

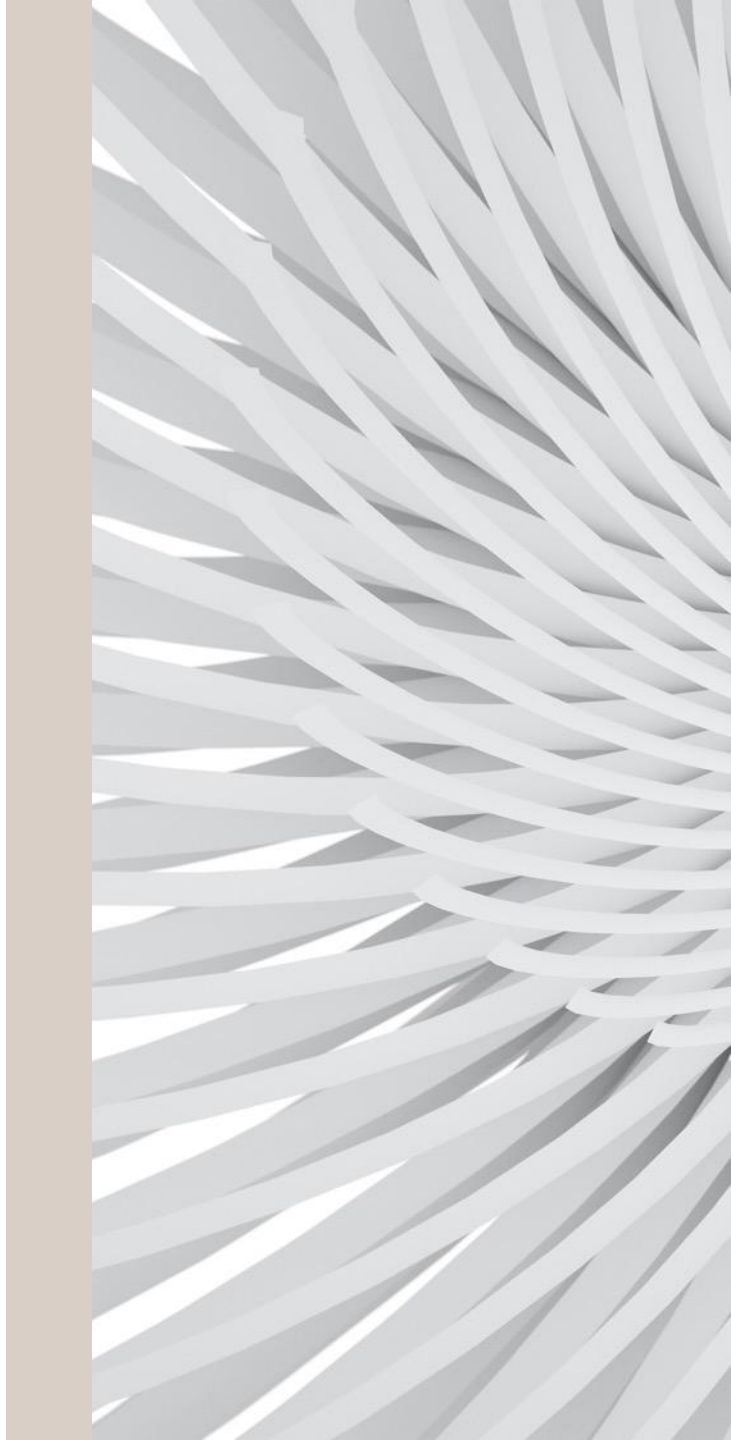


The Jackson Difference

Investor Presentation

November 2025

FINANCIAL FREEDOM FOR LIFE



Forward-Looking Statements and Non-GAAP Measures

The information in this document contains forward-looking statements about future events and circumstances and their effects upon revenues, expenses and business opportunities. Generally speaking, any statement in this document not based upon historical fact is a forward-looking statement. Forward-looking statements can also be identified by the use of forward-looking or conditional words, such as “could,” “should,” “can,” “continue,” “estimate,” “forecast,” “intend,” “look,” “may,” “will,” “expect,” “believe,” “anticipate,” “plan,” “predict,” “remain,” “future,” “confident,” and “commit” or similar expressions. In particular, statements regarding plans, strategies, prospects, targets and expectations regarding the business and industry are forward-looking statements. They reflect expectations, are not guarantees of performance and speak only as of the dates the statements are made. We caution investors that these forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially from those projected, expressed, or implied. Factors that could cause actual results to differ materially from those in the forward-looking statements include those reflected in Part I, Item 1A, Risk Factors and Part II, Item 7, Management’s Discussion and Analysis of Financial Condition and Results of Operations in the Form 10-K for the year ended December 31, 2024, as filed with the U.S. Securities and Exchange Commission (“SEC”) on February 26, 2025, and elsewhere in Jackson Financial Inc.’s filings filed with the SEC. Except as required by law, Jackson Financial Inc. does not undertake to update such forward-looking statements. You should not rely unduly on forward-looking statements.

Certain financial data included in this document consists of non-GAAP (“Generally Accepted Accounting Principles”) financial measures. These non-GAAP financial measures may not be comparable to similarly titled measures presented by other entities, nor should they be construed as an alternative to other financial measures determined in accordance with U.S. GAAP. Although the Company believes these non-GAAP financial measures provide useful information to investors in measuring the financial performance and condition of its business, investors are cautioned not to place undue reliance on any non-GAAP financial measures and ratios included in this document. A reconciliation of the non-GAAP financial measures to the most directly comparable U.S. GAAP financial measures can be found under “Non-GAAP Financial Measures” in the Appendix of this document.

Certain financial data included in this document consists of statutory accounting principles (“statutory”) financial measures, including “total adjusted capital.” These statutory financial measures are included in or derived from the Jackson National Life Insurance Company (“JNL”) annual and/or quarterly statements filed with the Michigan Department of Insurance and Financial Services and available in the investor relations section of the Company’s website at investors.jackson.com/financials/statutory-filings.

We routinely use our investor relations website, at investors.jackson.com, as a primary channel for disclosing key information to our investors. We may use our website as a means of disclosing material, non-public information and for complying with our disclosure obligations. Accordingly, investors should monitor our investor relations website, in addition to following our press releases, filings with the SEC, public conference calls, presentations, and webcasts, some of which may contain material and previously non-public information. We and certain of our senior executives may also use social media channels to communicate with our investors and the public about our Company and other matters, and those communications could be deemed to be material information. The information contained on, or that may be accessed through, our website, our social media channels, or our executives’ social media channels is not incorporated by reference into and is not part of this document.

Jackson Financial

Creating solutions for a more secure retirement

Jackson is an established leading U.S. annuity writer. Our differentiated products, established brand, strong distribution partnerships, and efficient and scalable operating platform position the company for future profitable growth.

