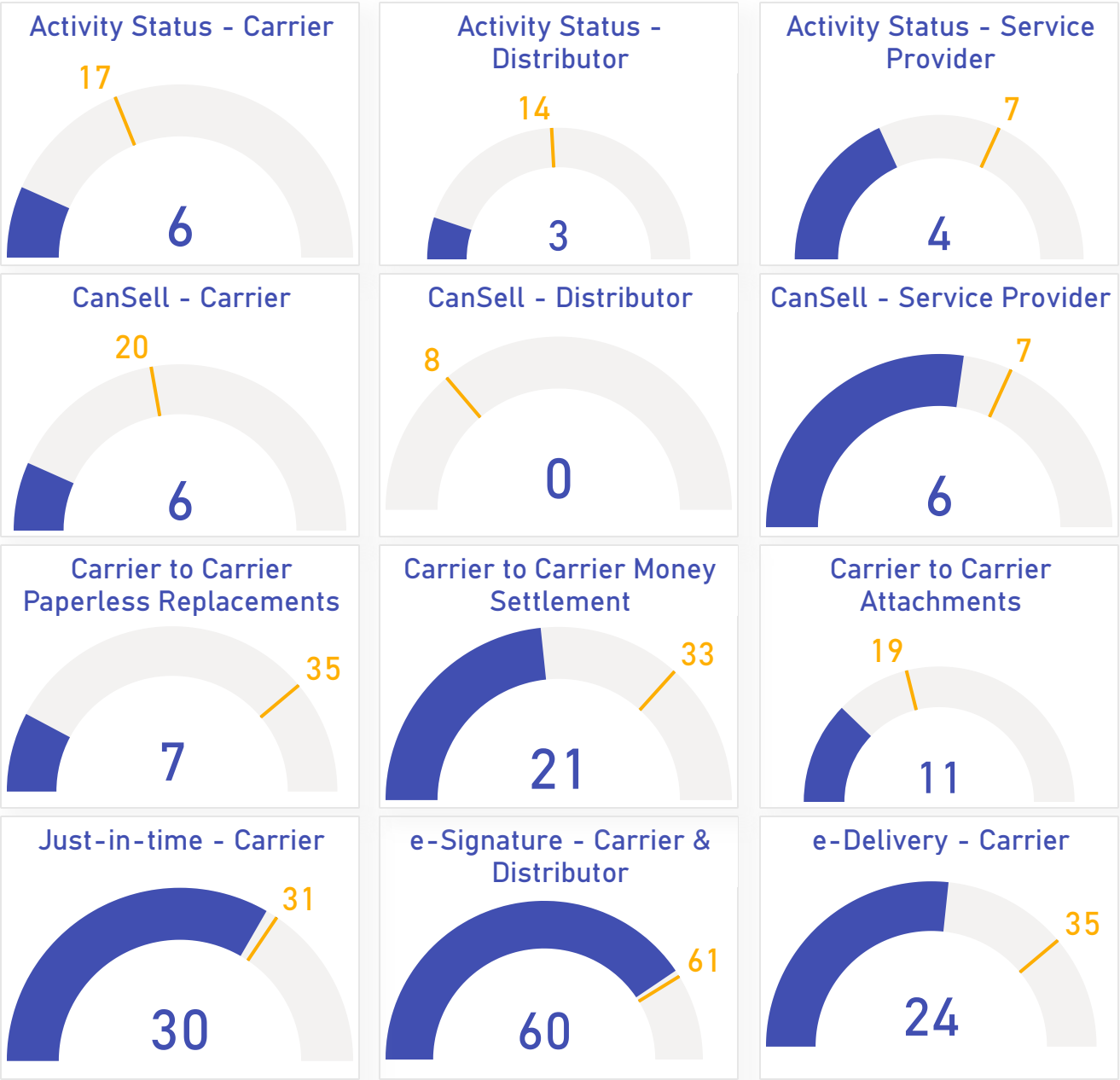
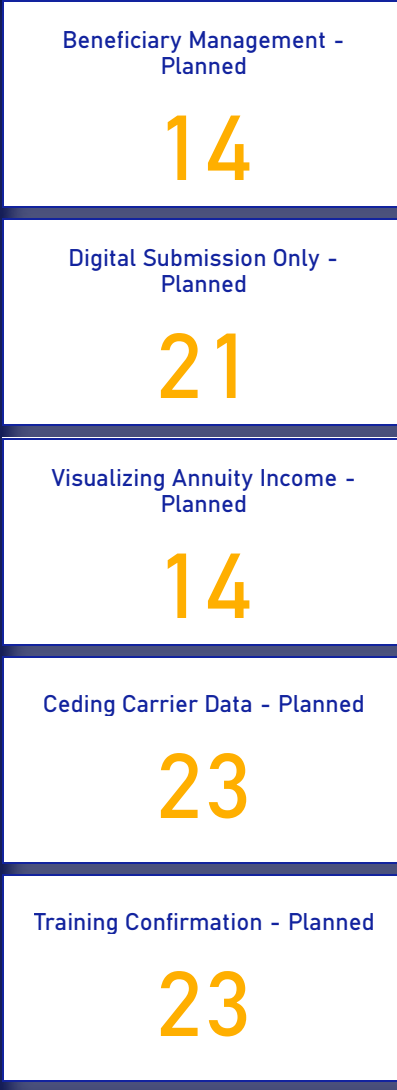


