



Why offer the Index Achiever Advisory?

A registered index-linked annuity

At MassMutual Ascend we pride ourselves as the go-to insurance carrier for investment advisors. From our comprehensive suite of fee-based annuities to our advanced integration capabilities, you'll find that it's simple to incorporate our insurance solutions into your investment advisory practice.

WHAT YOU'LL FIND INSIDE



Market insights



Incorporating an Index Achiever Advisory into a portfolio



Index Achiever Advisory product features and benefits



Seamless integration into your practice



Why consider MassMutual Ascend



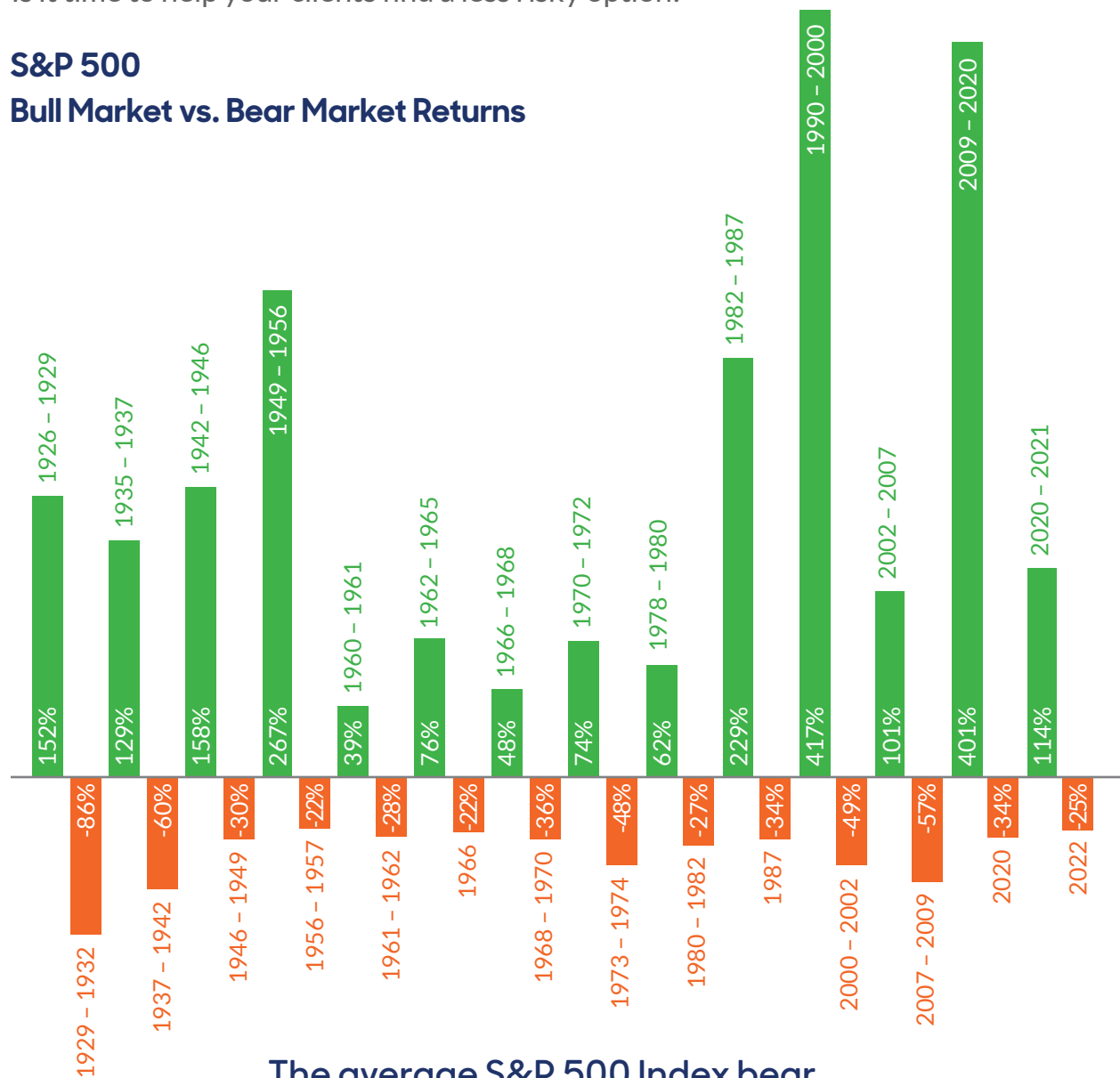
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Are Your Clients Receiving The Protection And Growth Needed?