2024 Key Financial Metrics

**Annuity
Sales**

AUM

**Free Capital
Generation¹**

**Capital
Return**

\$17.8B

\$325B

\$1.3B

\$631m



Founded in **1961**

Purchased by
Prudential plc in
1986

Became an independent,
public company on
September 13, 2021



Headquartered in
Lansing, Michigan
for more than 40 years



Employing **~3,970**
people nationally

Office locations in

Chicago, Illinois



Franklin, Tennessee



Lansing, Michigan

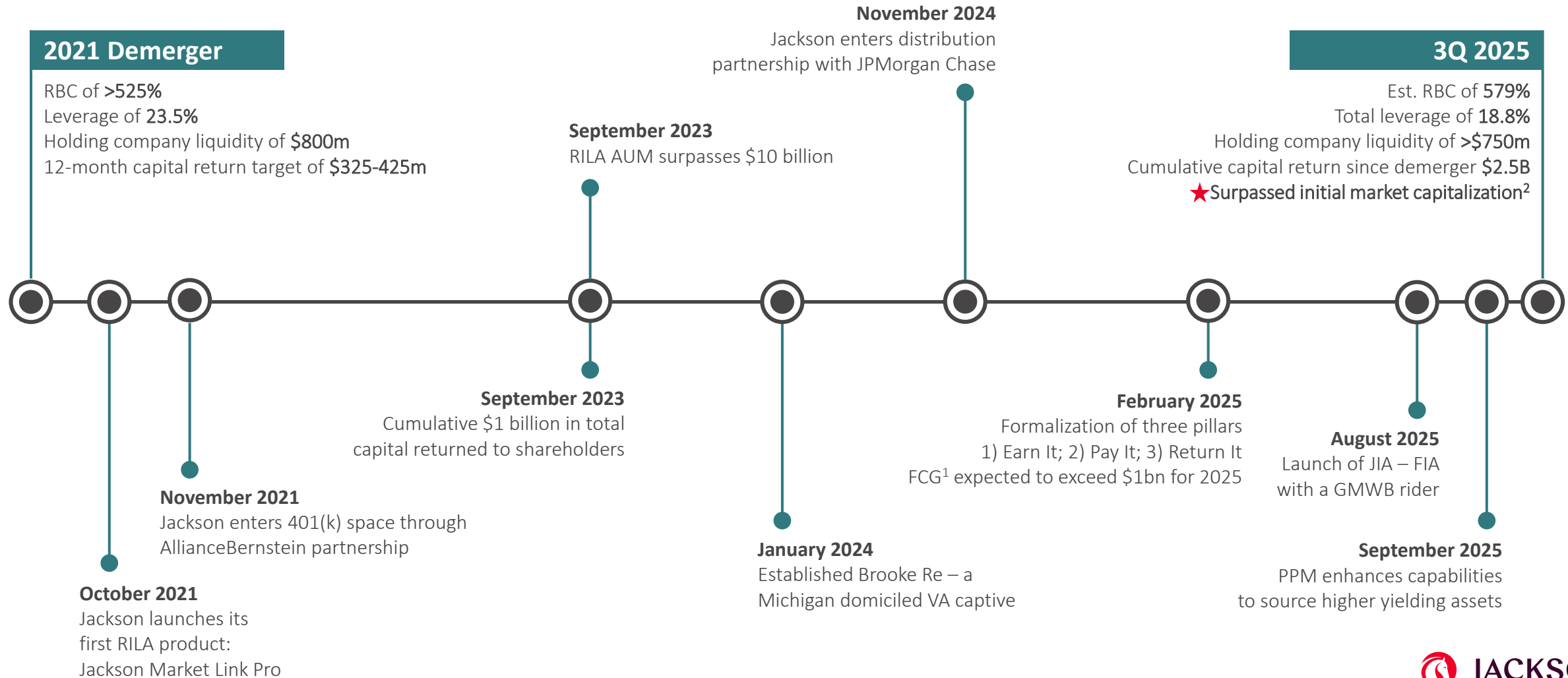


Notes: Jackson® is the marketing name for Jackson Financial Inc., Jackson National Life Insurance Company® (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York® (Home Office: Purchase, New York).

1) Free Capital Generation, or FCG, is described in greater detail on slide 17.

Milestones and Evolution

Disciplined growth has shaped today's outcomes



A Targeted Business Strategy

Unique and broad annuity offerings with select complementary businesses

Retail Annuities

Variable Annuities

Primary product offerings with broad investment options, allocation flexibility and optional living and death benefit riders

Also offer an investment-only variable annuity

Registered Index-Linked Annuity (RILA)

Products offering exposure to market returns through market index linked investment options, subject to cap. Variety of guarantees designed to modify or limit loss.

Entered RILA market October 2021

Fixed & Fixed Index Annuities

Products offering fixed crediting rate or crediting rates based on equity market exposure up to a cap

In-force book substantially reinsured to Athene in June 2020

Institutional

Includes guaranteed investment contracts ("GICs") and medium-term note funding agreements

Issued on an opportunistic basis

Closed Block

Primarily composed of blocks of insurance products acquired since 2004, including group payout annuities and fixed and fixed index annuities

Also includes life insurance products sold by JFI (discontinued in 2012)

Strategic Framework

A focused and disciplined strategy built on our strong values

Our Vision

Grow as a leading retirement solutions provider committed to helping Americans grow and protect their retirement savings and income to enable them to pursue financial freedom for life

Focus on enhancing our financial profile

1. Earnings growth
2. Capital stability & generation
3. Efficient operating model
4. Diversify sources of earnings
5. Value creation/value improvement

Leverage our core strengths and capabilities

1. Product expertise
2. Strong distribution relationships
3. Efficient operating model
4. Prudent risk management
5. Asset management experience

Our Goal

Capture organic & inorganic opportunities that provide sustainable growth and earnings diversification, while leveraging our core strengths and capabilities



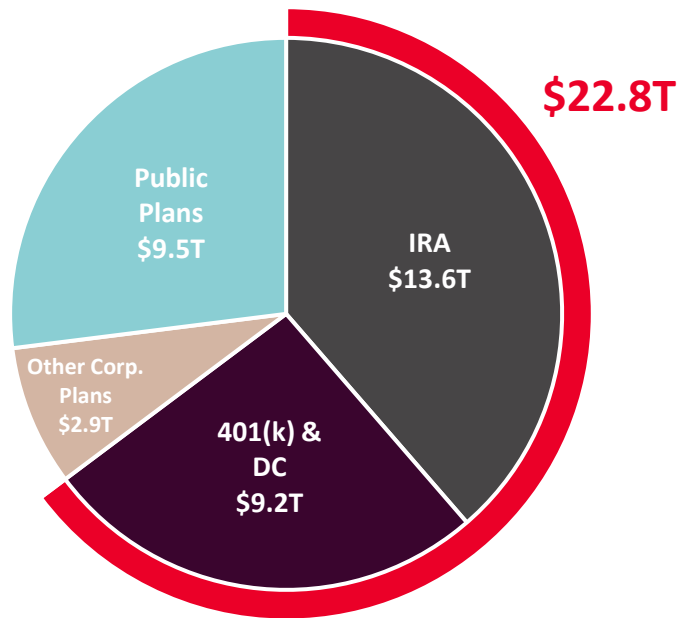
Founded in the values of our associates

Empower — Execute — Respect — Create

The American Retirement Market

U.S. retirees need secure, flexible retirement products

U.S. Retirement Assets¹



\$1.1 Trillion

LIMRA Forecast 2025-2027 Total Annuity Sales²

Facts & Stats

289,417 Financial Advisors³

8.7% Independent RIA advisor count growth rate^{3, 5}

84% increase in industry total annuity sales (2014 vs 2024)⁴

67% of target date providers including or considering including guaranteed income⁶

158% increase in industry spread-based annuity product sales (2020 vs 2024)⁴

34% of defined contribution consultants more likely to recommend target-date funds with an annuitization feature⁶

Jackson's disciplined strategy aligns with America's retirement needs of both growth and protection



Proven Execution and Profitability

A differentiated business model

Competitive Core Competencies

Innovative **product design**

Broad **distribution network**¹

- ✓ Approximately 500 broker-dealer distribution partners and more than 120k appointed advisors
- ✓ More than 1,700 registered investment advisors
- ✓ One of the largest wholesaler forces in the industry

Industry leading and consistent **excellence in service**

- ✓ Highest Customer Service for 13 straight years²

Brand-name **recognition**

- ✓ Net Promoter Score³ of +42 vs +33 industry avg

Efficient and scalable operations with end-to-end technological capabilities

- ✓ 29bps expense ratio⁴

Track Record of Operating Success

Market leader in the annuity space

- ✓ Top 5 annuity writer for 12 of the last 15 years⁵

A history of **prudent underwriting**

- ✓ Profitable vintages with 93% of in-force sold after the great financial crisis
- ✓ No buyback of poor performing VAs

Proven and embedded **risk management** framework

- ✓ Efficient hedging following creation of Brooke Re

Strong and resilient **capitalization**

- ✓ Year-end RBC ratio consistently over 500% since separation

Conservative investment portfolio

- ✓ 98% of investment portfolio investment grade (STAT basis)

Robust holding company **liquidity**

- ✓ \$501m excess holding company liquidity as of 3Q25

1) Our retail annuities are distributed through approximately 500 broker-dealer distribution partners and more than 120,000 appointed advisors across the three traditional broker-dealer channels including independent broker-dealers; banks and other financial institutions; and wirehouses and regional broker-dealers; and more than 1,700 registered investment advisors ("RIAs") who have a Jackson RIA agreement and are able to access Jackson advisory solutions through an outsourced insurance desk. 2) In 2024, Jackson received the Highest Customer Service — Financial Industry award from Service Quality Measurement Group, Inc. ("SQM") for the 13th straight year. 3) The +42 Net Promoter Score ("NPS") represents our variable annuities, compared to an industry average NPS of +33, based on advisor surveys conducted by Market Metrics in 2024. 4) Expense ratio based on 2Q25 data. 5) Sourced from LIMRA for the full years of 2010 through 2024.

