



Customize a Solution

ANNUITIES | SINGLE PREMIUM DEFERRED

Brighthouse ShieldSM Annuity



Brighthouse
FINANCIAL
Established by **MetLife**

In applying the information provided in this material, you should consider your other assets, income, and investments – such as the equity in your home, your social security benefits, any IRAs, savings accounts, and any plans that may provide retirement income, as those other assets may not be included in this discussion, model, or estimate.

How a Brighthouse ShieldSM Annuity Can Diversify a Portfolio

A Shield annuity from Brighthouse Financial uses a portion of retirement assets to take advantage of market growth with the assurance of a level of downside protection other investment options may not provide.¹ Shield is designed to provide some protection in an unpredictable endeavor – investing.

Sound like a good strategy? This guide lets you plug in your numbers and see it in action.



Protect retirement assets.

A Brighthouse Shield Annuity is designed to provide a level of protection that, when markets inevitably turn volatile, ensures losses are limited.



Participate in growth opportunities.

With a Shield annuity, balance is built-in. This means that even with a guaranteed level of protection, there are opportunities to take advantage of market growth.



Pay no annual fees.

Unlike many financial products, there are no annual fees with a Shield annuity.

Brighthouse Shield Level SelectSM 6-Year Annuity, Brighthouse Shield Level SelectSM 3-Year Annuity, Brighthouse Shield Level SelectSM Advisory Annuity, Brighthouse Shield Level 10SM Annuity, and Brighthouse Shield Level 10SM Advisory Annuity are collectively referred to as “Shield annuities.” This brochure provides a general overview of the Shield annuity suite of single premium deferred annuity products. Please refer to the product fact card and enclosures for complete details regarding the Brighthouse Shield Annuity being discussed.

¹ Your account value will be reduced by any negative index performance beyond your elected level of protection. So, if you do not elect the Fixed Account, you could conceivably see a risk of substantial loss if the index declines more than your level of protection.

Let's Get Started



To see how a Shield annuity can be customized, follow the step-by-step instructions below and place the corresponding number on the following page.

-
- 01 **Purchase Payment** – Also known as the premium, it's the portion of retirement assets placed into the contract.
-
- 02 **Shield Level of Protection** – Also known as the Shield Rate, it provides protection to your investment, up to a certain percentage. Your financial professional can provide the options available.
-
- 03 **Index** – Choice of three indices to track for the annuity: S&P 500[®] Index, Russell 2000[®] Index, and MSCI EAFE Index.
-
- 04 **Select How the Investment May Grow** – There are two rate options from which to choose. A Cap Rate is the maximum percentage you can earn for the term. A Step Rate locks in a predetermined percentage of growth if the index is either flat or up at the end of the term. Note that in exchange for a predetermined percentage of growth, Step Rates are generally lower than Cap Rates for the same Shield Options. Cap Rates and Step Rates will vary based on level of protection, index and term selected. New contract rates can be obtained from your financial professional or on brighthousefinancial.com.
-
- 05 **Average Return** – This is the historical average return on a rolling monthly basis since index inception. Please reference the historical price return chart on the page to the far right to find this percentage.
-
- 06 **Historical Success Rate** – This is the likelihood the investment will stay flat or increase in value over the course of the term using historical price returns of the available indices. This number can be found on the page to the far right.



See the numbers in action

Customize the Shield annuity by filling in the numbered boxes below, following the step-by-step instructions on the previous page.

03 Choose an Index

- S&P 500® Index
- Russell 2000® Index
- MSCI EAFE Index

04 Cap Rate or Step Rate

Term Selected

05 Average Index Price Returns

01 Purchase Payment

06 Historical Success Rate

02 Shield Level of Protection



Shield annuities – built to help you reach your goals

Choosing a Shield annuity for a portion of your retirement assets provides exposure to equities by tracking three well-known indices. And, with the built-in level of protection offered, it can help you stay invested for the long haul, knowing that a portion of any index loss can be protected when markets turn volatile.

Helping to smooth out the highs and lows that come with investing in equities can make a Shield annuity a valuable part of a retirement portfolio.

