

Brighthouse Financial Name Announcement FAQs

The below Q&A can be used to answer inquiries regarding the name announcement. All media inquiries should be routed to the contacts below:

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1. Why did you choose Brighthouse Financial for the new company name?

As the first point of contact for our consumers and financial advisors, our name must make our promise clear at the outset. Brighthouse Financial conveys the stability we aim to provide while invoking optimism and the positive outlook we are working to create for clients' financial futures by offering them life insurance and annuity products that are easy to understand, add value, and provide options for their individual needs.

2. Did you consider names that made reference to MetLife?

We considered a wide range of names, but ultimately chose Brighthouse as the best representation of our mission.

3. How was the new name created (i.e. what was the creation process, what testing was done, etc.?)

Brighthouse Financial the result of an extensive research process. We began with a list of more than 1,500 names that we selected based on their reflection of the new company's business strategy. We then whittled that list down based on immediate availability, legal review, and input from senior leaders. As a final step, we tested a shortlist of names with several thousand consumers and hundreds of advisors. In the end, Brighthouse Financial stood out for its ability to clearly articulate our mission as a company.

4. Why did you release the name now?

We decided to release the name of the new company so that critical work related to the separation planning process could begin.

5. Is Brighthouse Financial now an independent company?

No, Brighthouse Financial is not an independent company. While we announced the name today, the potential form of separation for Brighthouse Financial is yet to be determined.

6. When will Brighthouse Financial be operating as an independent company?

We can't provide a date because the potential form of separation has not been determined.

7. What was the driver of the plan to pursue the separation of the U.S. Retail business?

The decision was driven by both strategic and regulatory factors. As a result of our *Accelerating Value* strategic initiative, MetLife has been evaluating opportunities to increase sustainable cash generation and is directing capital to businesses where we can achieve a clear competitive advantage and deliver a differentiated value proposition for customers. This analysis considers the regulatory and economic environment in each market where we do business.

We have concluded that a separate company would have the opportunity to compete more effectively and would benefit from greater focus and more flexibility in products and operations.

8. What are the next steps going forward?

In January, 2016 MetLife said that it was evaluating structural alternatives for a separation of its U.S. Retail business, including a public offering of shares, a spin-off, or a sale. That evaluation process is still underway as the Company continues to weigh the best option for potential separation. Regardless of the form, the separated business will have the opportunity to compete more effectively and would benefit from greater focus and more flexibility in products and operations. With the sale of the MetLife Premier Client Group to MassMutual in July, U.S. Retail remains a creator of annuity and life insurance products, but is not a retail distributor.

9. How long would the process take?

It's too soon say. We will provide more detail on the expected timing as the process unfolds, consistent with U.S. securities laws.

10. Are all guarantees associated with the insurance and annuity policies written by U.S. Retail still in effect?

Yes. MetLife has a nearly 150-year history of financial strength that would continue at both companies. Product guarantees are subject to the issuing insurance company's financial strength. Each issuing company would continue to be closely regulated, well capitalized, and capable of meeting all policyholder guarantees and obligations.