Disciplined Growth, Durable Returns

A compelling future capital return story



Consistent capital generation



Growing free cash flow¹



Increased dividend per common share each year since becoming a public company



Share buyback² activity that spans market environments



Consistently deliver on financial targets

Financial Results

Strong results driven by profitable in-force and diligent capital deployment

September YTD 2025 Financial Metrics

\$198M

GAAP Earnings

Net income attributable to Jackson Financial Inc. (JFI) common shareholders

\$2.75

GAAP Earnings per Share

Net income per diluted common share

\$1.2B

Non-GAAP Earnings

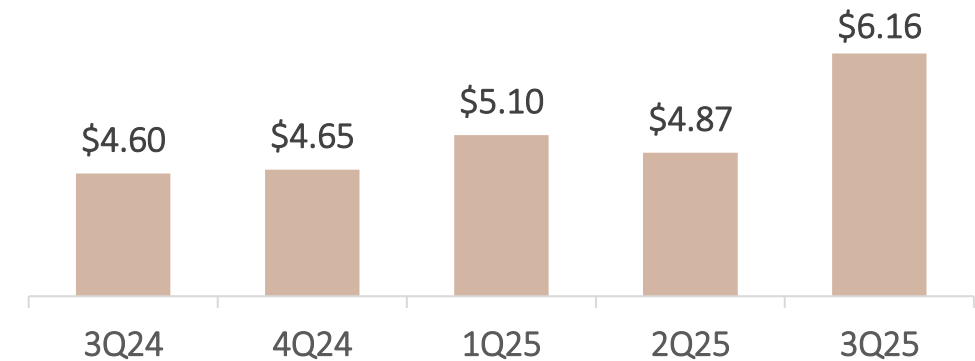
Adjusted Operating Earnings¹

\$16.10

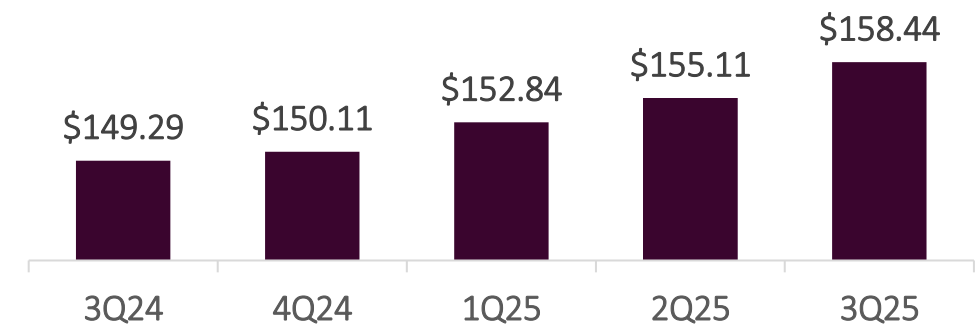
Non-GAAP Earnings per Share

Adjusted Operating Earnings¹ per diluted common share

Adj. Operating Earnings¹ per Diluted Common Share



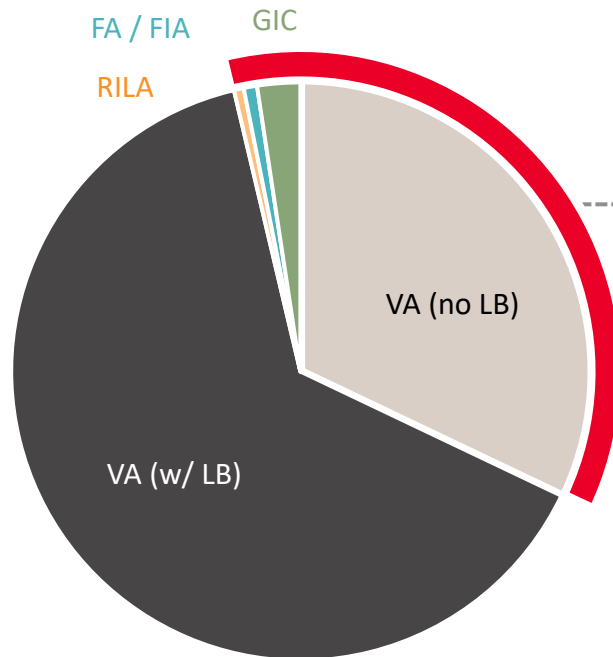
Adj. Book Value¹ per Diluted Common Share



Focused Sales Diversification

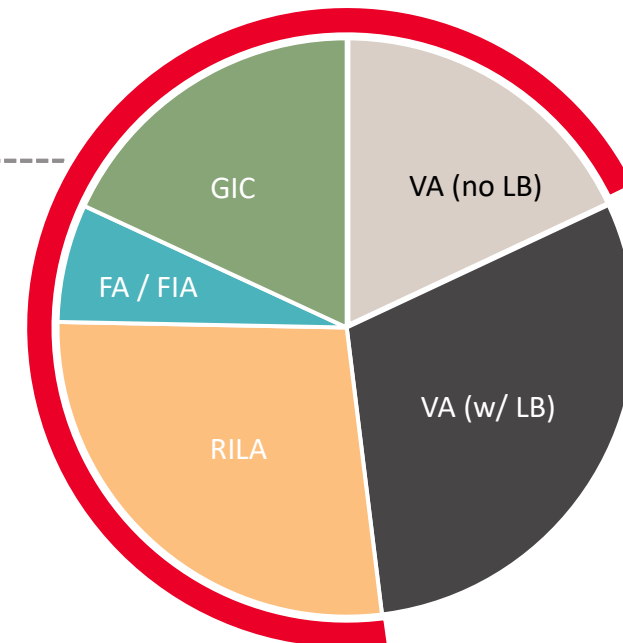
Strategic product expansion has driven greater sales diversification