Planned and Actual Implementations



Active Working Groups



Early Success of Digital First

80.2%

Reduction in Operations Specialists' involvement (calls and emails)
(5 carriers and 1 distributor)

2 Days

Resolve NIGOs faster with Activity Status

2/3

Financial planning tools now model all annuity products

94.4%

Decrease in Transfer cycle time between carriers (18 days to 24 hours)
(5 carriers implemented)

83%

Reduction in Distributor cycle time from submission to review to funds being received. (1 top tier distributor)

100%

Straight Through Process (STP) enabled for Money Settlements.
Manual Checks eliminated

50%

Reduction in order submitted with errors (NIGO)

11,990

Total new business C2C Paperless Replacements processed.
(5 carriers as of 10.14.25)

\$1M

estimated 5-year savings at one carrier for
Just In Time implementation

These are early reports from firms that have implemented Digital First Standards.



Activity Status API



Description
Provides Financial Professionals and Distribution on-demand and real-time status of their submitted New Business application using the Digital-First Activity Status API.

Carrier Timeline

In Production

Firm	Launch	Partnerships
▲ American Equity Co. Athene	2025 Q1 2025 Q1	JPMC DTCC FIG Magnifact
Delaware Life Global Atlantic	2025 Q3	Crump FIG Magnifact
Pacific Life Prudential Financial	2025 Q1	JPMC JPMC

In Development/Test

Firm	Launch	Partnerships
Corebridge Financial	▲ 2025 Q4	DTCC iPipeline
New York Life	2025 Q4	
MassMutual Ascend	2026 1H	
Principal Financial	2026 2Q	
Guardian	2026 Q1	

Planned

Firm	Launch	Partnerships
▲ Nationwide Symetra Financial TruStage The Standard	2025 Q4 2025 Q4 2025 Q4 2026	Ipipeline
AuguStar Lincoln Financial Western & Southern Fidelity & Guaranty	2026 2H 2026 Q2 2026 Q4 TBD	DTCC

By end of 2025

9

By end of 2026

12

Total Planned

12

Distributor Timeline

In Production

Firm	Partnerships
Financial Independence Group	Global Atlantic Magnifact
JP Morgan Chase	Athene DTCC Global Corebridge
Raymond James	Pac Life NYL Ipipeline

Planned

Firm	Launch	Partnerships
▲ Fidelity Insurance Agency Gradient Cetera Financial Group Edward Jones Stifel Nicolaus Janney Montgomery Scott	2026 1H 2026 2H 2026 Q1 2026 Q2 2026 Q3 2026 Q4	Zinnia
LPL	TBD	FidX iPipeline Ipipeline