Investing directly in the market can be a lucrative way to grow a financial portfolio. However, with no protection against loss, market downturns can wreak havoc on the savings your clients have worked hard to build.

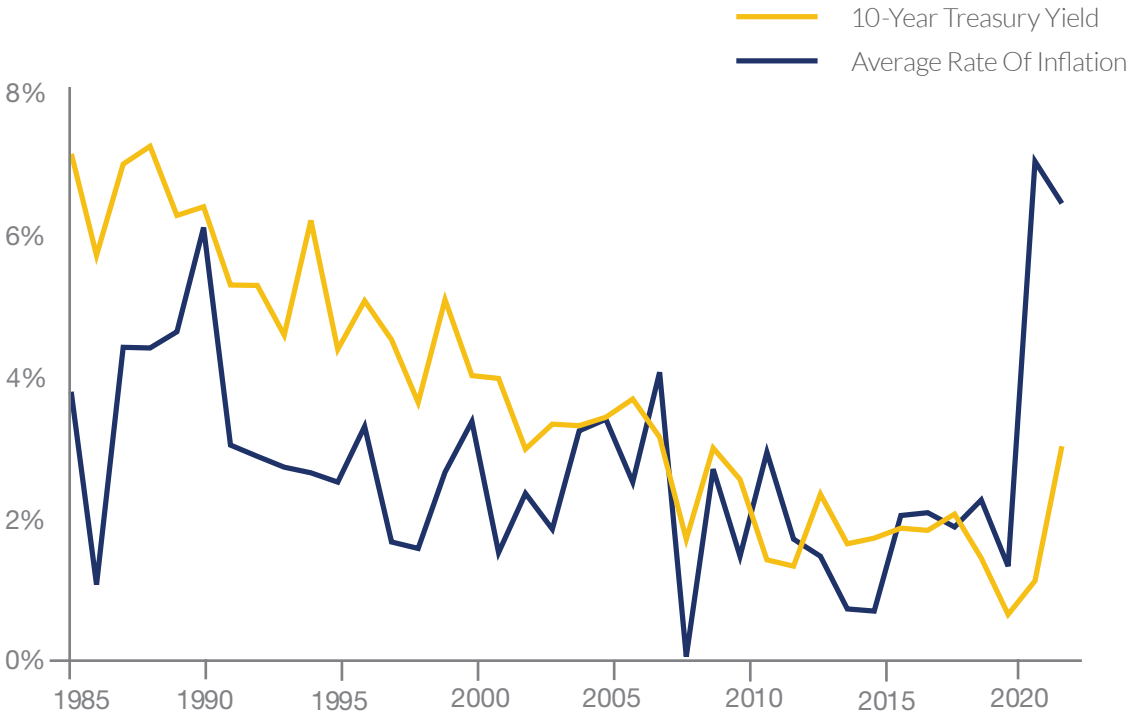
As history shows, when long-run bull markets end, the decline can be dramatic. Is it time to help your clients find a less risky option?

S&P 500 Bull Market vs. Bear Market Returns



The average S&P 500 Index bear market decline is -41%.

Fixed income investments are commonly used to bring safety and stability to a portfolio. However, mitigating risk could mean getting little in return. Interest rates and yields have generally trended down over the last 35 years – putting bond yields at risk, and jeopardizing clients' ability to keep up with inflation.



