



Darren A. Jaroch, CFA
Portfolio Manager
(industry since 1996)

Walter D. Scully, CPA
Assistant Portfolio Manager
(industry since 1996)

Objective

The fund seeks capital growth and current income.

Current unit value

Class IA \$23.69
Class IB \$23.52

Number of holdings

118

Net assets

\$505.78M

Putnam VT Equity Income Fund

Seeking to harness the power of stock dividends

A large-value focus

The fund focuses on large companies whose stocks are priced below their long-term potential, and where there may be a catalyst for positive change.

Dividend growth

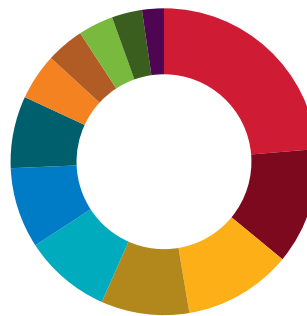
The fund places a distinct emphasis on companies that can grow their dividends and are able and willing to return cash to shareholders.

A disciplined process

The portfolio managers invest using fundamental research and quantitative tools supported by strong risk controls in portfolio construction.

Diversification across market sectors

Financials	23.7%
Information technology	12.3
Health care	11.4
Energy	9.3
Industrials	9.2
Consumer staples	8.5
Consumer discretionary	7.6
Utilities	4.9
Telecommunication services	4.0
Materials	3.7
Real estate	3.2
Cash and net other assets	2.3



Allocations will vary over time. Due to rounding, percentages may not equal 100%.

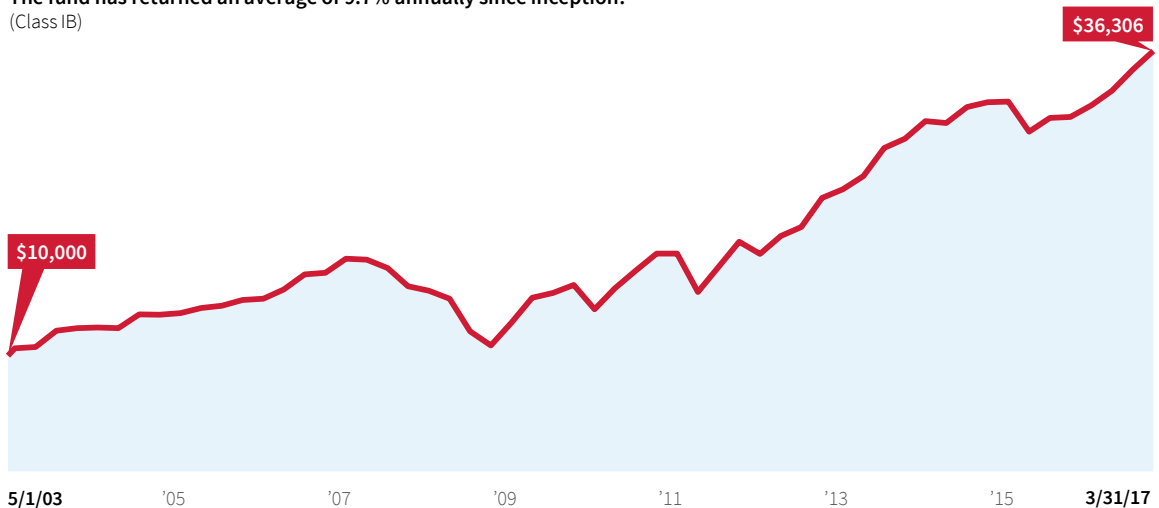
Top ten holdings

- Microsoft
- Northrop Grumman
- JPMorgan Chase
- Eli Lilly
- Citigroup
- Bank of America
- Johnson & Johnson
- Comcast
- Wells Fargo
- AT&T

Holdings represent 25.0% of the portfolio and will vary over time.

Growth of a \$10,000 investment

The fund has returned an average of 9.7% annually since inception. (Class IB)



**Not FDIC insured
May lose value
No bank guarantee**

FOR DEALER USE ONLY
Not for public distribution

Current performance may be lower or higher than the quoted past performance, which cannot guarantee future results. Share price, principal value, and return will vary, and you may have a gain or a loss when you sell your shares. All total return figures are at net asset value. The charges and expenses of the insurance company separate account level are not reflected. To obtain the most recent month-end performance, contact your variable annuity provider, who has more information about their variable annuity and variable life products that invest in Putnam-managed products. For a portion of the period, this fund limited expenses, without which returns would have been lower.