This material was prepared to show the features of an index-linked annuity issued by Brighthouse Life Insurance Company and Brighthouse Life Insurance Company of NY based on a hypothetical rate of return and certain options, features, and assumptions specified by you or your financial professional. If the annuity is being purchased to fund a qualified retirement plan or IRA and your financial professional selects this illustration for your consideration or specifies its options, features, or assumptions, your financial professional could be deemed to be providing investment advice for purposes of regulations promulgated by the Department of Labor defining fiduciary investment advice.



Historical index price returns

The chart below reflects the historical price returns of the available indices over 1, 3, and 6 year periods on a rolling monthly basis. A rolling monthly period includes returns in overlapping cycles starting the first day of the month. For example, Jan. 2, 2017 – Dec. 29, 2017, is a one-year rolling period.

The numbers in the table reflect historical price returns since their respective inception dates.

	S&P 500® Index ^A 01/02/1957 – 12/29/2017			Russell 2000® Index ^B 01/02/1979 – 12/29/2017			MSCI EAFE Index ^C 01/02/1970 – 12/29/2017		
	1 Year	3 Year	6 Year	1 Year	3 Year	6 Year	1 Year	3 Year	6 Year
Average Return	8.16%	25.54%	56.01%	11.26%	32.32%	68.43%	8.82%	29.67%	66.43%
Total Observations	720	696	660	456	432	396	564	540	504
% of Total Gains	72.4%	81.3%	85.2%	72.4%	88.0%	99.5%	67.9%	70.4%	87.3%
% of Total Losses	27.6%	18.7%	14.8%	27.6%	12.0%	0.5%	32.1%	29.6%	12.7%

Historical Success Rate

Percentage of times losses would not have exceeded the Shield level of protection.

	S&P 500® Index ^A 01/02/1957 – 12/29/2017			Russell 2000® Index ^B 01/02/1979 – 12/29/2017			MSCI EAFE Index ^C 01/02/1970 – 12/29/2017		
	1 Year	3 Year	6 Year	1 Year	3 Year	6 Year	1 Year	3 Year	6 Year
Shield 10	85.8%	87.9%	94.2%	84.4%	91.2%	100%	82.3%	80.6%	91.5%
Shield 15	-	90.5%	97.9%	-	93.3%	100%	-	84.4%	92.9%
Shield 25	-	-	99.2%	-	-	100%	-	-	99.4%

Source: Bloomberg, January 2018

Please note: For illustrative purposes only. Brighthouse Shield Annuities referred to in this brochure have been available since March 2017. These examples are not a representation of past or future performance for any Shield Option. Actual performance may be greater or less than that shown. Performance of the Shield annuities may differ from that of the performance shown above due to Cap Rate in the contract and prospectus, and level of protection chosen. The Shield annuities do not invest directly in any index. Not all firms or states may offer all of the Shield options. Please check with your financial professional for availability.

^A The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJ"), and has been licensed for use by affiliates of Brighthouse Financial, Inc. including Brighthouse Services, LLC, Brighthouse Life Insurance Company, and Brighthouse Life Insurance Company of NY (collectively, "Brighthouse Financial"). Standard & Poor's®, S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Brighthouse Financial. These annuity products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Index.

^B The Russell 2000® Index is a trademark of Russell Investments and has been licensed for use by affiliates of Brighthouse Financial, Inc. including Brighthouse Services, LLC, Brighthouse Life Insurance Company, and Brighthouse Life Insurance Company of NY (collectively, "Brighthouse Financial"). These annuity products are not sponsored, endorsed, sold or promoted by Russell Investments and Russell Investments makes no representation regarding the advisability of investing in these annuity products.

^C These annuity products are not sponsored, endorsed, or promoted by MSCI, and MSCI bears no liability with respect to any such products or securities or any index on which such products or securities are based. These annuity products Prospectuses contain a more detailed description of the limited relationship MSCI has with affiliates of Brighthouse Financial, Inc. including Brighthouse Services, LLC, Brighthouse Life Insurance Company, and Brighthouse Life Insurance Company of NY (collectively, "Brighthouse Financial") and any related products.