Total Planned

4

By end of 2025

3

By end of 2026

4

Service Provider Timeline

In Production

Firm	Partnerships
DTCC	Athene JPMC Global Atlantic Pacific Life
Hexure LUMA Magnifact	FIG Global Atlantic

In Development/Test

Firm	Launch	Partnerships
▲ FidX iPipeline Zinnia	2025 Q4 2025 Q4 2026 Q1	Athene Raymond James

Planned

Firm	Launch	Partnerships
------	--------	--------------

By end of 2025

7

By end of 2026

7

Total Planned

7

80.2%

Reduction in Operations Specialists'
involvement (calls and emails)
(5 carriers and 1 distributor)

2 Days

Resolve NIGOs faster
with Activity Status

ApplicationStatus API



Description

Provides Financial Professionals and Distribution open-sourced, on-demand and real-time status of their submitted New Business application using the Digital-First ApplicationStatus API.

Carrier Timeline

Planned

Firm	Launch	Partnerships
▲ Allianz Life	2026 Q1	
American Equity Co.	2026 Q1	
Athene	2026 Q2	
AuguStar	TBD	
Fidelity & Guaranty	TBD	
Global Atlantic	2026 Q1	Magnifact
Jackson National	2026 Q1	JPMC DTCC
Lincoln Financial	2026 Q2	
MassMutual Ascend	TBD	
Nationwide	2026 2H	DTCC
New York Life	TBD	DTCC
Pacific Life	TBD	
Prudential Financial	2026 Q1	
Sammons Financial	TBD	
Symetra Financial	2026 2H	
USAA (Topeka)	2026 2H	Zinnia Porch
Western & Southern	2026 Q4	

Total Planned

17

Distributor Timeline

Planned

Firm	Launch	Partnerships
Advisors Excel	TBD	Athene Global Atlantic
Cetera Financial Group	2026 1H	
Fidelity Investments	TBD	
Financial Independence Group	TBD	
Gradient	2026 2H	
Janney Montgomery Scott	TBD	
JP Morgan Chase	2026 Q2	
LPL	TBD	Affirm iPipeline
Raymond James	TBD	
Simplicity Group	TBD	Athene
Wells Fargo	2026 2H	iPipeline

Total Planned

11

Service Provider Timeline

Planned

Firm	Launch	Partnerships
DTCC	TBD	Jackson National Nationwide
Magnifact	2025 Q4	New York Life Startup Carrier Global Atlantic

Total Planned

2

Disclaimer: This page is being built out as firms align on launch dates for the new application status



Carrier Timeline

Distributor Timeline

Service Provider Timeline

In Production		
Firm	Launch	Partnerships
American Equity Co.	2025 Q1	FidX
Global Atlantic		
Jackson National		FIDx – Production Ready
		Hexure – Development/Test
Pacific Life	2024 Q3	
Prudential Financial		
Symetra Financial	2025 Q3	FidX
In Development/Test		
Firm	Launch	Partnerships
▲ Athene	2026 2H	Hexure iPipeline Zinnia DTCC FidX
MassMutual Ascend	2025 Q4	
Nationwide	2025 Q4	
Reliance Standard Life	2025 Q4	Hexure Zinnia

Planned		
Firm	Launch	Partnerships
American National (ANICO)	TBD	▲
Corebridge Financial	2025 Q4	
Delaware Life	2026 Q1	
Equitable	2026 Q1	
Fidelity & Guaranty	2026 Q4	
Kuvare	2026	
Lincoln Financial	2026 Q2	
New York Life	TBD	
Sammons Financial	2026	
Western & Southern	2027	

By end of 2025	By end of 2026	Total Planned
6	9	9

Planned		
Firm	Launch	Partnerships
Cetera Financial Group	2026 Q1	
Citi	2025 Q4	
Financial Independence Group	TBD	
Gradient	2026 2H	
Janney Montgomery Scott	2026 Q4	FidX iPipeline iCapital
Merrill Lynch	2026 Q1	
Stifel Nicolaus	2026 Q3	

By end of 2025	By end of 2026	Total Planned
2	5	5

In Production		
Firm	Launch	Partnerships
DTCC	2024 Q3	
FidX		DTCC Direct
Hexure	2024 Q4	
iPipeline	2025 Q2	
LUMA	2025 Q4	
Zinnia	2025 Q2	

In Development/Test		
Firm	Launch	Partnerships

By end of 2025	By end of 2026	Total Planned
5	5	5

Carrier to Carrier Paperless Replacements



Description

DTCC created the C2C Paperless Replacements service. It allows carriers to send transfer requests to other carriers without the use of paper.