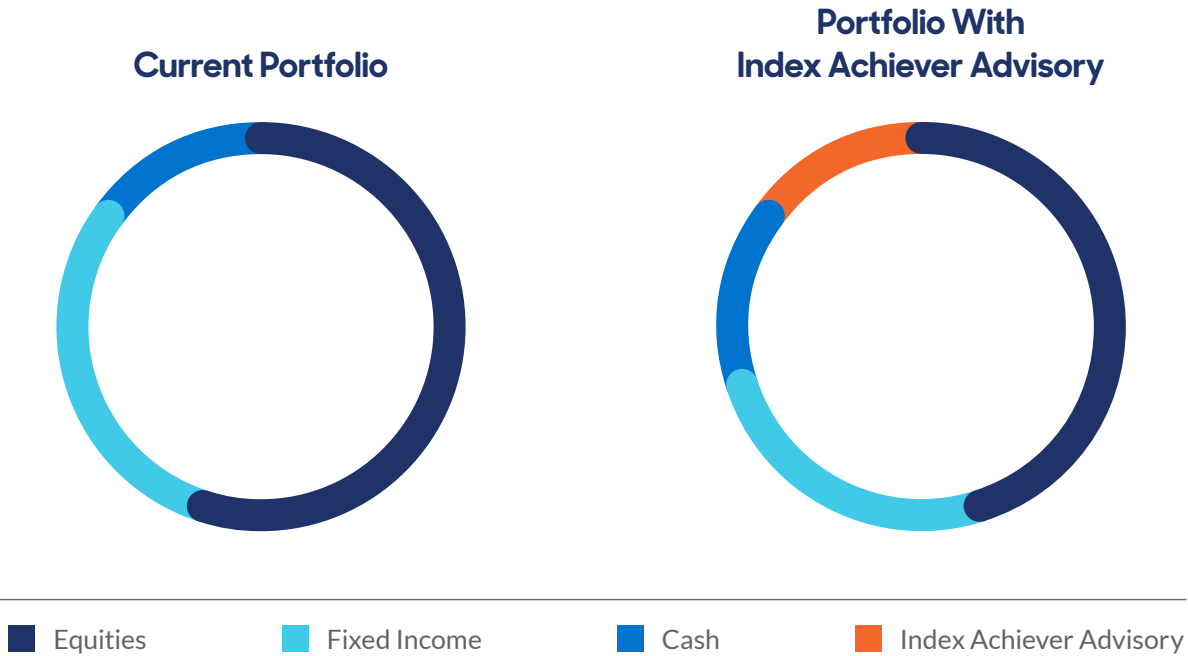
As of March 2023, Americans cite inflation as the top economic problem in our country.

Source: Gallup, March 31, 2023

An Alternative Solution Designed For Growth And Reduced Risk

So how can you help your growth-focused clients take advantage of positive market performance without exposing them to too much risk? Allocating a portion of their portfolio to an Index Achiever[®] Advisory registered index-linked annuity may be the answer.

Some of your clients may follow the traditional 60/40 allocation model, with 60% invested in equities and 40% in bonds. Here's how an Index Achiever Advisory could be incorporated into and help reduce risk in a client's portfolio:



Reallocating a portion of a client's portfolio to an Index Achiever Advisory registered index-linked annuity can help complement the rest of their investment portfolio and strengthen their retirement strategy.



Finding the right balance

As your clients plan for a secure future, they may be looking for a tool to help balance their need for growth and protection. An Index Achiever Advisory registered index-linked annuity could be a good solution. It's designed to help your clients grow their retirement assets by taking advantage of some market growth, while reducing exposure to market loss.

THE INDEX ACHIEVER ADVISORY REGISTERED INDEX-LINKED ANNUITY OFFERS:



Growth opportunity

Clients have the opportunity to grow their money without investing directly in the market.



Tax treatment that allows faster growth

Clients' money may grow at a faster rate since taxes are deferred until they take a withdrawal or annuitize their contract.



Partial protection from loss

Indexed strategies offer floors, buffers and downside participation rates to help reduce exposure to market risk. Plus, strategies are linked to a variety of indexes and ETFs, allowing clients to diversify their exposure to different markets.



No fees

Many retirement products charge administrative fees that can drag down performance. The Index Achiever Advisory has no upfront or recurring charges. A market value adjustment will apply to withdrawals or surrenders from indexed strategies during the first six contract years, unless used to pay advisory fees.



Access to money

While annuities are long-term products, we understand the need for liquidity. With this product, clients can allocate up to 12% of their account value to the declared rate strategy, which they can make a withdrawal from at any time, penalty-free.



A legacy for your loved ones

Market volatility and taxes can jeopardize clients' legacies – but the return of premium death benefit can help ensure your clients' loved ones are taken care of. The death benefit is the greater of the account value or purchase payments reduced proportionately for withdrawals.