Full-year 2021 Sales



\$19.8 Billion

TTM¹ 3Q25 Sales



\$22.5 Billion

Other than
lifetime benefit VA

36%



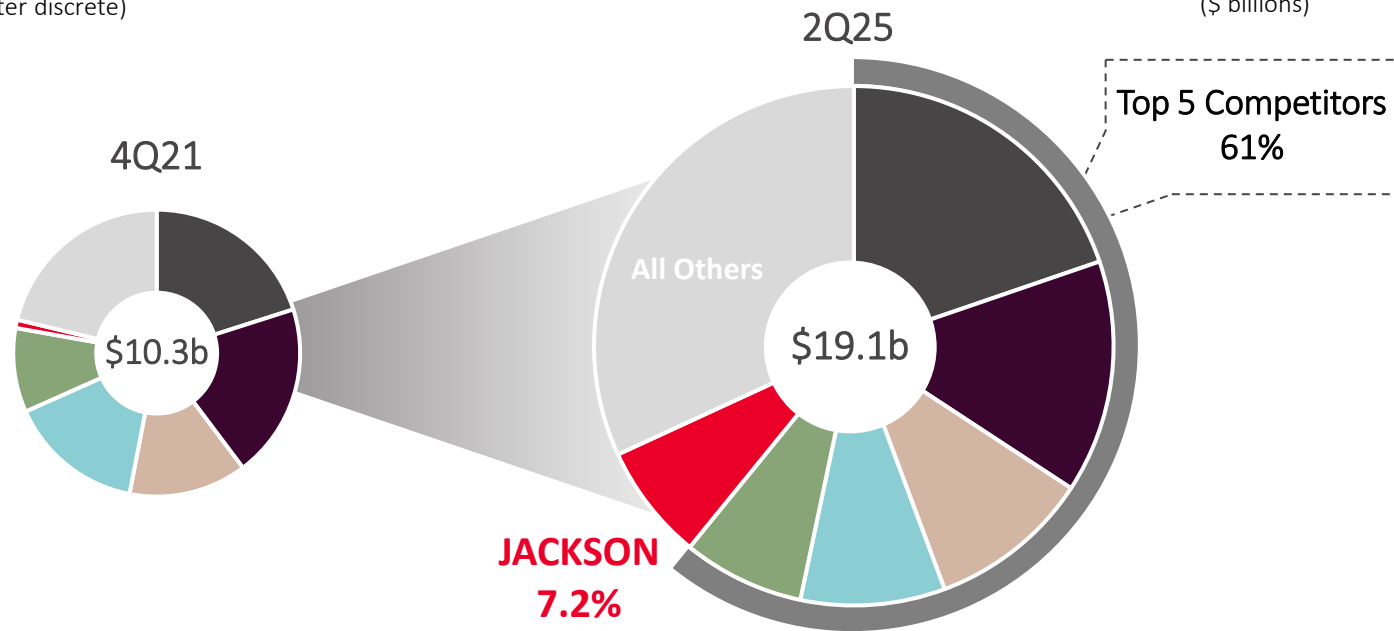
70%

RILA Gaining Momentum

Jackson gaining market share contributing to growing AUM

RILA Industry Sales per LIMRA

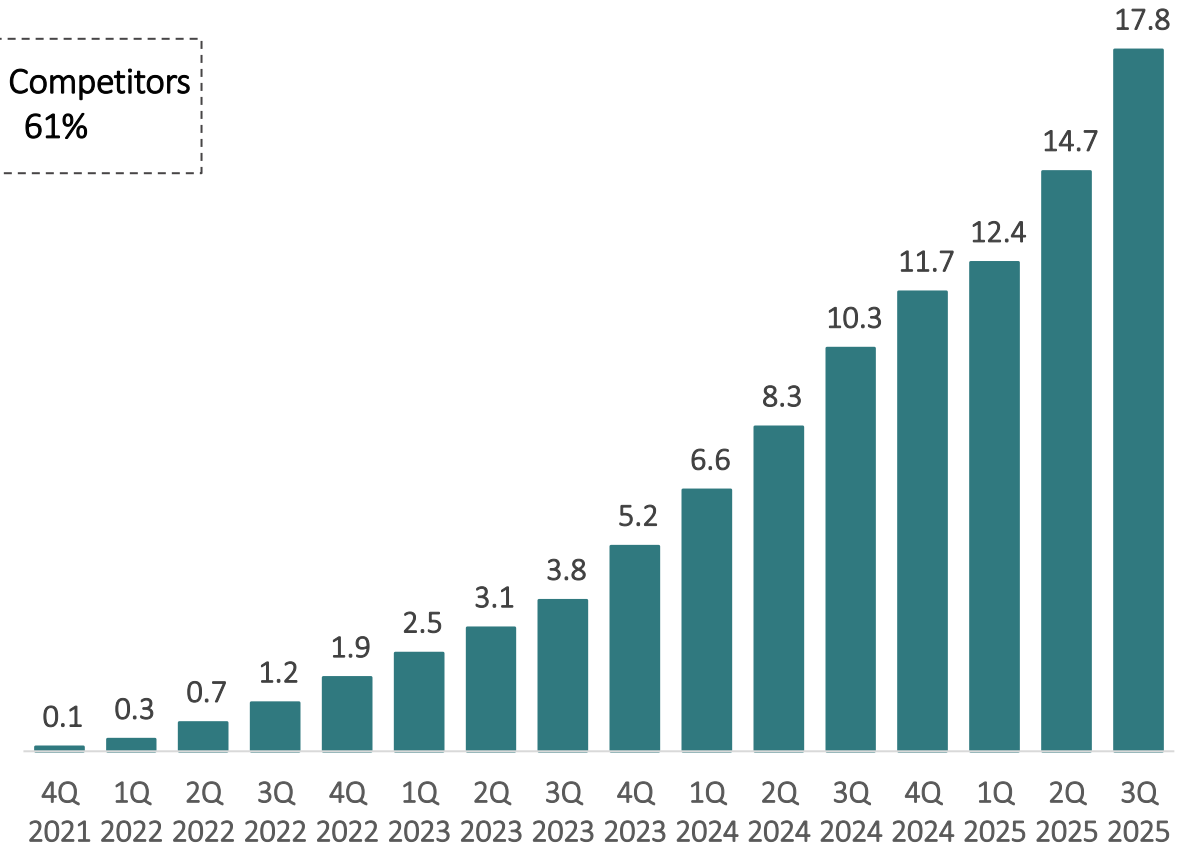
(Quarter discrete)



- Jackson is not only participating, but gaining market share in a growing product line
- RILA complements Jackson's existing product lineup and adds valuable hedge benefits compared to traditional variable annuities

RILA Account Value

(\$ billions)

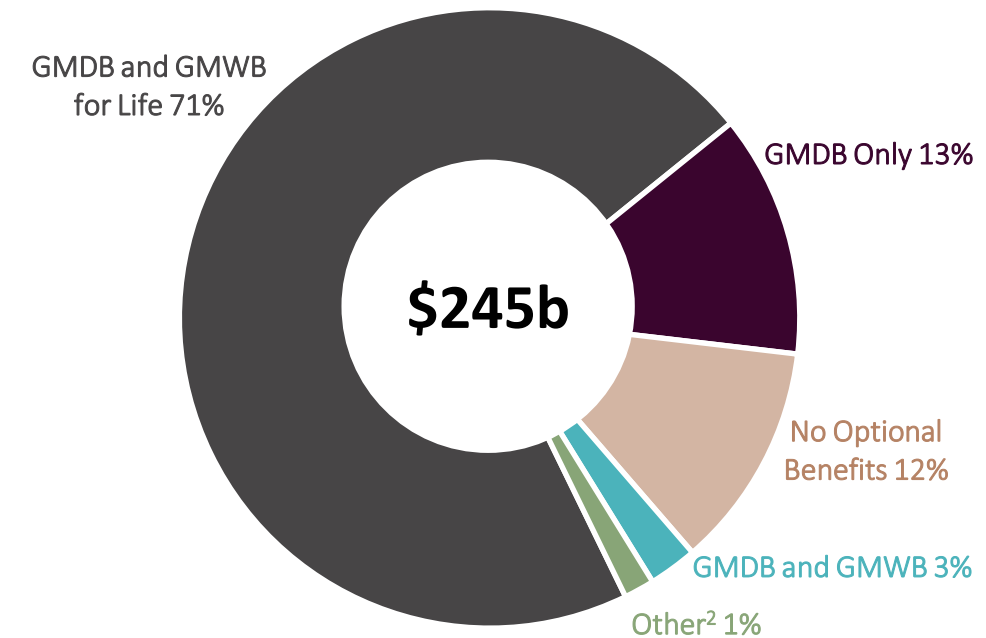


High Quality Variable Annuity Business

A differentiated approach to product design

- Scaled Variable Annuity Block Focused on Withdrawal Benefit Features
 - ✓ Limited exposure to challenging guarantees
 - ✓ Investment freedom is well managed through rigorous fund selection process
 - ✓ Strong underlying fund performance vs. peers
 - ✓ High correlation between separate account assets and benchmarks
- Strong, Resilient Cash Flow Profile
 - ✓ Base contract fees provide asset management-like cash flow stream
 - ✓ Guarantee fees assessed on benefit base to better support hedging program
- Prudent Pricing and Product Design Process
 - ✓ Withdrawal benefits designed to exhaust customer account value prior to Jackson being “on risk”
 - ✓ Net amount at risk is only 2% of total variable annuity account value
 - ✓ Flexible product design enables rapid new business launches and repricing actions
- Policyholder Behavior Assumptions Supported by Deep and Multi-Faceted Dataset
 - ✓ Rigorous and continual process to monitor developing policyholder experience
 - ✓ Assumptions are formulated with a long-term focus on meeting policyholder obligations
- Disciplined Risk Management Approach Focused on Economics
 - ✓ Establishment of Brooke Re¹ eliminated inefficient and non-economic hedging under prior framework
 - ✓ Hedging program is focused on protecting against economic impact of equity and interest rate shocks
 - ✓ Variable annuity guarantees and RILA product have offsetting equity risk, reducing external hedging needs
- Proven Hedge Performance During Financial Stresses

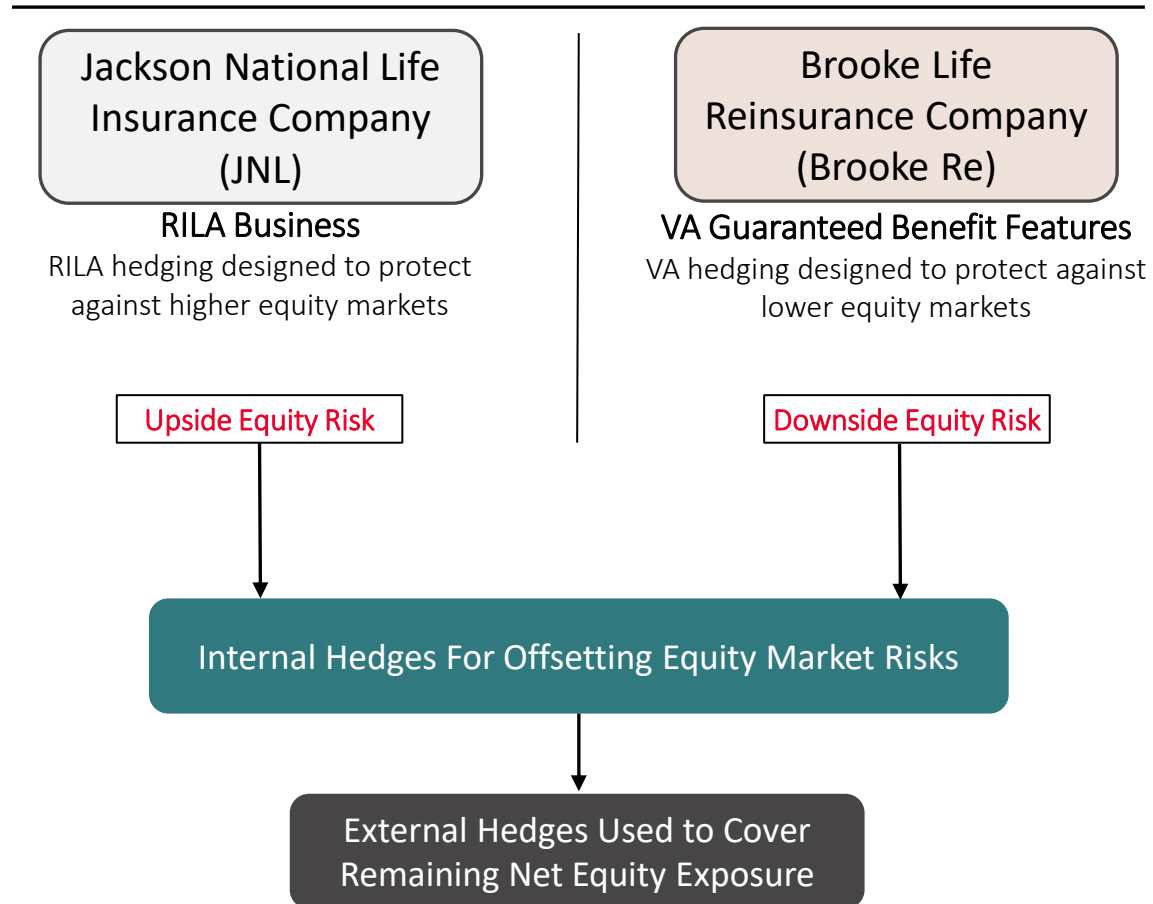
Variable Annuity Account Value by Guarantee (Q3 2025)