In Production

Firm	Launch
Zinnia	▲
DTCC	2024 Q3
Athene	2025 Q1
Jackson National	2025 Q1
Prudential Financial	2025 Q1
Sammons Financial	2025 Q1
New York Life	2025 Q2



Planned

Firm	Launch
▲	
Allianz Life	2026 Q2
American Equity Co.	2026 1H
American National (ANICO)	2025 Q4
Aspida	2026 1H
AuguStar	2026 1H
BrightHouse	2026 Q4
Corebridge Financial	2025 Q4 - Testing with Athene, NYL
Delaware Life	2026 Q1
Equitable	2026 Q1
Fidelity & Guaranty	2026 Q4
Fidelity Investments Life	2026 Q4
Global Atlantic	2026 1H
Kuvare	2026 Q3
Lincoln Financial	2026 Q2
Magnifact	2026 Q1
MassMutual	2026 1H
MassMutual Ascend	2026 1H
Nationwide	2026 Q1
Pacific Life	2026 1H
Principal Financial	2026 Q4
Protective	2026 Q2
Reliance Standard Life	2026 Q1
Security Benefit	2025 Q4
Symetra Financial	2025 Q4 - Testing with NYL
Transamerica	2026 Q4
TruStage	2026 Q2
USAA (Topeka)	2026 1H
Western & Southern	2026 2H

Requested by Distribution

Company Name	C2C Paperless Replacements w/ STL
▲	
Advisors Excel	2024
AmeriLife	2025
Cetera	2024
Edward Jones	2026
Fidelity Insurance Agency	2026
Financial Independence Group	2025
Gradient Financial Group	2025
JPMorgan Chase	2026
LPL	2025
Merrill Lynch	2026
Morgan Stanley	2025
Raymond James	2025
Simplicity Group	2024
Stifel	2025
UBS	2025
Wells Fargo	2025

94.4%

Decrease in Transfer cycle time between carriers
(18 days to 24 hours)
(5 carriers implemented)

83%

Reduction in Distributor cycle time from
submission to review to funds being received. (1
top tier distributor)

11,990

Total new business C2C Paperless Replacements
processed.
(5 carriers as of 10.14.25)

Carrier to Carrier Money Settlement		 Insured Retirement Institute	Description		
In Production			Expedited money movement between carriers in a standardized and automated way via DTCC.		
Firm	Launch				
American National (ANICO)			By end of 2025	By end of 2026	
Athene					
Corebridge Financial			Total	23	
DTCC					
Equitable			21	23	
Global Atlantic					
Guardian			23		
Jackson National					
Lincoln Financial			21		
MassMutual Ascend					
Nationwide			23		
New York Life					
Pacific Life			21		
Protective					
Prudential Financial			23		
Reliance Standard Life	2025 Q3				
Sammons Financial			21		
Symetra Financial					
Transamerica			23		
USAA (Topeka)	Outbound Only				
Western & Southern			21		
In Development/Test					
Firm	Launch				
Allianz Life	2025 Q4		19	9	
Delaware Life	2025 Q4				
MassMutual	2025 Q4		18	6	
Planned					
Firm	Launch				
Security Benefit	2025 Q4		18	6	
The Standard	2026				
Aspida	2026 1H		18	6	
AuguStar	2026 1H				
Fidelity & Guaranty	2026 Q2		18	6	
Kuvare	2026 Q2				
TruStage	2026 Q2		18	6	
Brighthouse	2026 Q4				
Principal Financial	2026 Q4		18	6	