Guaranteed income

Unlike equity and fixed income investments, the Index Achiever Advisory provides the opportunity to turn the money accumulated into a guaranteed stream of retirement income that can last your clients' lifetimes.

Future indexed strategies on the Index Achiever Advisory could offer different floors, buffers and downside participation rates.

The Index Achiever Advisory is a security that can only be sold through a Broker/Dealer that is contracted with MassMutual Ascend Life Insurance CompanySM. This material must be preceded or accompanied by a prospectus. To obtain a copy of the prospectus, visit [MassMutualAscend.com/RILArates](https://www.massmutual.com/RILArates).

Easier recovery from loss with reduced market exposure

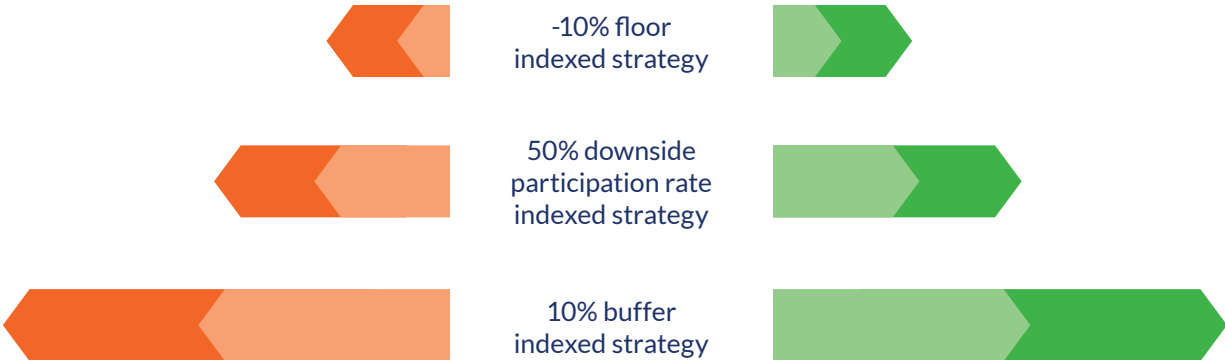
When market volatility hits, it can take a significant return to recover from loss – and as your clients near retirement, they may not have time to rebuild those lost savings. Take a look at the returns that would be required to break even after various market downturns.

Market Loss	Required Return
-10%	11%
-20%	25%
-30%	43%
-40%	67%
-50%	100%
-60%	150%
-70%	233%

The Index Achiever Advisory offers indexed strategies with three types of downside protection: -10% floor, 50% downside participation rate and 10% buffer. All types of indexed strategies provide market-linked growth potential and partial to complete downside protection, which can make it easier to recover from market downturns.

Managing risk and reward with indexed strategies

Like with most investments, with greater risk comes greater opportunity for reward. With three types of downside protection to choose from, your clients can align their strategy allocations to their risk tolerance.



Determining Strategy Value

When the index change is positive for a term, the account value grows, limited by either a cap or an upside participation rate. When the index change is negative for a term, the account value declines, subject to either a -10% floor, 50% downside participation rate or 10% buffer.

HERE'S A CLOSER LOOK:

Step 1: Calculate the index percentage change by comparing the index value at the end of a term to the index value on the first day of the term.

Step 2: If the change is positive, apply the applicable cap or upside participation rate for the term. If the change is negative, apply the -10% floor, 50% downside participation rate or 10% buffer.

Please note that indexed strategy values during a term are calculated daily. The method used to calculate daily values differs from that used at the end of a term. For more information on daily value calculation, please see the product prospectus.

Future indexed strategies could offer different floors, downside participation rates or buffers.



Daily value information for the underlying indexes and ETFs is readily available from reliable and credible sources.