Hedging Protects Capital and Distributable Earnings

A differentiated approach to hedging economic risks

RILA and VA Guarantees Managed in Separate Legal Entities While Capturing Offsetting Equity Risks



Hedging Program Aligns Closely with the Economics of the Business

- VA Guarantees and RILA are **independently hedged and managed** for both equity and interest rate risks on an economic basis
- VA guarantees at Brooke Re and RILA business at JNL have offsetting economic equity risk but are **independently valued from a reserve and capital perspective** without consideration for a statutory diversification benefit between them
- Brooke Re hedging program protects from the economic impact of both equity and interest rate shocks on VA guarantees
- JNL hedging program protects from the economic impact of equity shocks with primary focus on RILA. Also protects against interest rate shocks for RILA policies whose interim values have interest rate sensitivity.
- Offsetting **economic equity risk managed first via fully settled internal trades** with remaining net equity risk managed with external hedges. This **captures natural efficiencies between the products while keeping both lines of business fully economically hedged.**

PPM America – Jackson’s Asset Manager

A robust platform for institutional investors



Public Fixed Income

Broad suite of strategies for institutional investors, including investment grade, high yield, bank loan, liability driven investing (LDI) and emerging market debt

AUM \$63B



Private and Structured Credit

Private placements, asset-backed finance (ABF), credit tenant lease and project finance/infrastructure, as well as ABS, CMBS and MBS

AUM \$10B



Private Equity

Primary investments, co-investments and continuation vehicles (secondaries) in select private equity opportunities

AUM \$6B



Collateralized Loan Obligations (CLOs)

Issuer of broadly syndicated loan CLOs with 8 active deals currently

AUM \$3B



Commercial Real Estate

Core and core plus lending across all major institutional property types, including industrial, multifamily and necessity-anchored retail

AUM \$7B¹

BY THE NUMBERS

\$90_B

Total firm AUM²

\$55_B

Assets managed on behalf of Jackson

1990

Year of founding

225

Number of employees

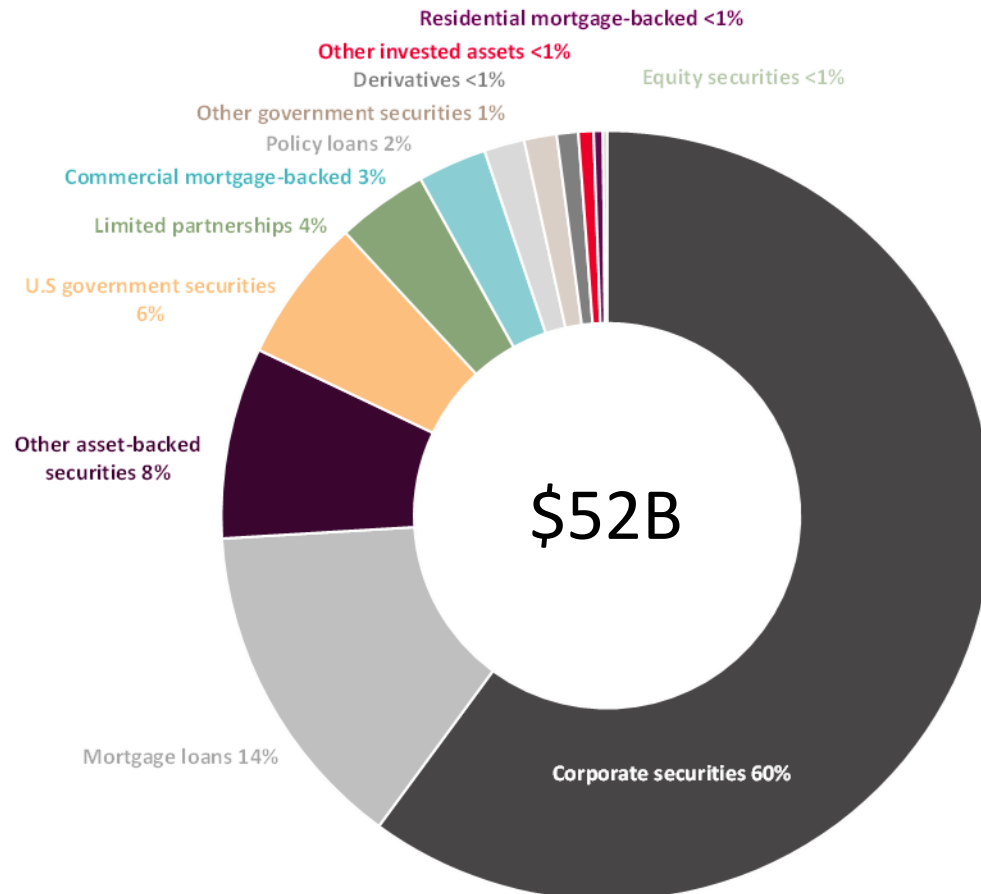
Notes: All data as of September 30, 2025. PPM America, Inc. is an indirect, wholly-owned subsidiary of Jackson Financial Inc.

1) Asset class AUM may not sum to total AUM due to rounding. (2) AUM includes committed but unfunded capital for PPM’s private equity and commercial real estate businesses. AUM includes both securities issued by PPM CLO vehicles held by PPM separately managed account clients and the underlying collateral assets of the CLO vehicles managed by PPM.

U.S. GAAP – Investment Portfolio

September 30, 2025

Investment Portfolio Classification¹



Key Highlights

- Market/book ratio of the fixed maturity portfolio is 0.96
- Exposure to below investment grade securities is 6%² of the total investment portfolio, which is almost entirely corporate bonds and loans
- Highly liquid U.S. Treasuries represent 6% of total investment portfolio
- 98% of securitized assets are investment grade
- 99% of Commercial Mortgage Loans are first mortgage and 95% are CM1 or CM2 rated
- Limited exposure to recent private credit bankruptcies (First Brands and Tricolor) and regional banks

1) Excludes Funds Withheld. 2) Includes investments in affiliate Collateralized Loan Obligations (CLO) which results in the entire CLO being consolidated for U.S. GAAP reporting purposes. While this results in all the underlying loans held by the CLO being included in our financial statements, our economic risk is solely limited to our direct investment in the CLO. Excluding these consolidated items, our exposure to below investment grade securities was 1% at September 30, 2025. Percentages may not total 100 due to rounding.

Growing Capital Generation and Free Cash Flow



Capital Generation Provides Foundation for New Business Growth and Distributions to Holding Company

- **After-Tax Statutory Capital Generation¹** provides foundation for new business growth while **Free Capital Generation²** supports distributions to holding company subject to regulatory considerations and desired RBC levels
- Free Capital Generation for the 12 months ended September 30, 2025, totaled nearly \$1.6 billion
- Free Capital Generation through 3Q25 has now exceeded our full-year expectation of \$1 billion

(in millions)	3Q25	2025 YTD
After-Tax Stat. Capital Generation	\$579	\$1,463
Estimated Change in CAL at 425%	(120)	(339)
Free Capital Generation	\$459	\$1,124



Free Cash Flow³ at Holding Company Allows for Financial Flexibility and Long-Term Value Creation for Shareholders

- Cash distributed to JFI was nearly 73% of Free Capital Generation in 2025 YTD
- Free Cash Flow increased YTD based on strong operating company distributions
- Free Cash Flow for the 12 months ended September 30, 2025, totaled nearly \$1.0 billion
- Based on Jackson's end of 3Q25 market capitalization, we have produced a free cash flow yield of approximately 14% for the trailing 12 months⁴

(in millions)	3Q25	2025 YTD
Cash Distributed to JFI	\$250	\$815
JFI Expenses and Other, net	(34)	(96)
Free Cash Flow	\$216	\$719



Capital Return to Common Shareholders is Balanced and Consistent Including Dividends and Share Repurchases

- Returned almost 90% of the 2025 capital return target mid-point as of the end of 3Q25 (Target of \$700-\$800 million)
- Expect full year capital return to exceed top of targeted range
- 2025 dividend up 14% over 2024 to \$0.80 per common share
- Capital Returned to Common Shareholders for the 12 months ended September 30, 2025, totaled \$805 million

(in millions)	3Q25	2025 YTD
Common Share Repurchases	\$154	\$484
Common Dividends	56	173
Capital Return to Common Shareholders	\$210	\$657

Free Capital Generation has Produced Strong Growth in Free Cash Flow and Capital Return to Common Shareholders

1) Includes after-tax income from operations, realized gains/losses, unrealized gains/losses, and other surplus adjustments to provide a comprehensive view of the drivers of capital generation. Includes a benefit of \$145 million and \$7 million for the three months period ended December 31, 2024 and September 30, 2025, respectively, related to the Corporate Alternative Minimum Tax (CAMT). 2) Free capital generation represents Jackson National Life's (JNL) statutory after-tax capital generation, adjusted for the change in estimated company action level required capital (CAL) for JNL calibrated to a 425% RBC ratio. 3) See Appendix for the non-U.S. GAAP financial measures, definitions and reconciliations to most comparable U.S. GAAP measure. 4) Free Cash Flow Yield (non-GAAP metric) is calculated by taking the trailing twelve months of Free Cash Flow and dividing by the market value of the outstanding common stock at 9/30/25.