Carrier to Carrier Attachments				Description	
Carrier Timeline				Electronically submitting transfer paperwork seamlessly between carriers via DTCC.	
In Production				Count of Attachments - Status 19	
Firm	Launch			C2C Money Settlement & Attachments Cycle Time	
Athene	2024 Q4				
DTCC					
Equitable					
Guardian					
Jackson National					
Lincoln Financial					
MassMutual Ascend					
Nationwide					
New York Life	2025 Q3				
Pacific Life					
Raymond James					
In Development/Test					
Firm	Launch				
Planned					
Firm	Launch				
Cetera Financial Group	2026 1H				
MassMutual	2026 1H				
USAA (Topeka)	2026 1H				
AuguStar	2026 2H				
Symetra Financial	2026 2H				
Western & Southern	2026 2H				
Kuvare	2026 Q3				
Brighthouse	2026 Q4				

e-Delivery



Description

Electronic delivery of issued annuity contracts to the client.

In Production

Firm	Launch
Advisors Excel	
Allianz Life	
American National (ANICO)	2025 Q3
Athene	
Brighthouse	
Cetera Financial Group	
Corebridge Financial	
DTCC	
Equitable	
Global Atlantic	
Guardian	
Jackson National	
Kuvare	
Lincoln Financial	
MassMutual Ascend	
National Western	
Nationwide	
New York Life	
Protective	2024 Q3
Raymond James	
The Standard	
USAA (San Antonio)	
USAA (Topeka)	
Wells Fargo	

In Development/Test

Firm	Launch
Delaware Life	2025 Q4
MassMutual	2026 Q1

Planned

Firm	Launch
Prudential Financial	2025 Q4
Pacific Life	2026 1H
Symetra Financial	2026 1H
American Equity Co.	2026 Q1
AuguStar	2026 Q1
Sammons Financial	2026 Q2
Stifel Nicolaus	2026 Q3
Western & Southern	2027
Fidelity & Guaranty	TBD

e-Signature



Description

Enable e-Signature on Application Order Entry during submission of New Business.

Carrier Timeline	Distributor Timeline	Service Provider Timeline
In Production	In Production	In Production
Firm Allianz Life American Equity Co. American National (ANICO) Athene AuguStar Brighthouse Corebridge Financial Delaware Life Equitable Fidelity & Guaranty Global Atlantic Guardian Jackson National Kuvare Lincoln Financial MassMutual MassMutual Ascend National Western Nationwide New York Life Pacific Life Principal Financial Protective Prudential Financial Reliance Standard Life Sammons Financial State Farm Life Symetra Financial The Standard Transamerica TruStage USAA (San Antonio) USAA (Topeka) Western & Southern	Firm Advisors Excel AmeriLife AMS Annexus Ash Brokerage Cetera Financial Group Charles Schwab Citi Edward Jones Fidelity Insurance Agency Financial Independence Group Gradient Integrity Marketing Group Janney Montgomery Scott JP Morgan Chase Kestra LPL Merrill Lynch Morgan Stanley Raymond James Simplicity Group U.S. Bancorp UBS Financial Wells Fargo	Firm DTCC Impact of e-Signature on Annuity Sales Use a lot more Use a little more No effect 474 181 73 Total Planned 61
	Planned	
	Firm Stifel Nicolaus Launch 2026 Q3	

Description

Allows Financial Professionals to be appointed in a state when submitting their first application to a carrier in that state.

