



# Grow and protect.

Pursuing investment growth with guarantees  
for a more secure financial future.

The New York Life Premier Variable Annuity—FP Series with optional guaranteed riders.

Investments and insurance products are: Not FDIC/NCUA Insured • Not Insured by Any Federal Government Agency  
• Not a Deposit or Other Obligation of, or Guaranteed by, the Bank or Any of Its Affiliates • May Lose Value



# The future looks bright.

Creating powerful outcomes for retirement with a strategy that inspires confidence.

Designed specifically for retirement savings, the New York Life Premier Variable Annuity–FP Series (Premier) offers tax advantages, a wide variety of investment options, features to simplify investing, death benefit options, and the ability to purchase investment protection.

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## Growth

The growth potential of the markets can help **outpace inflation** and make the most of the money that's set aside for retirement.

## Principal protection\*

Being in the market with an optional, principal protection rider means investing for **growth without fear of losing money**.

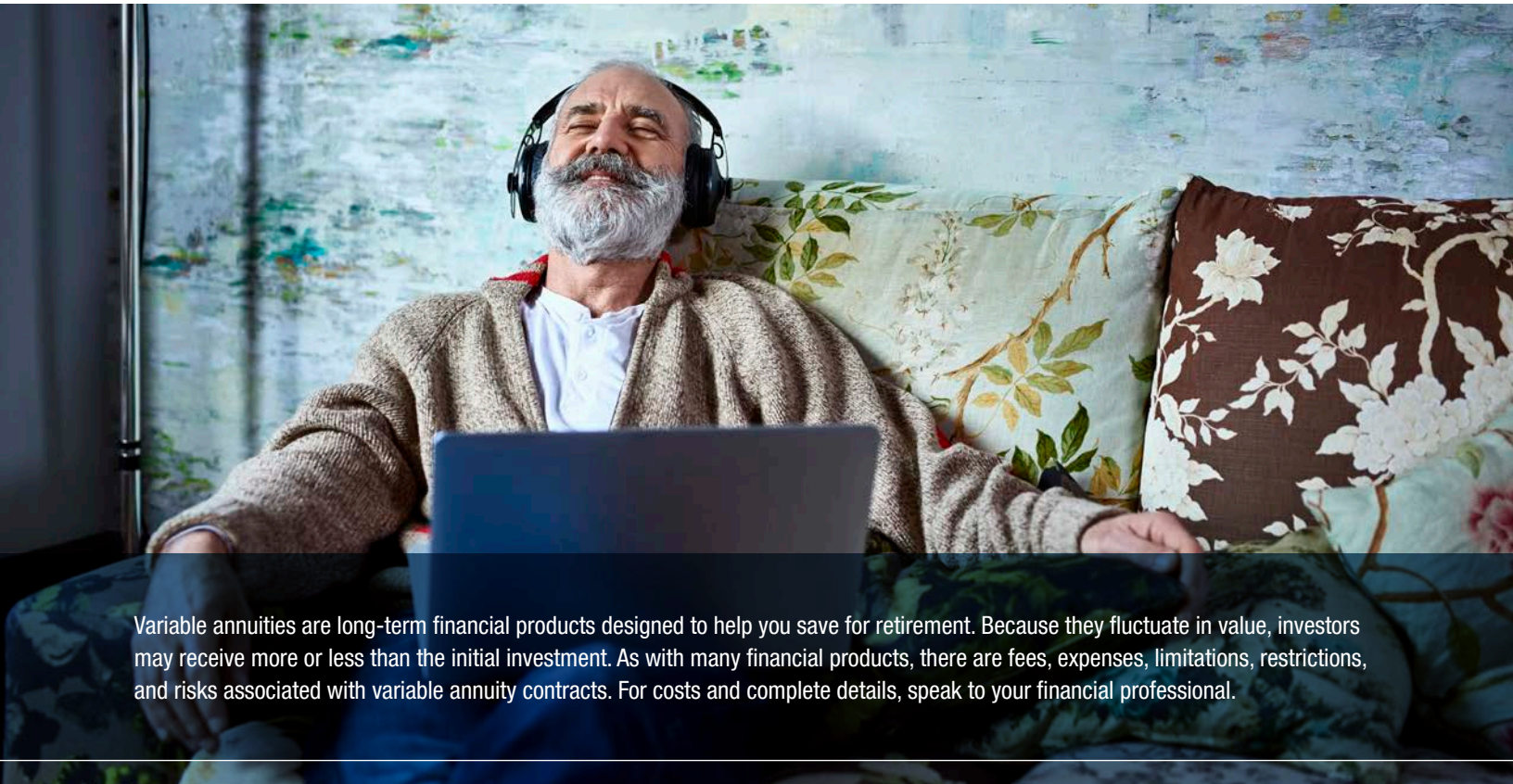
## Legacy

The opportunity to **provide for loved ones** ensures assets not needed for retirement will serve as a meaningful legacy instead.