Build a Brighter Future

Your financial professional can help determine whether a Shield annuity can work for a portion of your retirement assets.

Visit brighthousefinancial.com for additional information and resources.

This material must be preceded or accompanied by prospectuses for the Brighthouse Shield Level SelectSM 6-Year Annuity, Brighthouse Shield Level SelectSM 3-Year Annuity, Brighthouse Shield Level SelectSM Advisory Annuity, Brighthouse Shield Level 10SM Annuity, and Brighthouse Shield Level 10SM Advisory Annuity issued by Brighthouse Life Insurance Company and in New York only by Brighthouse Insurance Company of NY, which contains information about the contract's features, risks, charges, and expenses. Clients should read the prospectus, which is available from their financial professional, and consider its information carefully before investing. Brighthouse Financial reserves the right to substitute any index at any time. Product availability and features may vary by state.

Brighthouse Shield Annuities are a long-term investment designed for retirement purposes. They have limitations, exclusions, charges, termination provisions, and terms for keeping it in force and is not guaranteed by the broker/dealer, the insurance agency, the underwriter, or any affiliates of those entities from which they were purchased. All representations and contract guarantees, including the death benefit and annuity payout rates, are subject to the claims-paying ability and financial strength of the issuing insurance company. Because you agree to absorb all losses beyond your chosen Shield Rate, there is a risk of substantial loss of principal. Please refer to "Risk Factors" in the contract prospectus for more details.

Withdrawals of taxable amounts are subject to ordinary income tax and if made before age 59½, may be subject to a 10% federal income tax penalty. Some broker/dealers and financial professionals may refer to the 10% federal income tax penalty as an "additional tax" or "additional income tax," or use the terms interchangeably when discussing withdrawals taken prior to age 59½. Distributions of taxable amounts from a non-qualified annuity may also be subject to the 3.8% Unearned Income Medicare Contribution tax that is generally imposed on interest, dividends, and annuity income if your modified adjusted gross income exceeds the applicable threshold amount. Withdrawals will reduce the death benefits and account value. Withdrawals may be subject to withdrawal charges.

Brighthouse Financial may not give legal, tax, or accounting advice. Any discussion of taxes is for general informational purposes, and should not be construed as legal, tax, or accounting advice. Clients should confer with their qualified legal, tax, and accounting advisors as appropriate.

Brighthouse Shield Level SelectSM 6-Year Annuity, Brighthouse Shield Level SelectSM 3-Year Annuity, Brighthouse Shield Level SelectSM Advisory Annuity, Brighthouse Shield Level 10SM Annuity, and Brighthouse Shield Level 10SM Advisory Annuity are issued by Brighthouse Life Insurance Company on Policy Form L-22494 (09/12)-AV and in New York, only by Brighthouse Life Insurance Company of NY on Policy Form ML-22494 (09/12) ("Brighthouse Financial"). These products are distributed by Brighthouse Securities, LLC (member FINRA). All are Brighthouse Financial companies. MetLife is a registered service mark of Metropolitan Life Insurance Company (with its affiliates "MetLife"), and is used under license to Brighthouse Services, LLC, and its affiliates. Brighthouse Financial and MetLife are not affiliated and product guarantees are not backed by MetLife.

This material should not be interpreted as a recommendation or as fiduciary investment advice by Brighthouse Life Insurance Company, Brighthouse Life Insurance Company of NY or Brighthouse Securities, LLC.

Brighthouse Financial and its design are service marks of Brighthouse Financial, Inc. or its affiliates.

brighthousefinancial.com

• Not A Deposit • Not FDIC Insured • Not Insured By Any Federal Government Agency
• Not Guaranteed By Any Bank Or Credit Union • May Lose Value

Brighthouse
FINANCIAL | Established by
MetLife

Brighthouse Life Insurance Company
11225 North Community House Road
Charlotte, NC 28277
brighthousefinancial.com

Brighthouse Life Insurance Company of NY
285 Madison Avenue
New York, NY 10017