Diversification with multiple indexed strategy options

Index Achiever Advisory offers growth opportunity with strategies that earn returns based on the following index and exchange traded funds (ETFs):

- **S&P 500® Index:** Includes stocks issued by 500 of the top companies in leading industries of the U.S. economy
- **iShares MSCI EAFE ETF:** Seeks to track the investment results of an index composed of developed market equities, including those in Europe, Australia, Asia and the Far East
- **iShares U.S. Real Estate ETF:** Seeks to track the performance of the Dow Jones U.S. Real Estate Index, which is composed primarily of U.S. equities in the real estate sector and real estate investment trusts (REITs)
- **SPDR Gold Shares ETF:** Designed to reflect the market value of gold bullion
- **First Trust Barclays Edge Index:** Seeks to provide equity and fixed income exposure through a blend of the Capital Strength Index and Value Line Dividend Index and Barclays' US 2-year Treasury Futures, 5-year Treasury Futures and 10-year Note Futures Indexes while aiming to control risk by maintaining a volatility target at or below 7%. Since the index is on an excess return basis (i.e., it returns the index performance in excess of risk-free rates), the risk free return is deducted from the equity underliers. The risk free rate used in this calculation is the U.S. Fed Funds Rate published by the Federal Reserve of New York (ticker: FEDL01) for each day divided by 360. No such adjustment is needed to the US Treasury futures indexes as these securities returns are naturally on an excess return basis.

By allocating money among the various strategies, clients can diversify their earning potential.

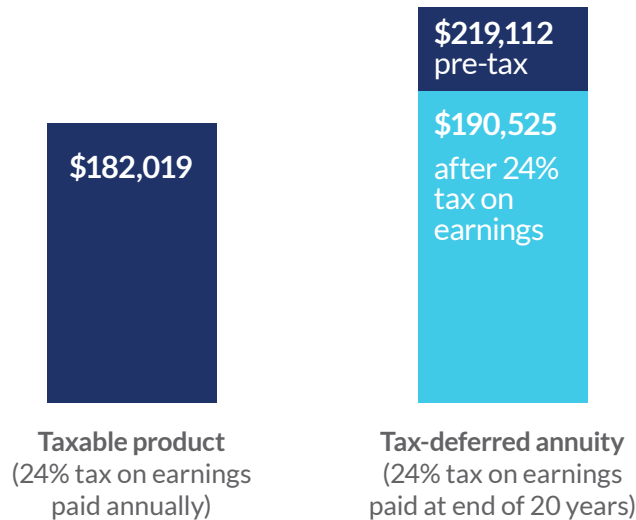
The following strategies provide returns based, in part, on the change in the price of a specific Index or ETF: the S&P 500® Index (SPX), the iShares MSCI EAFE ETF (EFA), the iShares U.S. Real Estate ETF (IYR), or the SPDR Gold Shares ETF (GLD). The price change does not include dividends that might be paid on the underlying investments of the Index or ETF.

Strategies linked to the First Trust Barclays Edge Index (FTEDGE7) provide returns based, in part, on the change in net asset value of the underlying investments of the Index. The net asset value change includes dividends that might be paid on the underlying investments of the Index.

Not all strategies available with all indexes and ETFs. See Product Overview for strategy availability.

The power of tax deferral

While many investment vehicles are subject to income tax on an annual basis, the Index Achiever Advisory allows assets to grow tax-deferred. This means returns compound at a faster rate and provide greater earning potential than a taxable investment. The following chart shows how a purchase payment of \$100,000 grows in a tax-deferred annuity compared to a taxable product over the course of 20 years.



After paying a 24% tax on its earnings, the tax-deferred annuity outgrew the taxable product by more than \$8,000.

This graph assumes the taxable product and the tax-deferred annuity grow at an annual rate of 4%. This is a hypothetical scenario for illustration purposes only, and does not reflect interest rates of any specific annuity offered by MassMutual Ascend. The rate of return presented does not represent a guaranteed rate.