## Tax advantages

The ability to help **reduce the effects of taxes** may mean more growth in the investment over time.

\*Optional principal protection is available through an accumulation benefit rider called the Investment Preservation Rider–FP Series (IPR) and is available at an additional cost. The IPR protects the amount invested in the first policy year (adjusted for proportional withdrawals)—and potentially some growth—against market declines after the completion of the holding period. The IPR does not protect the account value from day-to-day market fluctuation or against losses that could be realized prior to the completion of the holding period. That means the rider will not provide a benefit if you do not keep the policy for the entire holding period after it is elected or reset.



Variable annuities are long-term financial products designed to help you save for retirement. Because they fluctuate in value, investors may receive more or less than the initial investment. As with many financial products, there are fees, expenses, limitations, restrictions, and risks associated with variable annuity contracts. For costs and complete details, speak to your financial professional.

## Potential for growth, without fear of loss.

The opportunity to grow retirement assets with the security of principal protection provides greater confidence and resolve—no matter what happens day to day in the markets.

The Investment Preservation Rider–FP Series (IPR) helps insure one of life’s most important and highly anticipated assets—a future retirement. Over the long term, this optional benefit:

- Protects money invested in the first policy year against market declines. If the account value is less than the IPR guaranteed amount at the end of the holding period, we will add an amount that covers any losses in order to restore the full, guaranteed amount.<sup>1</sup>
- Offers a choice of holding periods, from 7 years to as many as 20 years, for a more flexible, customized guarantee. Costs vary according to the holding period selected.<sup>2</sup>
- Allows an investor the opportunity to lock in any market growth.<sup>3</sup>

### Why principal protection matters.

Risk-averse investors may be underinvested or invested too conservatively to meet their retirement goals.<sup>4</sup>

Principal protection, for at least a portion of retirement assets affords the confidence needed to invest appropriately—without worry.

Our research shows that investors with a principal guarantee have 15% higher equity allocations than those without a guarantee.<sup>5</sup>

<sup>1</sup> The IPR does not protect the account value from day-to-day market fluctuations or against losses that could be realized prior to the completion of the holding period. That means the rider will not provide a benefit if the policy is not held for the entire holding period after it is elected or reset. Withdrawals reduce the IPR guaranteed amounts proportionally, which may be more than the actual dollar amount withdrawn; so the rider is not intended for clients who anticipate taking substantial withdrawals (including IRS Required Minimum Distributions) prior to the completion of the IPR holding period. The maximum target allocation to equity is 70% so investors may not achieve the full risk or return potential of the market.

<sup>2</sup> The holding period options are 7, 10, 11, 12, 13, 14, 15, and 20 years. Refer to the Rate Sheet Prospectus Supplement for the current IPR charge and Guaranteed Amount percentage for policies with an application signed on or after November 13, 2023.

<sup>3</sup> Resets are available on any policy anniversary through age 75 (age 70 for the 20-year holding period). Upon reset, a new rider holding period with the same duration as the original rider holding period starts, the rider fee may increase to a higher charge and allocation guidelines may change upon reset. With each reset, the previous guarantee ends and the holding period restarts.

<sup>4</sup> Source: Fidelity Investments, 2023 Retirement Savings Assessment Executive Summary, “Retirement preparedness during uncertain times.”

<sup>5</sup> Source: 2023 New York Life internal study assessing equity-holding Variable Annuity policyholders with and without Accumulation Benefit (AB) riders who were between the ages of 50 and 70, had an initial premium into the policy of \$50,000 to \$150,000, and who were issued the policy between the years of 2008 and 2011 (allowing a 10-year window to track equity allocations).

# Professional money management.

## Diversified asset allocation.

A suite of over 80 quality investment options serves as the building blocks of a well-diversified portfolio. With active and passive sub-accounts, our investment platform provides access to expertise across asset classes and investment styles. A customized investment strategy can be built from a range of individual options or can be chosen from asset allocation funds or model portfolios to keep it simple. As goals change, funds can be reallocated among investment options without tax consequences.

