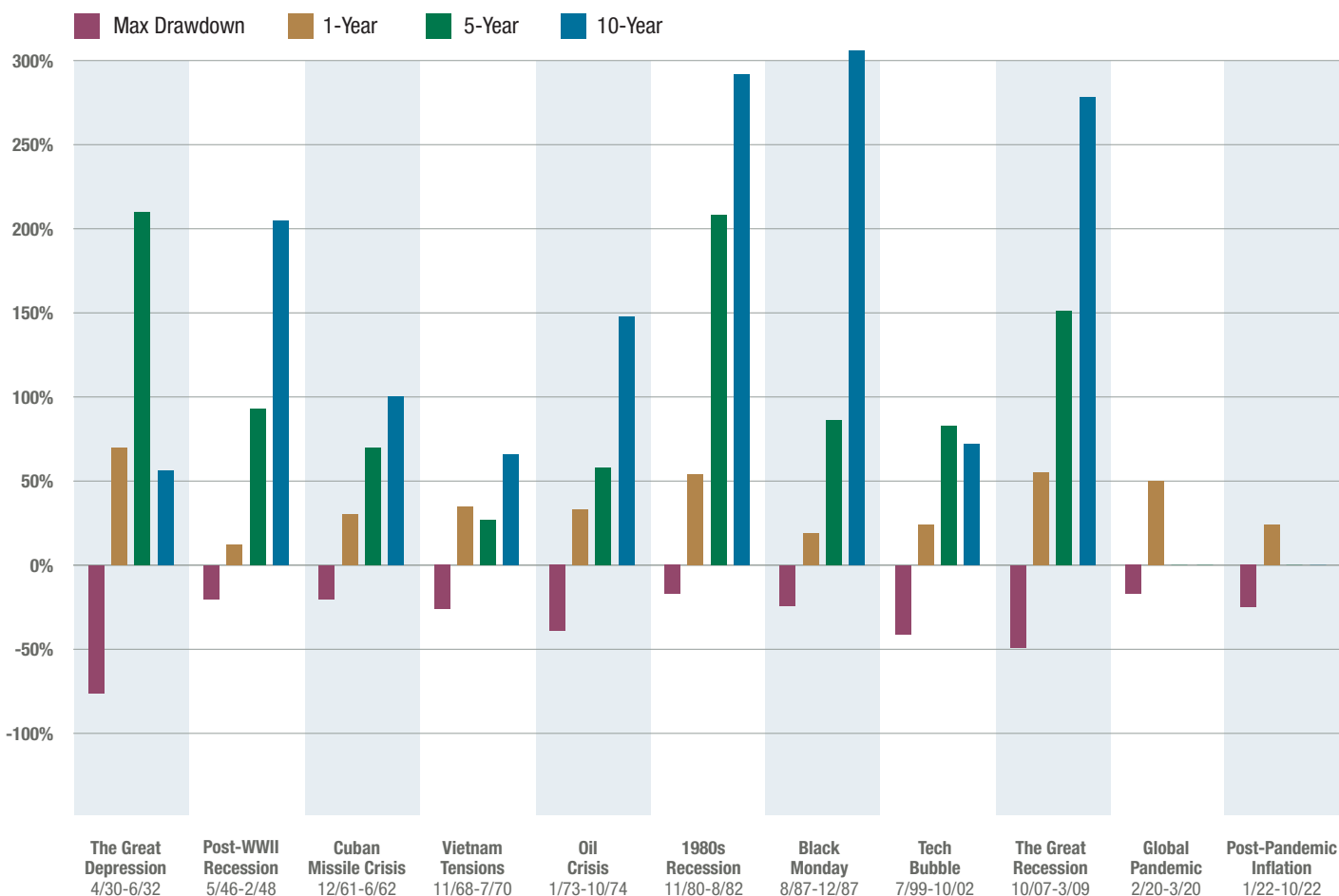


An upside to downturns.

When investing for retirement, market ups and downs can cause investors to worry about market losses and turn to less risky investment options. While there is no guarantee that historical trends will continue in the future, in the past, equity markets rebounded from short-term shocks, eventually showing long-term gains.

S&P 500 Index cumulative returns following the end of bear markets



Source: Robert Shiller, 12/31/23. Data in USD. The S&P 500® Index is an unmanaged group of securities considered to be representative of the stock market in general. Past performance is no guarantee of future results. It is not possible to invest in an index.