Remain On Track to Deliver on 2025 Financial Targets

18

Targets

Progress

1

Capital Return

\$700-\$800 million capital return to common shareholders



In the first nine months of 2025, returned \$657 million of capital to common shareholders. Expect full year capital return to exceed top of the targeted range.

2

Holdco Liquidity

Approximately two years of holding company fixed expenses



Holding company cash and highly liquid securities of more than \$750 million as of end of 3Q25, which is above Jackson's \$250 million minimum liquidity buffer¹

3

JNL RBC Ratio

425% Risk-Based Capital (RBC) ratio minimum

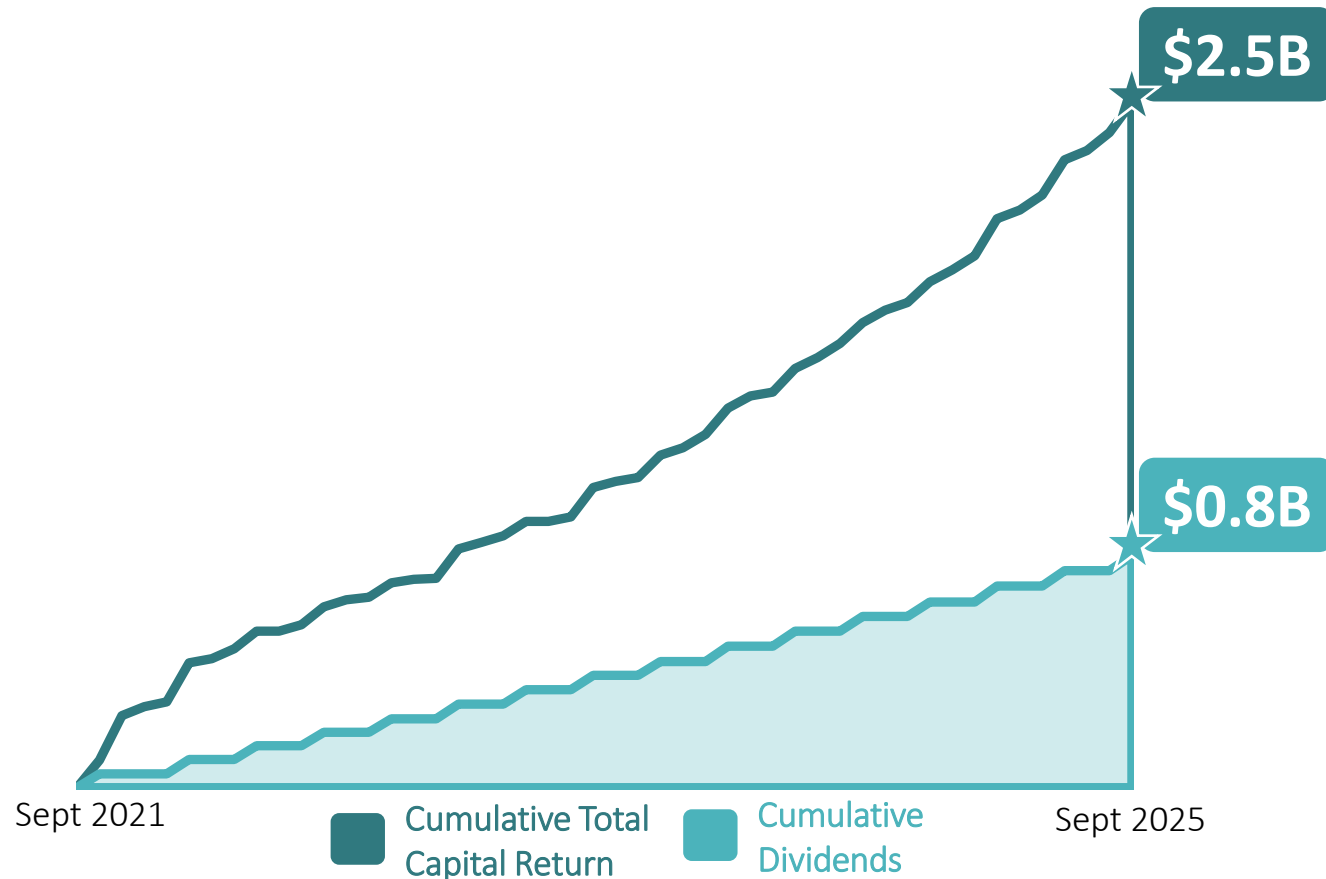


Estimated RBC ratio of 579% as of end of 3Q25, after reflecting \$815 million of cumulative year to date distributions from JNL to JFI

Consistent Capital Return to Shareholders

19

Cumulative capital return to common shareholders



Highlights

- Jackson Financial Inc. (JFI) has **returned nearly \$2.5 billion** to common shareholders exceeding our initial market capitalization
- JFI has repurchased 31.2 million common shares to date, which equates to **33% of outstanding common shares at separation**
- We have **increased our common dividend five consecutive years** representing an increase every year since becoming a public company
- 3Q25 common dividends and share repurchases totaled \$210 million, or \$2.99 per diluted common share, which was up 37% compared to the \$2.18 per diluted common share reported during the year-ago quarter

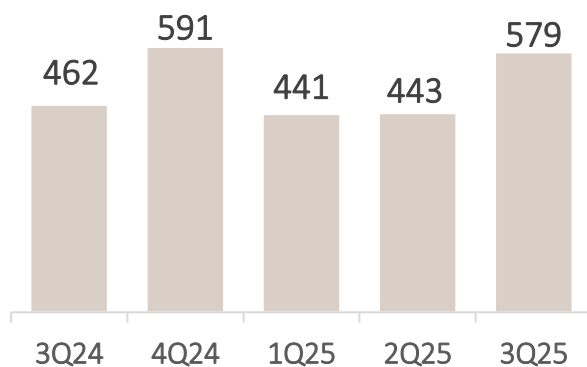
Robust Holding Company Liquidity

3Q25 Highlights

- JNL generated \$579 million of capital¹ leading to free cash flow² of \$216 million
- Brooke Re capital remains well above our internal risk management framework and regulatory requirements
- Holding company cash and highly liquid assets totaled more than \$750 million

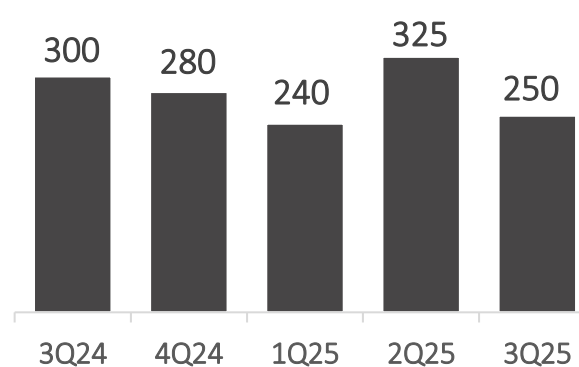
Statutory Capital Generation¹

(\$ millions)



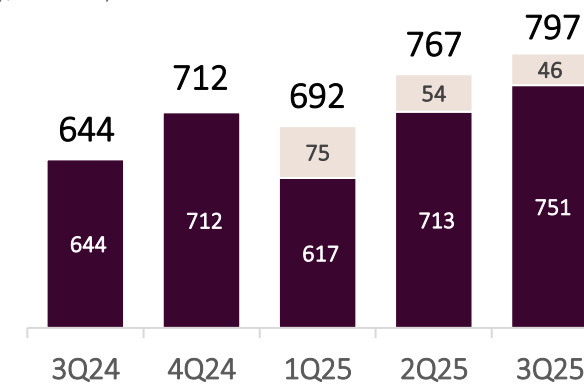
Dividends and Distributions to JFI

(\$ millions)



Holding Company Cash and Investments

(\$ millions)



■ Cash and Highly Liquid ■ Other Investments



1) Includes statutory after-tax income from operations, realized gains/losses, unrealized gain/losses, and other surplus adjustments to provide a comprehensive view of the drivers of capital generation. 2) See the Appendix for the non-U.S. GAAP financial measures, definitions and reconciliations to most comparable U.S. GAAP measure.