*Please see the investment options flyer that accompanies this brochure for a complete listing of the asset managers and investment options available.*

## Why growth in the market matters.

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Investors need growth to outpace inflation over time.

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Unlike past generations, these days most individuals won't have a pension (or "defined benefit" plan) to rely on for income in retirement.<sup>6</sup>

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The burden of funding retirement has shifted to the individual.<sup>7</sup>

<sup>6</sup> "A Visual Depiction of the Shift from Defined Benefit (DB) to Defined Contribution (DC) Pension Plans in the Private Sector." Congressional Research Service, December 2021.

<sup>7</sup> "Taking the Mystery out of Retirement Planning," U.S. Department of Labor, Employee Benefits Security Administration (EBSA), November 2020.

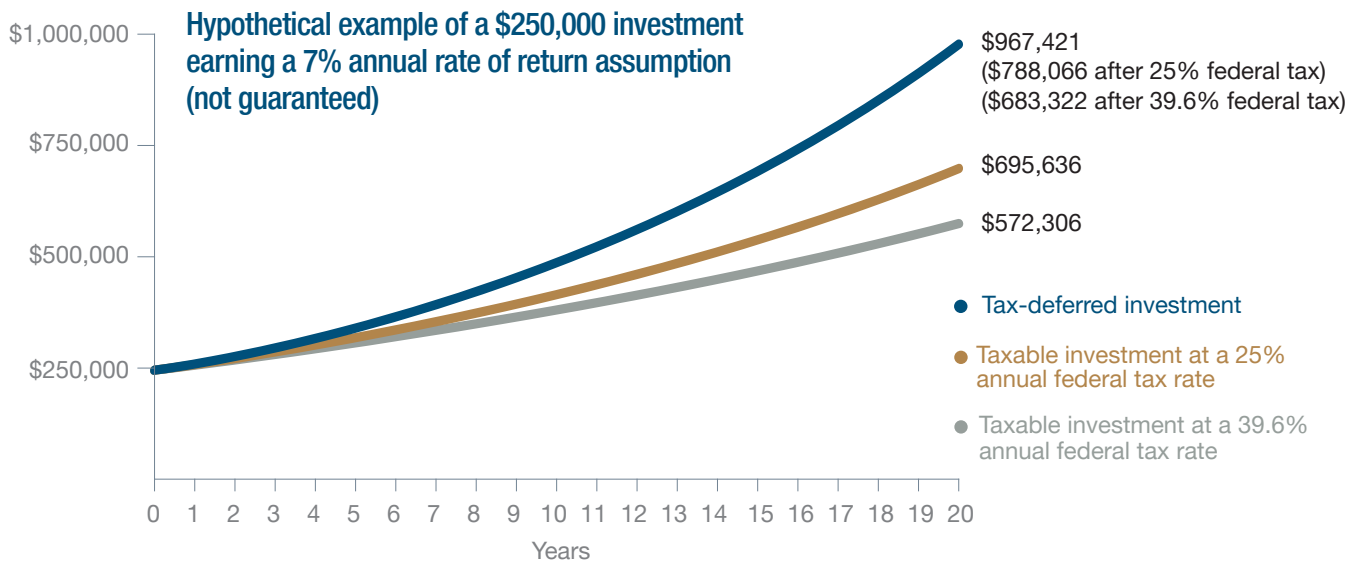


## Creating a tax-efficient strategy.

### Avoid the effects of income taxes now and years from now.

Paying annual income taxes on investment gains each year erodes returns. Over time, taxable events like rebalancing a portfolio, portfolio turnover, and frequent trading impact the potential for growth.

With a tax-deferred variable annuity,\* earnings are not taxed until they are withdrawn, which results in a more tax-efficient strategy over the life of the investment.



**Tax deferral allows earnings to remain in the account with the potential for growth, which means earnings compound and may help the investment grow faster.**

\*Tax-qualified plans already provide tax deferral, so a variable annuity will not provide additional deferral benefits.