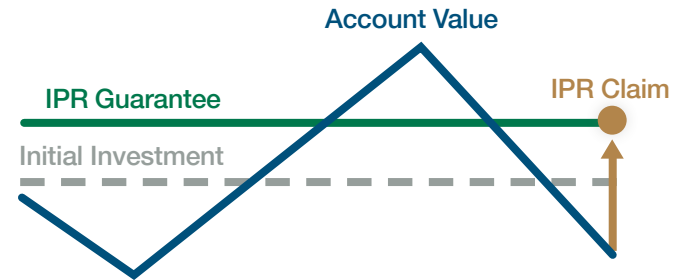
Investments and insurance products are: Not FDIC/NCUA Insured • Not Insured by Any Federal Government Agency
• Not a Deposit or Other Obligation of, or Guaranteed by, the Bank or Any of Its Affiliates • May Lose Value

New York Life Variable Annuities: built for long-term investors.

The New York Life Premier Variable Annuity–FP Series (Premier)¹ is a long-term financial product that provides access to optional features to help investors preserve their original investment.

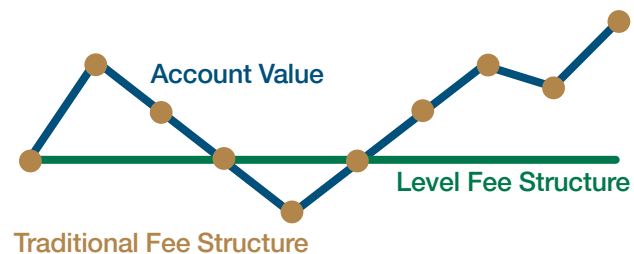
Embrace uncertainty with a principal guarantee.

Even though long-term equity investing has tended to pay off historically, some investors may want the certainty of a no-loss guarantee. The Investment Preservation Rider–FP Series (IPR) is an optional accumulation benefit rider that protects premium payments made in the first year from market declines after completion of a holding period. With a no-loss guarantee pledged by the annuity issuer, investors can stay in the market with up to 70% equity exposure.²



A fee option that doesn't charge for growth.

If you anticipate long-term market growth, then our exclusive, premium-based level Mortality & Expense (M&E) fee structure option may be right for you. The product fees are charged against the premium amount and not the rising account value in up markets.³



To learn more about how New York Life can offer protection and growth potential for your retirement assets, speak to your financial professional.

¹ A variable annuity is a long-term financial product used for retirement savings in which all potential interest, dividends, and capital gains accumulate tax-deferred. There are contract limitations, fees, expenses and risks associated with variable annuity contracts. All guarantees, including the death benefit payments, are dependent on the claims-paying ability of New York Life Insurance and Annuity Corporation (NYLIAC) and do not apply to the underlying Investment Divisions in the variable annuity. Withdrawals and surrenders may be taxable transactions subject to ordinary income taxes, and if made prior to age 59½, may be subject to a 10% penalty tax. Variable annuities are subject to market risk including possible loss of principal.

² The Investment Preservation Rider–FP Series (IPR) is an optional rider available for an additional fee. The IPR contains principal protection that guarantees a percentage of premium payments made in the first policy year (less proportional withdrawals) after the completion of a holding period. The IPR does not protect the owner's investment from day-to-day market fluctuations or against losses that could be realized prior to completion of the holding period. The IPR is subject to certain allocation restrictions so not all investment divisions offered under the Premier variable annuity 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.

³ The Level M&E fee for Premier variable annuity is 1.30% based on adjusted premium payments vs. 1.20% for the traditional fee structure based on the Policy's Accumulation value. In an up market, the level fee structure may work to the client's advantage, as more money stays in the account and potentially continues to grow. However, it should be noted that in a flat or down market, a traditional (accumulation value-based) M&E fee structure may be more advantageous.

This material is authorized for use by the general public only if preceded or accompanied by the Premier variable annuity product and fund prospectuses. This material is general in nature and is being provided for informational purposes only, and was not prepared, and is not intended, to address the needs, circumstances and objectives of any individual or groups 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.

New York Life Variable Annuities, including the Premier variable annuity, are issued by New York Life Insurance and Annuity Corporation ("NYLIAC"), a Delaware Corporation. NYLIAC Distributors LLC, Member FINRA/SIPC, is the wholesale distributor and underwriter for these products. Both NYLIAC and NYLIAC 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.

Products and features available may vary in jurisdictions 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 (ICC18V-P06 or it may be NC18V-P06); Investment Preservation Rider–FP Series (ICC18V-R05 or it may be NC18V-R05). Some states may offer this rider under a different name, and benefits may vary.

©2024, New York Life Insurance Company. All rights reserved. NEW YORK LIFE, and the NEW YORK LIFE Box Logo are trademarks of New York Life Insurance Company.