

Brighthouse Financial Kicks Off Next Phase of Brand Launch with a Focus on Predictability in Retirement

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CHARLOTTE, NC, APRIL 3, 2017 - Brighthouse Financial, an operating segment of MetLife, Inc. (NYSE:MET), today kicks off the next phase of its brand launch with the debut of its first broadcast advertising campaign. The premiere of the "Predictability" television commercials supports a multi-platform campaign to introduce Brighthouse Financial. In March 2017, Brighthouse Financial began using its new brand for its annuity and life insurance solutions. MetLife has initiated the regulatory process for the planned separation of Brighthouse Financial, one of the leading providers of annuity and life insurance solutions in the United States.

The "Predictability" television commercials bring the strategy behind the Brighthouse Financial brand to life. As people live longer and assume more responsibility for securing their financial futures, Brighthouse Financial is focused on providing simple and transparent annuity and life insurance solutions that can play an essential role in a financial plan.

"We're on a mission to help people achieve financial security, and our brand embodies that mission," said Matt Quale, VP and Head of Marketing at Brighthouse Financial. "That's why our name is Brighthouse Financial – because it combines optimism with stability. Our brand symbol incorporates a house to represent the protection products like annuities and life insurance can offer to a portfolio, with rays of light used to illustrate the confidence that comes from knowing you've planned for your future. We are excited to continue to bring this to life in our first broadcast campaign."

The new commercials blend the confident visual identity of Brighthouse Financial into a diverse, yet familiar, set of life's backdrops to highlight the importance of establishing predictability in retirement. The narrator's language is clear and calming, echoing Brighthouse Financial's expressed focus on simplicity and transparency, and reinforcing its role in helping people protect their financial futures. Visually, the brand's clean lines and striking teal and green color palette stand out against the varying backgrounds to establish familiarity in the market.

Brighthouse Financial collaborated with a number of agencies to develop the brand and bring it to market:

- [BBH NY](#), which is the lead agency and developed a fully integrated campaign across television, print, out-of-home, social media and CRM;
- [Citizen](#), which created the Brighthouse Financial website and designed user experiences that are consistent with the inspiration of the company;
- [MODCo Media](#), which developed a comprehensive multi-channel media plan to launch the Brighthouse brand;
- [MXM](#), which partnered with Brighthouse Financial to create content for the Brighthouse Financial website;
- [Red Peak](#), which collaborated with Brighthouse Financial to develop new brand identity including the logo and the visual design system; and
- [cg42](#), which partnered with Brighthouse Financial to develop target audience insights, and the brand strategy and positioning.

"As we have worked through each step of the Brighthouse Financial brand launch, we have been fortunate to partner with agencies that are able to bring our mission to life so effectively," continued Quale. The commercials can be seen [here](#). Additional information about Brighthouse Financial and its brand is available on www.brighthousefinancial.com.

About Brighthouse Financial

Brighthouse Financial is an operating segment of MetLife, Inc. (NYSE: MET), and a leading annuity and life insurance provider in the U.S. with approximately 2.8 million insurance policies and annuity contracts in-force as of September 30, 2016. Our mission is to help consumers achieve financial security by offering essential life insurance and annuity solutions designed to protect what they have earned and ensure it lasts. Learn more at www.brighthousefinancial.com.

Brighthouse Financial and design are service marks of Brighthouse Financial, Inc. or its affiliates. Annuities and life Insurance issued by Brighthouse Life Insurance Company, Charlotte, NC 28277 and in New York only by Brighthouse Life Insurance Company of NY, New York, NY 10017. Variable products are distributed by Brighthouse Securities, LLC (member FINRA).

About MetLife

MetLife, Inc. (NYSE: MET), through its subsidiaries and affiliates ("MetLife"), is one of the largest life insurance companies in the world. Founded in 1868, MetLife is a global provider of life insurance, annuities, employee benefits and asset management. Serving approximately 100 million customers, MetLife has operations in nearly 50 countries and holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East. For more information, visit www.metlife.com.

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