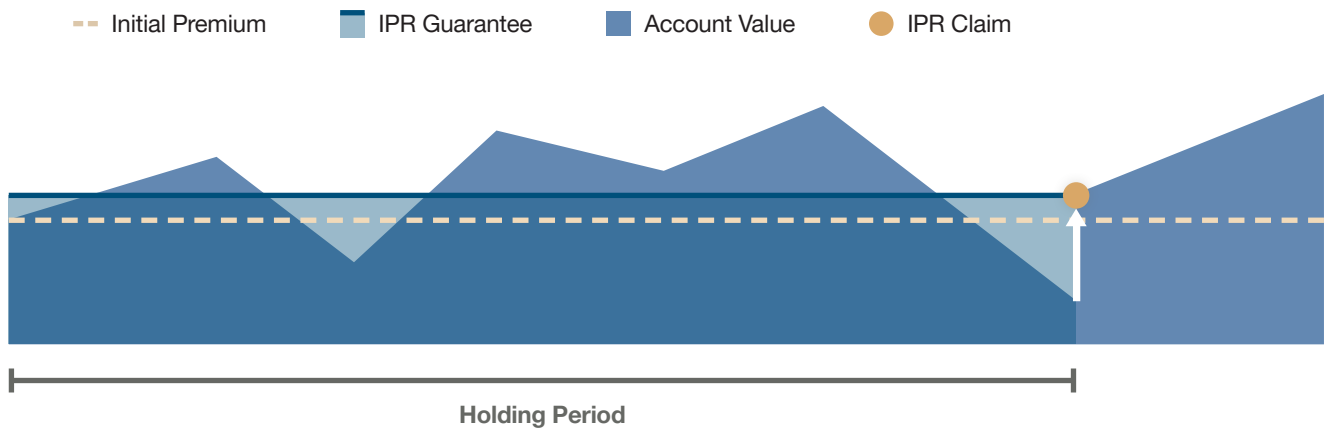
The hypothetical example above is not intended to project or guarantee actual performance or represent an actual investment. The amounts do not include product-related fees or expenses which would lower returns. Lower maximum tax rates on capital gains or dividends will affect the taxable investment returns and, thus, favorability. Tax-deferred accounts are subject to income taxes upon withdrawal. The applicable investment horizon and income tax bracket, both current and anticipated, may further impact the results. Rates of return will vary over time, particularly for long-term investments. Investments offering the potential for higher rates of return also involve a higher degree of risk.

# The Investment Preservation Rider–FP Series.

## The opportunity for growth with principal protection.

If the goal is to grow retirement assets without the risk of losing money, investors should consider the Investment Preservation Rider–FP Series (IPR).

### How the IPR works



Hypothetical example for illustrative purposes only.

If the account value is less than the guaranteed amount at the end of the holding period, New York Life will add the difference to the account value, bringing it to the full, guaranteed amount.<sup>8</sup> If the investor chooses to keep their money invested, the account value will then be subject to market fluctuation and the IPR guarantee will no longer be available.

This hypothetical illustration is intended to show how the IPR works in rising and declining markets, and is not intended to show actual performance of any investment. Annual charges reflected in the account value include a mortality and expense charge, a policy service charge if applicable, surrender charges if applicable, and fund operating expenses, which vary according to the Investment Divisions selected.

<sup>8</sup> Reduced proportionally for any withdrawals.

## Choose from a broad range of quality investment options.

When electing the IPR, up to 70% of the principal can be allocated to equities. Investors can choose from over 80 active and passive investment options from a broad range of asset classes or model portfolios.<sup>9</sup>

For more information, please see the *Investment Options Flyer*.

## Important information about Premier and the IPR:

Any guarantees of a variable annuity are based on the claims-paying ability of the issuer. The IPR fee is based on the guaranteed amount. The IPR guarantee may be tailored by selecting from holding periods options of 7, 10, 11, 12, 13, 14, 15, and 20 years. Refer to the Rate Sheet Prospectus Supplement for the current IPR charges and Guaranteed Amount percentages for policies with an application signed on or after November 13, 2023.

The IPR does not protect the owner's investment from day-to-day market fluctuations or against losses that could be realized prior to the completion of the holding period. That means the rider will not provide a benefit if the policy is not kept for the entire holding period after it is elected or reset. The IPR is subject to certain allocation restrictions so not all investment divisions offered under the VA may be available for allocation. With the IPR, the investment option choices include a variety of asset classes and styles. Among the investment options available with the IPR, the maximum target allocation to equity is 70%, so investors may not experience the full risk or return potential of the market.

If the guaranteed amount is reset, a higher charge for the rider may apply, and the allocation guidelines may change. The new charge will not exceed the guaranteed maximum annual charge of 1.50% (2.00% for holding periods of 11 years or less). The charge for the IPR is

subject to change at any time; however, the maximum charge cannot be increased after the rider is issued.