The fund received a 4-star Overall Morningstar Rating™ as of 3/31/17 among 1,084 funds in the Large Value category (IB shares, based on risk-adjusted returns)

Lipper rankings

(IB shares)

1 year	46% (34/73)
3 years	27% (17/63)
5 years	10% (6/60)
10 years	5% (2/46)

Category:

VP (Underlying Funds) —
Equity income funds

Market-cap breakdown

Over \$78B	44.44%
\$17B–\$78B	37.91%
\$3.7B–\$17B	13.72%
\$1.2B–\$3.7B	1.31%
Less than \$1.2B	0.30%
Cash and other assets	2.32%

“Cash and other assets” includes cash, short-term securities, ETFs, bonds excluding convertible bonds, and other securities not able to be classified by market capitalization.

Current allocation

Stocks	97.33%
Bonds	0.35%
Cash and net other assets	2.32%

Beta

0.99

Annual performance before sales charge (all distributions reinvested)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017 YTD
Class IA	3.5%	-31.0%	27.8%	12.9%	2.1%	19.6%	32.7%	13.0%	-2.8%	14.0%	4.7%
Class IB	3.2	-31.2	27.5	12.7	1.9	19.3	32.4	12.7	-3.0	13.6	4.7
Russell 1000 Value Index	-0.2	-36.8	19.7	15.5	0.4	17.5	32.5	13.4	-3.8	17.3	3.3

Annualized total return performance

	Class IA NAV Inception 5/1/03	Class IB NAV Inception 5/1/03	Russell 1000 Value Index
1 year	18.82%	18.53%	19.22%
3 years	8.37	8.11	8.67
5 years	13.12	12.85	13.13
10 years	8.04	7.78	5.93
Life of fund	9.97	9.71	9.31

Current performance may be lower or higher than the quoted past performance, which cannot guarantee future results. Share price, principal value, and return will vary, and you may have a gain or a loss when you sell your shares. All total return figures are at net asset value. The charges and expenses of the insurance company separate account level are not reflected. Class IA shares are offered at net asset value and are not subject to a distribution fee. Class IB shares are offered at net asset value and pay an ongoing distribution fee. To obtain the most recent month-end performance, contact your variable annuity provider, who has more information about their variable annuity and variable life products that invest in Putnam-managed products. For a portion of the period, this fund limited expenses, without which returns would have been lower. Recent performance may have benefitted from one or more legal settlements.

The Russell 1000 Value Index is an unmanaged index of those companies in the large-cap Russell 1000 Index chosen for their value - orientation. Frank Russell Company is the source and owner of the trademarks, service marks and copyrights related to the Russell Indexes. Russell® is a trademark of Frank Russell Company. You cannot invest directly in an index.

Lipper rankings for class IB shares are based on total return without sales charge relative to all share classes of funds with similar objectives as determined by Lipper. Variable annuities are long-term investment vehicles intended for retirement planning. Annuities have insurance related charges and tax considerations, and are offered by contract only. **Beta** measures volatility in relation to the fund's benchmark. A beta of less than 1.0 indicates lower volatility; a beta of more than 1.0, higher volatility than the benchmark.

For each fund with at least a three-year history, Morningstar calculates two sets of ratings based on a fund's monthly performance, placing more emphasis on downward variations and rewarding consistent performance. Risk-Adjusted Ratings reflect the effects of sales charges, loads, and redemption fees; Load-Waived Ratings exclude those effects. Load-Waived Ratings should only be used by investors not subject to the sales charge. Load-waived share classes are for qualified plan participants only (e.g., plan participants of a defined contribution plan). The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star. (Each share class is counted as a fraction of one fund within this scale and rated separately, which may cause slight variations in the distribution percentages.) The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its 3-, 5-, and 10-year (if applicable) Morningstar Rating metrics. Data is historical. Past performance is no guarantee of future results. Morningstar Ratings shown are for class IB shares class only; other classes may have different performance characteristics.

Putnam VT Equity Income Fund received 3, 4, and 5 stars for the 3-, 5-, and 10-year periods among 1,084, 936, and 679 Large Value funds, respectively.

Consider these risks before investing: Value stocks may fail to rebound, and the market may not favor value-style investing. Income provided by the fund may be reduced by changes in the dividend policies of, and the capital resources available at, the companies in which the fund invests. Stock prices may fall or fail to rise over time for several reasons, including general financial market conditions and factors related to a specific company or industry. You can lose money by investing in the fund.

Your clients should carefully consider the investment objective, risks, charges, and expenses of a fund before investing. For a prospectus containing this and other information for any variable annuity or variable life product that invests in Putnam managed products, call Putnam Dealer Marketing Services at 1-800-354-4000. Your clients should read the prospectus carefully before investing.

FOR DEALER USE ONLY
Not for public distribution

Putnam Retail Management
FS020_VT 305853 4/17

Putnam Investments | One Post Office Square | Boston, MA 02109 | 1-800-225-1581 | putnam.com