Carrier Timeline

In Production

Firm

- American Equity Co.
- American National (ANICO)
- Athene
- AuguStar
- Brighthouse
- Corebridge Financial
- Delaware Life
- DTCC
- Equitable
- Global Atlantic
- Guardian
- Jackson National
- Kuvare
- Lincoln Financial
- MassMutual
- MassMutual Ascend
- Nationwide
- New York Life
- Pacific Life
- Principal Financial
- Protective
- Prudential Financial
- Sammons Financial
- State Farm Life
- Stellar National
- Symetra Financial
- The Standard
- Transamerica
- USAA (Topeka)
- Western & Southern

Planned

Firm

Launch

Fidelity & Guaranty2026 Q3

Count of Firm

31

Digital Submission Only

Description

Allows for annuity applications to be submitted electronically with no paper. (Multi-step approach)

Estimated Timeline

In Planning

Firm	Type	Launch
▲		
Athene	Carrier	2026
Brighthouse	Carrier	2026
Corebridge	Carrier	2026
Delaware Life	Carrier	2026
F&G	Carrier	2027
FIG	Distributor	2025
Global Atlantic	Carrier	2026
Hexure	Service Provider	2026
Jackson	Carrier	2026
JPMC	Distributor	2026
Kuvare	Carrier	2025
Lincoln	Carrier	2027
LUMA	Service Provider	2026
Magnifact	Service Provider	2026
Nationwide	Carrier	2027
New York Life	Carrier	2026
Porch	Service Provider	2025
Prudential	Carrier	2026
Raymond James	Distributor	2025
Reliance Standard	Carrier	2026
Stifel	Distributor	2026

This is an active working group with estimated timelines

Measures of Success

Faster Contract Issuance

Fewer NIGOs

Increased Annuity Adoption

Planned Implementations

21

Business Champions

Raymond James
Jackson
Prudential
Brighthouse



Visualizing Annuity Income

Estimated Timeline

In Planning

Firm	Type	Launch
Allianz	Carrier	2026
Athene	Carrier	2026
Corebridge	Carrier	2026
Jackson	Carrier	2026
Nationwide	Carrier	2026
New York Life	Carrier	2026
Prudential	Carrier	2026
JPMC	Distributor	2026
Stifel	Distributor	2026
Hexure	Service Provider	2026
iCapital	Service Provider	2026
LUMA	Service Provider	2026
Magnifact	Service Provider	2026
Porch	Service Provider	2026

This is an active working group with estimated timelines

Description

Allows for annuities to show up next to other investment types in brokerage accounts and portfolio management solutions.

Measures of Success

Increase advisor confidence
Increase in annuity sales

Planned Implementations

14

Business Champions

SS&C
Jackson
Prudential



Ceding Carrier Data

Description

Allows for ceding carrier data to auto populate in an order entry platform when a replacement is being requested.

Estimated Timeline

In Planning

Firm	Type	Launch
CANNEX	Service Provider	2025
Edward Jones	Distributor	2025
FIG	Distributor	2025
JPMC	Distributor	2025
UBS	Distributor	2025
Athene	Carrier	2026
Corebridge	Carrier	2026
DTCC	Service Provider	2026
Hexure	Service Provider	2026
Kuvare	Carrier	2026
LUMA	Service Provider	2026
Magnifact	Service Provider	2026
New York Life	Carrier	2026
Porch	Service Provider	2026
Prudential	Carrier	2026
Raymond James	Distributor	2026
Reliance Standard	Carrier	2026
Stifel	Distributor	2026
Wells Fargo	Distributor	2026
Lincoln	Carrier	2027
Nationwide	Carrier	2027
Pacific Life	Carrier	2027
Trustage	Carrier	2027

Measures of Success

Reduced time to submit application

Fewer calls to carriers

Reduction in NIGOs

Decrease in supervision inquiries

Planned Implementations

23

Business Champions

JPMC
DTCC
Zinnia



This is an active working group with estimated timelines

Training Confirmation

Estimated Timeline

In Development

Firm	Type	Launch
DTCC	Service Provider	2025 Q4

In Planning

Firm	Type	Launch
Bank of America	Distributor	2025
FIG	Distributor	2025
Global Atlantic	Carrier	2025
Kuvare	Carrier	2025
LUMA	Service Provider	2025
Porch	Service Provider	2025
Prudential	Carrier	2025
Stifel	Distributor	2025
Corebridge	Carrier	2026
Delaware Life	Carrier	2026
Edward Jones	Distributor	2026
Hexure	Service Provider	2026
iCapital	Service Provider	2026
Jackson	Carrier	2026
Magnifact	Service Provider	2026
Nationwide	Carrier	2026
New York Life	Carrier	2026
Pacific Life	Carrier	2026
Protective	Carrier	2026
UBS	Distributor	2026
F&G	Carrier	2027
Lincoln	Carrier	2027
Reliance Standard	Carrier	2027

Description

Allows for training confirmations to be received in real-time.