NYLIAC reserves the right to discontinue offering the option to reset the IPR guaranteed amount (not applicable in New York).

The IPR may only be canceled within the 30-day Free Look Period, or if NYLIAC discontinues the option to reset the IPR guaranteed amount.

Products and features available may vary in jurisdictions where approved. The rider is available up to age 75 (up to age 70 for the 20-year holding period). IPR is not available for Inherited IRA, Inherited Roth IRA, or Inherited Non-Qualified policies.

Withdrawals may be subject to ordinary income taxes and, if made prior to age 59½, may be subject to a 10% IRS penalty. Surrender charges may also apply. Also, withdrawals reduce the IPR guaranteed amounts proportionally, which may be more than the actual dollar amount withdrawn, so the rider is not intended for clients who anticipate taking substantial withdrawals (including required minimum distributions) prior to completion of the IPR holding period.

Premiums are only accepted within the first 12 months of the policy when the IPR is in effect.

<sup>9</sup> The model portfolios are designed on our behalf by an unaffiliated third party investment adviser, Franklin Advisers, Inc., a wholly-owned subsidiary of Franklin Resources, Inc. Franklin Advisers received a fee from NYLIAC to design the model portfolios.



# Enjoy growth in the market, not growth in fees.

Life is full of ups and downs. That's true of the stock market as well. When the stock market is on the rise, investment fees typically go up, too.

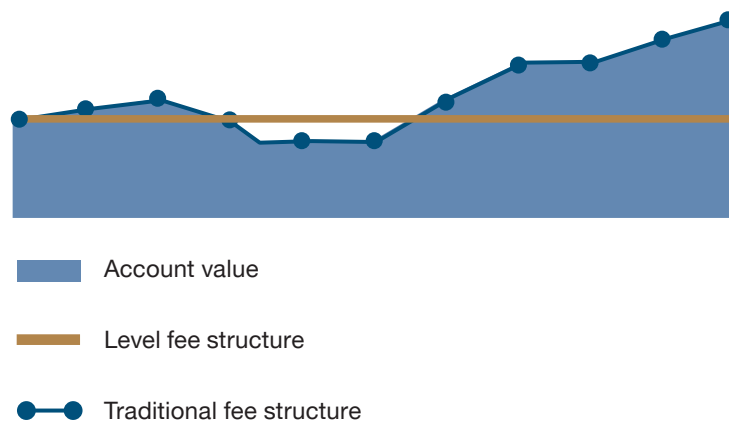
For investors who want to save over the long term for retirement, Premier offers an innovative advantage: **the option to select a level product fee structure.**

With this patented fee structure, the product charges are based on the amount invested, not on the account value of the policy.

So, while fees from other accounts are rising or falling with the market, charges under Premier would remain level. However, it should be noted that in a flat or down market, a traditional fee structure may be more advantageous.

## Level vs. Traditional Product Fee Structure

Hypothetical example and not indicative of actual market performance.



# Sharing a financial legacy with those who matter most.

If assets aren't needed for retirement, death benefit protection may help maximize what's left behind.

## Standard death benefit

The standard death benefit is provided with the issuing of your New York Life Variable Annuity policy at no additional cost. Unless you annuitize the policy, your beneficiary will receive the greater of:

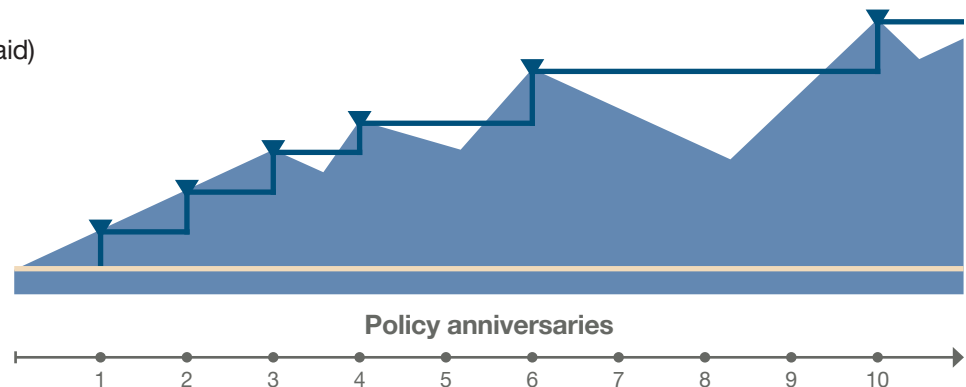
- The account value at time of death.
- The total of all the money you invested (your premiums).<sup>10</sup>
- If you hold your variable annuity through the initial surrender-charge period, you will be eligible for a one-time death benefit step-up at no additional cost.<sup>10,11</sup>

