact through technology.

###

### ABOUT JACKSON

Jackson<sup>®</sup> (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

---

<sup>1</sup> 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.

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](http://www.jackson.com).

*\*SQM (Service Quality Measurement Group) Contact Center Awards Program for 2004 and 2006-2023, 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), Jackson National Life Insurance Company of New York® (Home Office: Purchase, New York) and Jackson National Life Distributors LLC.

###

**Media Contact:**

Patrick Rich

[patrick.rich@jackson.com](mailto:patrick.rich@jackson.com)

PR3626 09/24