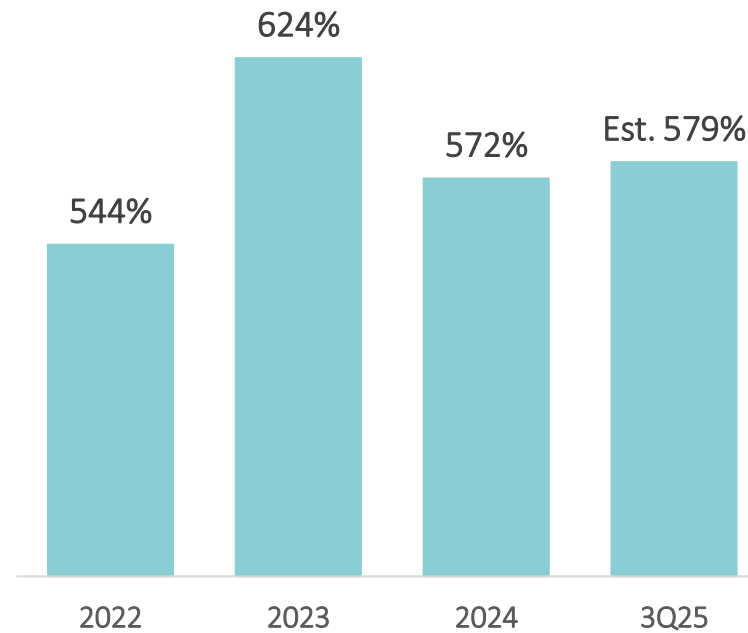
Resilient Capitalization

21

Capital and Cash Return History

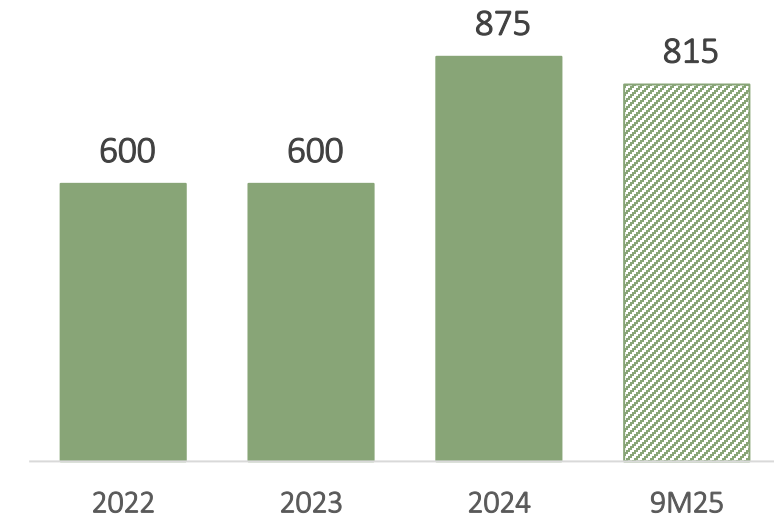
- Jackson prioritizes balance sheet strength
- Strong capital generation has allowed JNL to consistently pay remittances to its parent since becoming a publicly traded company
- The formation of a VA Captive (Brooke Re) helped to stabilize RBC and align economic reserves to our hedge strategy
 - Brooke Re is a Michigan domiciled VA captive reinsurer established in January 2024
 - Hedge strategy performed well during the volatile market environment in early April 2025
- Jackson has ended each quarter since becoming a public company above our minimum target RBC ratio of 425%

RBC Ratio¹ History



JNL Remittances²

(\$ millions)



We Are Primed for Sustainable Growth

As demand for new sources of retirement income increases and an aging U.S. population transitions into retirement, our core strengths will enable us to maintain and grow our market leadership

- ⦿ Differentiated products and well-known brand among advisors
- ⦿ Industry-leading and proven distribution capabilities
- ⦿ Award-winning customer service and scalable operating platform
- ⦿ Attractive financial profile with a strong risk-management culture
- ⦿ High-quality investment portfolio
- ⦿ A compelling future capital return story

Non-GAAP Financial Measures

In addition to presenting our results of operations and financial condition in accordance with U.S. GAAP, we use and report selected non-GAAP financial measures. Management believes that the use of these non-GAAP financial measures, together with relevant U.S. GAAP financial measures, provides a better understanding of our results of operations, financial condition and the underlying performance drivers of our business. These non-GAAP financial measures should be considered supplementary to our results of operations and financial condition that are presented in accordance with U.S. GAAP. Other companies may use similarly titled non-GAAP financial measures that are calculated differently from the way we calculate such measures. Consequently, our non-GAAP financial measures may not be comparable to similar measures used by other companies. These non-GAAP financial measures should not be viewed as substitutes for the most directly comparable financial measures calculated in accordance with U.S. GAAP.

Adjusted Operating Earnings

Adjusted Operating Earnings is an after-tax non-GAAP financial measure, which we believe should be used to evaluate our financial performance on a consolidated basis by excluding certain items that may be highly variable from period to period due to accounting treatment under U.S. GAAP or that are non-recurring in nature, as well as certain other revenues and expenses that we do not view as driving our underlying performance. Adjusted Operating Earnings should not be used as a substitute for net income as calculated in accordance with U.S. GAAP. However, we believe the adjustments to net income are useful for gaining an understanding of our overall results of operations.

Adjusted Operating Earnings equals our Net income (loss) attributable to Jackson Financial Inc. common shareholders (which excludes income attributable to non-controlling interest and dividends on preferred stock) adjusted to eliminate the impact of the items described in the following numbered paragraphs. These items are excluded as they may vary significantly from period to period due to near-term market conditions or are otherwise not directly comparable or reflective of the underlying performance of our business. We believe these exclusions provide investors a better picture of the drivers of our underlying performance.

- 1) Net Hedging Results:** Comprised of: (i) fees attributed to guaranteed benefits; (ii) net gains (losses) on hedging instruments which includes: (a) changes in the fair value of freestanding derivatives, and related commissions and expenses, used to manage the risk associated with market risk benefits and other guaranteed benefit features, excluding earned income from periodic settlements and changes in settlement accruals on cross-currency swaps; and (b) investment income and change in fair value of certain non-derivative assets used to manage the risk associated with market risk benefits and other guaranteed benefit features; and (iii) the movements in reserves, market risk benefits, guaranteed benefit features accounted for as embedded derivative instruments, and related claims and benefit payments (excluding impacts of actuarial assumption updates and model enhancements). We believe excluding these items removes the impact to both revenue and related expenses associated with Net Hedging Results.
- 2) Amortization of DAC Associated with Non-Operating Items at Date of Transition to LDTI:** Amortization of the balance of unamortized deferred acquisition costs, at January 1, 2021, the date of transition to current Long Duration Targeted Improvements (LDTI) accounting guidance, associated with items excluded from pretax adjusted operating earnings prior to transition.
- 3) Actuarial Assumption Updates and Model Enhancements:** The impact on the valuation of MRBs and embedded derivatives arising from our annual actuarial assumption updates and model enhancements review.
- 4) Net Realized Investment Gains and Losses:** Comprised of: (i) realized investment gains and losses associated with the periodic sales or disposals of securities, excluding those held within our trading portfolio; (ii) impairments of securities, after adjustment for the non-credit component of the impairment charges; and (iii) foreign currency gain or loss on foreign denominated funding agreements and associated cross-currency swaps.
- 5) Change in Value of Funds Withheld Embedded Derivative and Net Investment Income on Funds Withheld Assets:** Composed of (i) the change in fair value of funds withheld embedded derivatives; and (ii) net investment income on funds withheld assets related to funds withheld reinsurance transactions.
- 6) Other Items:** Comprised of: (i) the impact of investments that are consolidated in our financial statements due to U.S. GAAP accounting requirements, such as our investments in collateralized loan obligations (CLOs), but for which the consolidation effects are not consistent with our economic interest or exposure to those entities; (ii) impacts from derivatives not included in Net Hedging Results or Net Realized Investment Gains or Losses (see 1. and 4. above), excluding earned income from periodic settlements and changes in settlement accruals on cross-currency swaps; and (iii) one-time or other non-recurring items.

Operating Income Taxes are calculated using the prevailing corporate federal income tax rate of 21% while taking into account any items recognized differently in our financial statements and federal income tax returns, including the dividends received deduction and other tax credits. For interim reporting periods, the Company uses an estimated annual effective tax rate ("ETR") in computing its tax provision including consideration of discrete items.

