

A hand holding a black pen points towards a document. In the background, a calculator and a pie chart are visible, suggesting a financial or analytical context.

ANNUITY AND LIFE INSURANCE PRODUCT UPDATE THIRD QUARTER 2015

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ABOUT CORPORATE INSIGHT

Corporate Insight provides competitive intelligence and user experience research to the nation's leading financial institutions. For over 20 years, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. There are no assumptions in Corporate Insight's work – we use live accounts at all of the firms we research, providing our clients with unparalleled, unbiased intelligence on the competition.

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INTRODUCTION

BACKGROUND

This quarterly slide deck examines new product releases from annuity carriers and life insurers covered in our *Annuity Monitor* and *Life Insurance Monitor* research services (see full coverage list on next slide).

Inside, we provide a rundown of the new products introduced on the firms' websites in the third quarter of 2015, and highlight their key features.



FIRMS COVERED

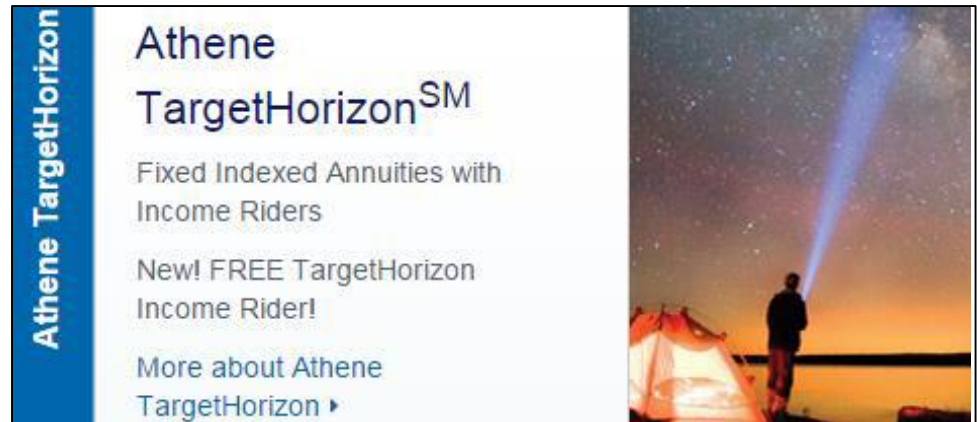
Below is a list of the firms we track on a daily basis for our *Annuity Monitor* and *Life Insurance Monitor* research services:

| Annuity Monitor | | Life Insurance Monitor | |
|---------------------|-----------------|------------------------|---------------------------|
| ○ Allianz Life | ○ MetLife | ○ AXA | ○ Nationwide |
| ○ Athene | ○ Nationwide | ○ Genworth Financial | ○ New York Life |
| ○ AXA | ○ New York Life | ○ John Hancock | ○ Northwestern Mutual |
| ○ Fidelity | ○ Pacific Life | ○ Liberty Mutual | ○ Pacific Life |
| ○ Guardian Life | ○ The Principal | ○ Lincoln Financial | ○ The Principal Financial |
| ○ Jackson National | ○ Prudential | ○ MassMutual | ○ Prudential |
| ○ John Hancock | ○ TIAA-CREF | ○ MetLife | ○ USAA |
| ○ Lincoln Financial | ○ Transamerica | | |
| ○ MassMutual | ○ Vanguard | | |
| | ○ Voya | | |

ANNUITIES: PRODUCT RELEASES

ATHENE TARGETHORIZON INCOME RIDER

- Guaranteed lifetime benefits rider added to existing TargetHorizon fixed indexed annuity in August.
- Rider available at no additional cost for TargetHorizon 10 and 15 clients.
- Rider provides guaranteed lifetime income benefits.

The advertisement features a vertical blue bar on the left with the text "Athene TargetHorizon" in white. To the right of this bar, the text "Athene TargetHorizonSM" is displayed in a large, dark font. Below this, the text "Fixed Indexed Annuities with Income Riders" is shown in a smaller font. Further down, the text "New! FREE TargetHorizon Income Rider!" is displayed in a bold font. At the bottom, the text "More about Athene TargetHorizon" is shown with a right-pointing arrow. The right side of the advertisement features a photograph of a person standing on a beach at night, looking up at a starry sky with a bright light source, possibly a star or a distant planet, visible on the horizon.

GUARDIAN LIFE SECUREFUTURE INCOME ANNUITY

- Guardian Life introduced first qualified longevity annuity contract in September.
- The existing SecureFuture Income Annuity, a deferred income annuity, is now available as a qualified longevity annuity contract.
- The QLAC allows clients to designate a portion of their IRA assets and thus protect these funds from RMDs beginning at age 70 ½.



GUARDIAN®

NATIONWIDE DESTINATION FREEDOM+

- Nationwide added this deferred variable annuity in July to the existing Destination product suite.
- Investment-focused product features:
 - Wide funds selection
 - Spousal protection
 - Long-term care waiver
 - Surrender value for terminal illness



Nationwide®

NEW YORK LIFE SELECT GUARANTEE FIXED ANNUITY IV – FP SERIES

- Introduced in July, Select Guarantee Fixed Annuity IV – FP Series product is a single premium fixed deferred annuity.
- Clients can choose from a one-year or three-year initial interest rate guarantee period.
- The product comes with a living benefit/unemployment rider free of charge and optional fee-based riders, such as the enhanced beneficiary benefit rider.