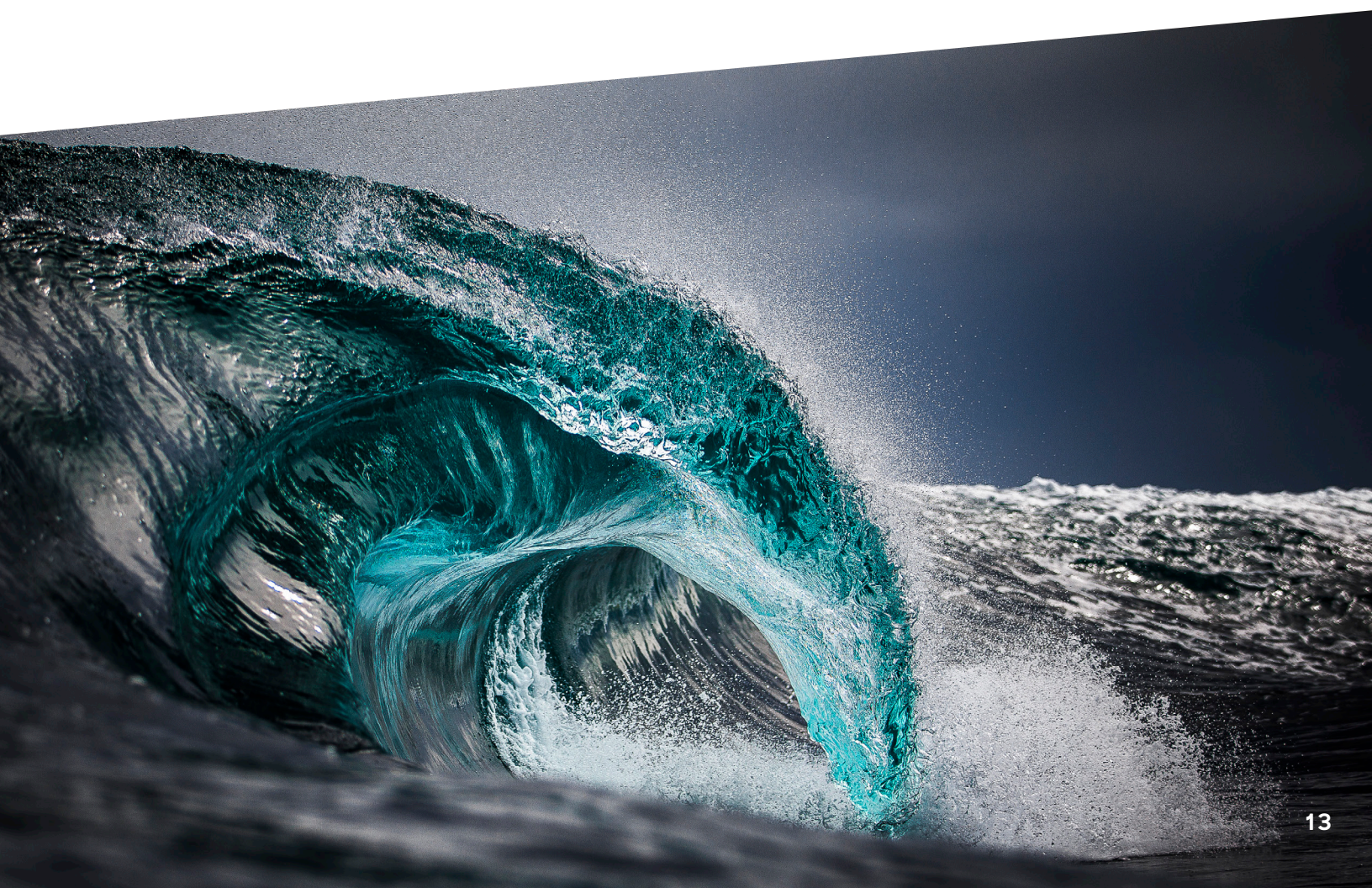
This graph assumes the investing party has a marginal tax bracket of 24%. In 2022, the 24% tax bracket for a married couple applies to taxable income over \$178,150 and not over \$340,100. Capital gains and dividend tax rates may be lower than the 24% illustrated rate and change the comparison results. Clients should consider their current and anticipated tax brackets in making investment decisions, as they may also impact comparison results. Certain qualified investments, such as a traditional IRA, offer an upfront tax deduction or exclusion for contributions. Other qualified investments, such as a Roth IRA, offer a tax exclusion for earnings. The value of these additional benefits is not illustrated. If clients are under age 59½, the taxable amount withdrawn from a qualified or non-qualified annuity is generally subject to a 10% federal penalty tax.

This information is not intended or written to be used as legal or tax advice. It was written solely to provide general information and support the sale of annuity products.

Liquidity Options

While the Index Achiever Advisory is intended to bring long-term value to a portfolio, liquidity options are available.

A maximum of 12% can be allocated to the declared rate strategy each term, which provides complete downside protection and earns interest at a fixed rate. If liquidity is a priority to your clients, they should consider allocating to the declared rate strategy. Should their needs change over time, they can adjust their allocations among strategies at the end of each term.