Measures of Success

Faster onboarding
Increased Financial Professional satisfaction
Reduction of NIGOs
Reduced compliance risk

Planned Implementations

23

Business Champions

Athene
DTCC
Porch
Edward Jones

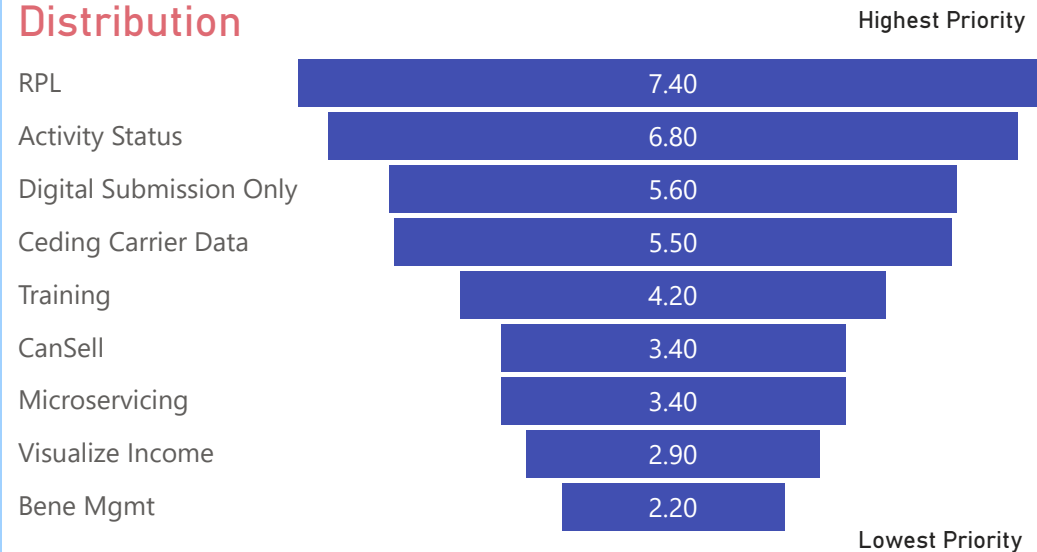


This is an active working group with estimated timelines

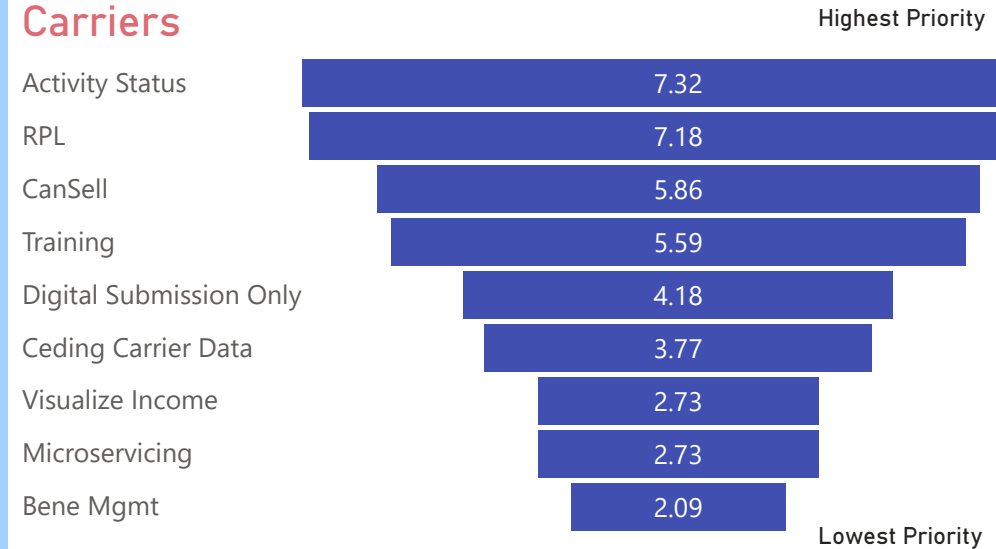
2025 Prioritization Stack Ranking Survey



