



# 10 Things to Know

## About Brighthouse Financial

**Our mission is simple and important**

Brighthouse Financial® is on a mission to help people achieve financial security.

**Why now? Because retirement has changed**



**We're living longer.**

There's a 50% chance a spouse reaches age 92.<sup>1</sup>

**But the retirement industry hasn't**



consumer frustration is being charged excessive or unclear fees<sup>2</sup>

>> Industry has a reputation for being complex and confusing

**We do things differently by offering**

**Simplicity    Transparency    Value**

**We are specialists**



We specialize in offering two types of products designed to help people protect what they've earned and ensure it lasts:

**annuities and life insurance.**

**We believe in the power of advice**



We rely on our experienced team of over 200 dedicated sales specialists to get our products to financial professionals who help clients see how our products fit in an overall plan.

**We are one of the industry's largest**



We have \$226 billion in total assets (total liabilities of \$208 billion), making us one of the largest providers of annuities and life insurance in the U.S.<sup>3</sup>

**We have financial strength<sup>4</sup>**

**2M+**  
customers

>> **2.4M**  
insurance policies and annuity contracts in force

>> **Strong ratings**  
from top rating agencies

**Our leadership is best in class**

**20+**

average years of industry experience among our senior leadership team, led by CEO Eric Steigerwalt

**The future looks bright**

Let's get started.

See more at [brighthousefinancial.com](http://brighthousefinancial.com).

<sup>1</sup> Among married couples both age 65. Annuity 2000 Mortality Table. Society of Actuaries, 1996.

<sup>2</sup> Brighthouse Financial naming and segmentation studies. LIMRA, 2015.

<sup>3</sup> Assets ranked by 2017 admitted assets. Best's Review: Top 200 U.S. Life/Health Insurers. A.M. Best, 2018.

<sup>4</sup> All data as of September 30, 2019, excluding customer count, which is as of June 30, 2018.

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what's ahead<sup>®</sup>

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