Seamless Integration Into Your Practice

In addition to offering innovative fee-based annuities, MassMutual Ascend is making it easy for you to seamlessly integrate these solutions into your practice.

State-of-the-art tools and resources

Thousands of advisors have visited [MassMutualAscendRIA.com](https://www.massmutualascendria.com) to explore the innovative tools and resources that illustrate the potential benefits of including a fee-based annuity in clients' portfolios.

Streamlined business process

As part of our continued effort to keep things simple, MassMutual Ascend offers the following integrations and technologies that allow you to manage clients' annuity business at your fingertips:

MassMutual Ascend launched the industry's first fee-based fixed-indexed annuity in 2016. Since then, we've introduced several technology solutions to support the needs of investment advisors – making it simple to integrate fee-based annuities into your practice.

Service and support every step of the way

Our CRM integration capabilities allow you to import client information into our application system, saving you time and avoiding the need to enter information you have stored elsewhere.

Clients can choose to have their annuity contract delivered right to their inbox. Contracts are available to you and your clients within 24 hours of being activated.

After pushing for industry change, MassMutual Ascend received a Private Letter Ruling from the IRS that allows advisory fees to be withdrawn from a contract without creating a taxable event.

QuickApp, our electronic application platform designed specifically for investment advisors, allows you to quickly submit an annuity application and provides real-time alerts to help eliminate the chance of errors.

No need to print forms and obtain a wet signature – DocuSign integration supports the electronic signature process.

We've built relationships with many of the top financial planning, portfolio management and reporting software companies, as well as data aggregation platforms, which allow you to receive detailed annuity values within the same software you are already using to manage client portfolios.



MassMutual Ascend

Taking financial futures above and beyond

At MassMutual Ascend, we are committed to going above and beyond – so when it comes to your clients’ financial futures, the impossible feels possible.

As a leading provider of annuities, we see our products as more than just contracts. Our annuities are transparent and easier to understand, so they are simple to explain and your clients always know what to expect.

We have a long history of financial strength and stability. We’ve received an “A” or higher rating for more than 40 years, so you and your clients can have confidence knowing we’ll be here when you need us. We are a wholly owned subsidiary of MassMutual, one of the largest life insurance companies in the U.S., founded in 1851.

And finally, everything we do is rooted in a culture of service. From our people to our technology, we strive to always provide you and your clients with what you need, when you need it.



Index Achiever Advisory

product details

ISSUE AGES	<p>Qualified: 0–80 Inherited IRA: 0–75</p> <p>Non-qualified: 0–80 Inherited non-qualified: 0–75</p>
PURCHASE PAYMENTS	<p>Clients can purchase this annuity with an initial purchase payment of \$25,000 or more. Clients can add to their annuity during the first two contract months with additional purchase payments of at least \$10,000.</p>
FEES	<p>No upfront or recurring fees are paid to MassMutual Ascend. Clients may choose to have their advisory fee deducted from their annuity.</p>
MARKET VALUE ADJUSTMENT (MVA)	<p>During the first six contract years, an MVA will apply if the contract is surrendered or a withdrawal is taken from indexed strategies.</p> <p>An MVA is an adjustment to the withdrawal based on how market interest rates have changed since the contract was purchased. Interest rate changes are determined based on the BofA Merrill Lynch 5-10 Year US Corporate Bond Index from the Contract Effective Date and the amount of time remaining until the sixth Contract Anniversary. Depending on how interest rates have moved, the MVA may increase or decrease contract values. Withdrawals taken from indexed strategies are subject to a market value adjustment. The amount withdrawn from an indexed strategy is then multiplied by the MVA factor. A performance lock does not lock the MVA. After a performance lock election, the strategy value continues to be subject to the MVA that may apply on a withdrawal or surrender.</p> <p>For more information on how the MVA works, refer to the contract and prospectus.</p>
MVA EXCEPTIONS	<p>The MVA does not apply to any withdrawals taken to pay advisory fees or to withdrawals taken from the declared rate strategy. A maximum of 12% can be allocated to the declared rate strategy for initial allocations and reallocations at the end of a term.</p>
CREDITING STRATEGIES	<p>The owner selects from two types of crediting strategies: a declared rate strategy and indexed strategies. At the end of each term, the owner has the opportunity to reallocate funds among the available strategies. To reallocate funds, the owner must submit a strategy selection form prior to the end of the term. Unless the owner reallocates funds at the end of a term, funds are automatically applied to the same strategy for the next term.</p> <p>Declared Rate Strategy is not available for Missouri contracts. Missouri contracts have a Temporary Holding Account that pays interest at the guaranteed minimum interest rate that would apply to the Declared Rate Strategy.</p> <p>Available strategies may vary by state and by distribution, and are subject to change at any time for new sales. For more information on strategies, please see the Product Overview.</p>