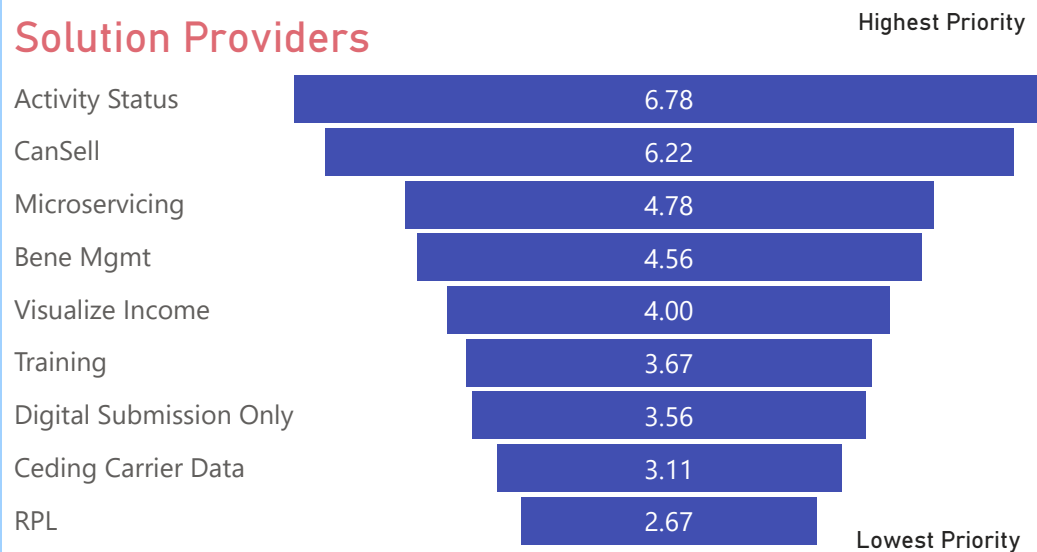
Distribution



Carriers



Solution Providers



Next Priorities

Financial Withdrawals
Policy Inquiry
Rates
Commissions
Document Delivery
Policy Administration
Values Inquiry
Contact Info
Arrangements

Sizing Estimations

Activity Status Carrier

\$100k-\$200k
\$200k - \$500k
\$200k-\$400k
\$250k-\$500k
Med

Activity Status Distributor

\$100k+
\$60k - \$75k
>\$25k

CanSell Carrier

\$100k-\$200k
\$200k-\$500k
\$500k-\$1m

Carrier to Carrier Paperless Replacements

\$1.56m
\$200k
\$500k-\$1m
Medium

Carrier to Carrier Money Settlement

Medium
\$500k-\$1m
\$200k
\$1.56m

Just-in-time

\$500k
0
Med

e-Delivery

\$1M+
\$1m+ (NB + Post
Issue)
\$650k
Large

Revised 1.3.2025
Revised 2.14.2025
Revised 2.21.2025
Revised 2.28.2025
Revised 3.7.2025
Revised 3.14.2025
Revised 3.20.2025
Revised 4.4.2025
Revised 4.18.2025
Revised 4.25.2025
Revised 5.2.2025
Revised 5.9.2025
Revised 5.16.2025
Revised 5.23.2025
Revised 5.30.2025
Revised 6.6.2025
Revised 6.12.2025
Revised 6.20.2025
Revised 6.27.2025
Revised 7.1.2025
Revised 7.11.2025
Revised 7.23.2025
Revised 8.1.2025
Revised 8.15.2025
Revised 8.22.2025
Revised 8.29.2025
Revised 9.12.2025
Revised 9.25.2025
Revised 10.10.2025
Revised 10.31.2025

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