## The Annual Death Benefit Reset Rider

The Annual Death Benefit Reset (ADBR) Rider is an optional benefit that may enable beneficiaries to receive a larger amount than the standard death benefit. The rider allows policy owners to lock in growth that may occur in their policy, potentially increasing the legacy they're working so hard to create and protect.<sup>12</sup>

## How the ADBR Rider works.

- The investment (premiums paid)
- Accumulation Value
- ▼ Reset death benefit



In this hypothetical example, an investor purchases Premier with the ADBR Rider. If the owner was to pass away, the beneficiary would receive the greatest of three possible amounts:

- The total of all premiums
- The accumulation value
- The most recent reset amount.<sup>13</sup>

<sup>10</sup> Adjusted for any applicable withdrawals prior to death.

<sup>11</sup> One time step-up death benefit is only available to policies applied 5/1/2020 or later.

<sup>12</sup> The ADBR is available only at the time of application, in jurisdictions and products where approved. Growth is locked in each year up to age 85, and the benefit amount is adjusted for any proportional withdrawals. The cost annually is 0.25% of the benefit amount.

<sup>13</sup> Adjusted for any applicable withdrawals immediately preceding death (in jurisdictions where required).

# The New York Life advantage.

## A history of financial strength and promises honored.

New York Life Insurance Company has been in business for more than 179 years and is the largest mutual life insurance company in the United States.<sup>14</sup>

It's important to know that for over a decade, Premier's issuing company, New York Life Insurance and Annuity Corporation (NYLIAC) and its parent company, New York Life Insurance Company have received the highest ratings for financial strength currently awarded to any U.S. life insurer by the independent rating agencies.<sup>15</sup>

## Here for you. Here for good.

When preparing for what's important, it helps to work with someone you can trust. New York Life and its family of companies have provided millions of clients with greater financial security through our insurance and investment products. With a long history of integrity and financial strength, we stand strong and ready to meet our promises—now and in the future.

<sup>14</sup> Based on revenues as reported by "Fortune 500 ranked within Industries, Insurance: Life, Health (Mutual)," Fortune magazine, June, 2023. For methodology, please see <http://fortune.com/fortune500/>

<sup>15</sup> Source: Individual independent rating agency commentary as of 11/17/2023. The financial strength and ratings do not apply to the investment options because they are subject to market risks and fluctuate in value.

**A++** Superior A.M. Best

**AAA** Exceptionally Strong Fitch

**Aaa** Exceptional Moody's

**AA+** Very Strong Standard & Poor's



Annuities contain certain limitations and restrictions. For costs and complete details, contact a financial professional.

This material is general in nature and is being provided for informational purposes only. It was not prepared, and is not intended, to address the needs, circumstances and/or objectives of any specific individual or group of individuals. New York Life and its affiliates are not making a recommendation to purchase any specific products. For advice regarding your personal circumstances, you should consult with your own independent financial and tax advisors.

*This material is authorized for use by the general public only if preceded or accompanied by the product and funds prospectuses. Investors are asked to read the prospectuses carefully and consider the investment objectives, risks, charges, limitations, and expenses of the investment before investing. Both the product prospectus and the underlying funds prospectus contain this and other information about the product and underlying investment options. Please read the prospectuses carefully before investing.*

Products and features are available where approved. In most jurisdictions, the policy and rider form numbers are as follows (state variations may apply): New York Life Premier Variable Annuity–FP Series (ICC19V-P06 or it may be NC18V-P06); Investment Preservation Rider–FP Series (ICC19V-R02 or it may be NC19V-R02); Annual Death Benefit Reset Rider (ICC15-R302, or it may be 215-R302). Some states may offer a rider under a different name, and benefits may vary. Please refer to the product prospectus for more information.

New York Life Variable Annuities are issued by New York Life Insurance and Annuity Corporation (“NYLIAC”), a Delaware Corporation. NYLIFE Distributors LLC, Member FINRA/SIPC, is the wholesale distributor and underwriter for these products. Both NYLIAC and NYLIFE Distributors LLC are wholly-owned subsidiaries of New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010. Variable annuities offered through properly licensed registered representatives of a third party registered broker dealer.

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