NEW YORK LIFE SECURE TERM FIXED ANNUITY IV – FP SERIES

- Introduced in July, Secure Term Fixed Annuity IV – FP Series is a single premium fixed annuity.
- Clients have the option of three-, five-, six- or seven-year initial interest rate guaranteed periods that correspond to respective surrender charge schedule.
- The product comes with a living benefit/unemployment rider free of charge and optional fee-based riders, such as the enhanced beneficiary benefit rider.



METLIFE GUARANTEED INCOME BUILDER

- Qualified longevity annuity contract launched in July.
- MetLife's first longevity annuity for individual retirement accounts.
- Clients can purchase the deferred income annuity as a QLAC IRA and thus delay payment of some required minimum distributions on the value of their QLAC.

The MetLife logo is displayed in a bold, blue, sans-serif font. The word "MetLife" is followed by a registered trademark symbol (®).

TRANSAMERICA INVESTMENT-ONLY STRATEGY

- The firm introduced an investment only strategy to existing variable annuity products in July.
- The investment-only strategy helps lower costs while providing tax advantages and customization.
- Optional death benefit and optional guaranteed living benefit available.
- The Transamerica Investment-Only Strategy is available for seven variable annuities: Transamerica Variable Annuity Series B-Share, Transamerica Variable Annuity Series L-Share, Transamerica Variable Annuity Series X-Share, Transamerica Variable Annuity Series C-Share, Transamerica Variable Annuity O-Share, Transamerica Axiom II, Transamerica Advisor Elite II.

Transamerica Variable Annuities

Investment-Only Strategy

VOYA PREFERRED ADVANTAGE

- Voya Preferred Advantage was introduced in July.
- It is a flexible premium deferred variable annuity product with over 75 fund options.
- The product has no transaction charges, surrender charges or additional costs for dollar cost averaging or auto rebalancing.

Voya Preferred Advantage Variable Annuity

LIFE INSURANCE: PRODUCT RELEASES

AXA BRIGHTLIFE GROW SURVIVORSHIP

- AXA added this indexed universal life insurance product in August.
- BrightLife Grow Survivorship joins the existing BrightLife product suite.
- Product provides survivorship insurance alongside accumulation potential from several index-linked options, as well as access to cash value and a no-lapse guarantee rider.



JOHN HANCOCK VITALITY PROTECTION IUL AND ACCUMULATION IUL

- John Hancock added Vitality to two indexed universal life products in August.
- Both existing products provide death benefit protection and income potential linked to the S&P 500.
- The addition of Vitality enables clients to earn rewards and discounts for healthy living.



MASSMUTUAL GUARANTEED ACCEPTANCE LIFE INSURANCE

- MassMutual introduced guaranteed acceptance life insurance in September.
- The product is available for anyone aged 50-75 and offers:
 - Face amounts range from \$2,000 to \$25,000.
 - No underwriting process or medical exams are required.
- Clients can purchase the product directly from a dedicated [MassMutual Direct](#) site, which also features a new quote tool.



Guaranteed Acceptance Life Insurance, starting at less than \$10 per month.
No medical exam or health questions.

Get Started ▼

| | | | |
|---|---|-----------------------------------|---|
| <input type="text" value="Enter First Name"/> | <input type="text" value="Enter Last Name"/> | | |
| <input type="text" value="Enter Phone"/> | <input type="text" value="Enter Email Address"/> | | |
| <input type="text" value="Select State..."/> | <input type="button" value="Male"/> <input type="button" value="Female"/> | | |
| Date of Birth | | | |
| <input type="text" value="MM"/> | <input type="text" value="DD"/> | <input type="text" value="YYYY"/> | <input type="text" value="Select Coverage Amount"/> |

Get Quote >

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CORPORATE INSIGHT THOUGHT LEADERSHIP



[Responsive Design in the Retirement and Insurance Industries](#)

In this slide deck, we examine how firms in the retirement and insurance industries have responded to growing consumer demand by introducing new and redesigned websites. The slide deck focuses on responsive websites developed in 2014 and predictions for website redesign in 2015 and beyond.



[Online Communities Across Financial Services: American Express, Bank of America and TIAA-CREF](#)

This slide deck examines the design and capabilities offered by each firm's online community, with a focus on noteworthy site features. We also provide tips for financial services firms looking to improve their online communities.



[The Complete Bitcoin User Experience: Mining, Exchanges, Wallets and Beyond](#)

This study provides a detailed analysis of how Bitcoins are created, traded and stored. The study includes reviews of the top websites and online services driving the Bitcoin marketplace including Slush's Pool, Blockchain.info and Coinbase, among others.



[2014 Mobile Finance Trends and Innovations](#)

This study draws on our ongoing tracking of the industry, as well as relevant developments outside of the financial services space. The study includes commentary on mobile developments, key takeaways for financial services firms and thoughts on what is next for mobile finance.



[Senior Citizens & Mobile Finance: Design & Support Solutions to Empower the Senior Set](#)

Using CI's user-testing expertise and ongoing mobile finance research, this slide deck highlights specific areas where seniors may struggle with financial services apps, and offers design and support solutions that will give this valuable audience the comfort and confidence to engage in mobile finance.



ABOUT THE AUTHOR

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Joan Kagan is an Analyst for Corporate Insight's *Annuity Monitor* and *Life Insurance Monitor* research services. She has conducted extensive research on the annuity and life insurance industries, examining the online platforms, customer service capabilities, social media marketing and technological tools offered to prospects, clients and financial professionals. This quarterly study is the result of Joan's ongoing research into product releases from leading annuity and life insurance providers.

Joan graduated *cum laude* from New York University in 2013.

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