PERFORMANCE LOCK	<p>Performance lock is a feature that allows clients to lock in indexed strategy gains and limit further losses for a term. Performance lock is an election to lock in the daily value percentage for the remainder of a term. A performance lock election for a term is effective on the second market close following our receipt of a request in good order. Once we receive a request in good order, a performance lock election for a term cannot be revoked or changed and clients will not be able to reallocate a performance locked one-year indexed strategy until the end of the term. If a client makes a performance lock election for the S&P 500 6-year 10% Buffer with Upside Participation Rate strategy before the sixth year of the term, that term will end on the next anniversary of the term start date. Performance lock is only available on select strategies. For specific strategy availability, please see the Product Overview.</p>
INDEXED STRATEGY VALUES	<p>The value of an indexed strategy changes from day to day throughout each term. The method used to calculate the strategy value depends on whether the value is being calculated at the end of a term or during a term.</p> <p>At the end of a term, the value of an indexed strategy is increased for any rise in the applicable index/ETF over the term or decreased for any fall in the applicable index/ETF over the term. Any increase for the term is limited by a cap or upside participation rate. Any decrease for the term is limited by a floor, buffer or downside participation rate.</p> <p>Before the end of a term, the value of an indexed strategy is increased or decreased by the daily value percentage. The daily value percentage is not tied directly to the underlying index, but is based on the prices of hypothetical options related to the index, adjusted for the costs of acquiring and exiting such options.</p> <p>The prospectus contains more information about the risks of investing in this contract, how withdrawals affect strategy values, a more detailed explanation of how strategy values are calculated and examples of such calculations.</p>
EXTENDED CARE WAIVER RIDER	<p>To help ease the strain of certain unforeseen events, an extended care waiver is available for no additional charge. If the owner is confined to a nursing home or other long-term care facility after the completion of the first contract year for at least 90 consecutive days, any negative MVAs may be waived on withdrawals up to a full surrender.</p> <p><i>Not available in Massachusetts. In California, the Extended Care Waiver Rider has been replaced with the Waiver of Early Withdrawal Charges for Facility Care or Home Care or Community-Based Services Rider, which provides for a waiver of early withdrawal charges under an expanded variety of circumstances.</i></p>
TERMINAL ILLNESS WAIVER RIDER	<p>Provided that the diagnosis is rendered more than one year after the contract effective date, up to 100% of the account value can be withdrawn without incurring a negative MVA if the owner or joint owner is diagnosed by a physician as having a terminal illness with a prognosis of 12 months or less.</p> <p><i>This waiver may be used only once. Not available in Massachusetts.</i></p>
PAYOUT OPTIONS	<p>The following options are available following the first contract year: fixed period payout, life payout, life payout with payments for at least a fixed period, and joint and one-half survivor payout.</p>
DEATH BENEFIT VALUES	<p>The death benefit amount is the greater of the account value or the purchase payments, reduced proportionally for all withdrawals, but not including market value adjustments. In either case, it is reduced by premium tax or other taxes not previously deducted.</p>



Photo submitted by **Adalia** from **California**,
valued annuity customer since **2015**.

MassMutual Ascend's registered index-linked annuities can only be sold through a Broker/Dealer that is contracted with MassMutual Ascend Life Insurance Company. Any sales solicitation must be accompanied or preceded by a prospectus. To obtain a copy of the prospectus, please visit MassMutualAscend.com/RILArates.

The Index Achiever Advisory is a fee-based registered index-linked annuity intended for distribution by Investment Advisor Representatives engaged in fee-based planning. MassMutual Ascend is not an investment advisor and the information provided in this document is not investment advice.

Annuities are intended to be long-term products and may not be suitable for all investors. Withdrawals from an annuity contract may have tax consequences.

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