Non-GAAP Financial Measures

Adjusted Book Value Attributable to Common Shareholders

Adjusted Book Value Attributable to Common Shareholders excludes Preferred Stock and Accumulated Other Comprehensive Income (Loss) (AOCI) attributable to Jackson Financial Inc. (JFI), which does not include AOCI arising from investments held within the funds withheld account related to the Athene Reinsurance Transaction. We exclude AOCI attributable to JFI from Adjusted Book Value Attributable to Common Shareholders because our invested assets are generally invested to closely match the duration of our liabilities, which are longer duration in nature, and therefore we believe period-to-period fair market value fluctuations in AOCI to be inconsistent with this objective. We believe excluding AOCI attributable to JFI is more useful to investors in analyzing trends in our business. Changes in AOCI within the funds withheld account related to the Athene Reinsurance Transaction offset the related non-operating earnings from the Athene Reinsurance Transaction resulting in a minimal net impact on Adjusted Book Value of Jackson Financial Inc.

Adjusted Operating Return on Equity Attributable to Common Shareholders

We use Adjusted Operating Return on Equity (ROE) Attributable to Common Shareholders to manage our business and evaluate our financial performance which: (i) excludes items that vary from period-to-period due to accounting treatment under U.S. GAAP or that are non-recurring in nature, as such items may distort the underlying performance of our business; and (ii) is calculated by dividing our Adjusted Operating Earnings by average Adjusted Book Value Attributable to Common Shareholders.

Adjusted Book Value Attributable to Common Shareholders and Adjusted Operating ROE Attributable to Common Shareholders should not be used as substitutes for total shareholders' equity and ROE as calculated using annualized net income and average equity in accordance with U.S. GAAP. However, we believe the adjustments to equity and earnings are useful to gaining an understanding of our overall results of operations.

Free Cash Flow

Free cash flow is Jackson Financial Inc. (Parent Company only) (JFI) net cash provided by (used in) operating activities less preferred stock dividends and capital contributions to PPM America, Inc ("PPM"), plus the return of capital from subsidiaries. Free cash flow should not be used as a substitute for JFI's net cash provided by (used in) operating activities in accordance with U.S. GAAP. However, we believe these adjustments are useful to gaining an understanding of our overall available cash flow at JFI for return of capital to common shareholders or other corporate initiatives.

Adjusted Operating Earnings Reconciliation

\$ millions, except effective tax rate

	For the Three Months Ended				For the Nine Months Ended		
	9/30/24	12/31/24	3/31/25	6/30/25	9/30/25	9/30/24	9/30/25
Net Income (Loss) Attributable to Jackson Financial Inc. Common Shareholders	(480)	334	(35)	168	65	568	198
Add: dividends on preferred stock	11	11	11	11	11	33	33
Add: income tax expense (benefit)	(113)	22	1	4	(19)	24	(14)
Pretax Income (loss) Attributable to Jackson Financial Inc.	(582)	367	(23)	183	57	625	217
Non-Operating Adjustments (Income) Loss:							
Guaranteed benefits and hedging results:							
Fees attributable to guarantee benefit reserves	(779)	(775)	(768)	(764)	(765)	(2,347)	(2,297)
Net (gains) losses on hedging instruments	(591)	2,788	(1,011)	1,840	14	3,068	843
Market risk benefits (gains) losses, net	1,172	(2,181)	2,246	(2,203)	(226)	(2,062)	(183)
Net reserve and embedded derivative movements	493	89	(333)	1,066	1,160	1,135	1,893
Total net hedging results	295	(79)	134	(61)	183	(206)	256
Amortization of DAC associated with non-operating items at date of transition to LDTI	135	131	128	127	125	410	380
Actuarial assumption updates and model enhancements	-	419	-	-	-	-	-
Net realized investment (gains) losses	45	(71)	66	(30)	1	82	37
Net realized investment (gains) losses on funds withheld assets	784	(147)	388	327	379	1,199	1,094
Net investment income on funds withheld assets	(269)	(200)	(227)	(227)	(203)	(824)	(657)
Other items	3	(15)	(24)	87	(37)	(13)	26
Total Non-Operating Adjustments	993	38	465	223	448	648	1,136
Pre-Tax Adjusted Operating Earnings	411	405	442	406	505	1,273	1,353
Less: operating income tax expense (benefit)	50	45	55	45	61	146	161
Adjusted operating earnings before dividends on preferred stock	361	360	387	361	444	1,127	1,192
Less: dividends on preferred stock	11	11	11	11	11	33	33
Adjusted Operating Earnings	350	349	376	350	433	1,094	1,159
Effective Tax Rates on Adjusted Operating Earnings	12.1%	11.1%	12.4%	11.1%	12.1%	11.5%	11.9%

Select U.S. GAAP to Non-GAAP Reconciliation

\$ millions, except per share and shares outstanding data

	For the Three Months Ended				For the Nine Months Ended	
	9/30/24	12/31/24	3/31/25	6/30/25	9/30/25	9/30/24
Net Income (Loss)	(466)	358	(18)	185	91	618
Income attributable to non-controlling interest	3	13	6	6	15	17
Net Income (Loss) Attributable to Jackson Financial Inc.	(469)	345	(24)	179	76	601
Less: Dividends on preferred stock	11	11	11	11	11	33
Net Income (Loss) Attributable to Jackson Financial Inc. Common Shareholders [a]	(480)	334	(35)	168	65	568
Total Shareholders' Equity	10,698	9,764	10,301	10,354	10,229	10,698
Less: Preferred equity	533	533	533	533	533	533
Total Common Shareholders' Equity	10,165	9,231	9,768	9,821	9,696	10,165
Average Common Shareholders' Equity [b]	9,858	9,698	9,500	9,795	9,759	9,747
Total ROE Attributable to Common Shareholders [a]/[b]; Annualized	-19.5%	13.8%	-1.5%	6.9%	2.7%	7.8%
Adjusted Operating Earnings [c]	350	349	376	350	433	1,094
Adjusted Book Value Attributable to Common Shareholders:						
Total common shareholders' equity	10,165	9,231	9,768	9,821	9,696	10,165
Exclude AOCI attributable to Jackson Financial Inc.	1,047	1,925	1,256	1,233	1,341	1,047
Adjusted Book Value Attributable to Common Shareholders	11,212	11,156	11,024	11,054	11,037	11,212
Average Adjusted Book Value Attributable to Common Shareholders[d]	11,339	11,184	11,090	11,039	11,046	11,227
Adjusted Operating ROE Attributable to Common Shareholders [c]/[d]; Annualized	12.3%	12.5%	13.6%	12.7%	15.7%	13.0%
Per Share Data (Common Shareholders)						
Net income (loss) (basic)	(6.37)	4.50	(0.48)	2.34	0.93	7.41
Net income (loss) (diluted) ¹	(6.37)	4.45	(0.48)	2.34	0.92	7.34
Adjusted operating earnings per common share (diluted)	4.60	4.65	5.10	4.87	6.16	14.14
Book value per common share (diluted)	135.35	124.21	135.43	137.81	139.19	135.35
Adjusted book value per common share (diluted)	149.29	150.11	152.84	155.11	158.44	149.29
Shares Outstanding						
Weighted average number of common shares (basic)	75,374,073	74,193,054	73,469,317	71,825,321	70,084,349	76,673,053
Weighted average number of common shares (diluted)	76,125,719	75,128,975	73,717,082	71,938,152	70,279,275	77,374,548
End of period common shares (basic)	74,351,061	73,380,643	71,878,542	69,958,388	68,333,010	74,351,061
End of period common shares (diluted)	75,102,707	74,316,564	72,126,307	71,267,051	69,658,285	75,102,707

1) In a quarter in which we reported a net loss attributable to Jackson Financial Inc., all common stock equivalents are anti-dilutive and are therefore excluded from the calculation of diluted shares and diluted per share amounts. The shares excluded from the diluted EPS calculation were 751,646 and 247,765 for the three months ended September 30, 2024, and March 31, 2025, respectively.

Select U.S. GAAP to Non-GAAP Reconciliation

\$ millions

Jackson Financial Inc. Net Cash Provided by Operating Activities (Parent Company Only) (U.S. GAAP)

Adjustments from Net Cash Provided by Operating Activities to Free Cash Flow:

Capital distribution from subsidiaries

Capital contributed to PPM

Dividends on preferred stock

Total Adjustments

Free Cash Flow (Non-GAAP)

Capital distributions from subsidiaries

Interest on surplus note from subsidiary

Cash Distributed to JFI

Parent company expenses

Net investment income and other income

Other, net

JFI Expenses and Other, net

Free Cash Flow

For the Three Months Ended					For the Nine Months Ended	
9/30/24	12/31/24	3/31/25	6/30/25	9/30/25	9/30/24	9/30/25
34	(4)	29	(24)	22	55	27
255	280	195	325	205	505	725
-	(25)	-	-	-	-	-
(11)	(11)	(11)	(11)	(11)	(33)	(33)
244	244	184	314	194	472	692
278	240	213	290	216	527	719
255	280	195	325	205	505	725
45	-	45	-	45	90	90
300	280	240	325	250	595	815
(25)	(44)	(28)	(29)	(33)	(80)	(90)
6	8	8	6	8	16	22
(3)	(4)	(7)	(12)	(9)	(4)	(28)
(22)	(40)	(27)	(35)	(34)	(68)	(96)
278	240	213	290	216	527	719