

U.S. Individual Annuity Sales

3rd Quarter YTD 2018 (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Jackson National Life	13,352,643	Jackson National Life	12,815,189	New York Life	8,877,646
2	AIG Companies	13,032,111	TIAA	7,820,000	AIG Companies	7,818,612
3	New York Life	11,109,546	AXA US	7,802,406	Allianz Life of North America	6,536,549
4	Lincoln Financial Group	8,849,136	Lincoln Financial Group	6,578,369	Global Atlantic Financial Group	5,624,516
5	Allianz Life of North America	8,269,644	Prudential Annuities	5,799,341	Athene Annuity & Life	5,523,478
6	AXA US	7,843,362	AIG Companies	5,213,500	Pacific Life	4,278,823
7	TIAA	7,820,000	Nationwide	3,464,800	Nationwide	4,221,000
8	Nationwide	7,685,800	RiverSource Life Insurance	3,409,721	Great American	3,797,759
9	Pacific Life	6,811,398	Brighthouse Financial	3,313,580	American Equity Investment Life	3,275,929
10	Prudential Annuities	6,604,089	Pacific Life	2,532,575	Principal Financial Group	2,860,285
11	Global Atlantic Financial Group	5,746,244	Transamerica	2,440,868	Symetra Financial	2,697,660
12	Athene Annuity & Life	5,523,478	New York Life	2,231,900	Massachusetts Mutual Life	2,507,061
13	Great American	3,828,887	Thrivent Financial for Lutherans	1,830,750	Lincoln Financial Group	2,270,767
14	RiverSource Life Insurance	3,577,223	Allianz Life of North America	1,733,096	Fidelity & Guaranty Life	2,189,274
15	Brighthouse Financial	3,459,427	Fidelity Investments Life	1,194,478	Delaware Life	1,929,822
16	American Equity Investment Life	3,275,929	Northwestern Mutual Life	911,148	Midland National	1,741,766
17	Principal Financial Group	3,218,463	Great-West Financial	679,053	North American Company for Life and Health	1,659,216
18	Massachusetts Mutual Life	2,952,928	CMFG Life Insurance Company	596,825	Protective Life	1,597,634
19	Symetra Financial	2,701,205	Massachusetts Mutual Life	445,867	Western Southern Group	1,586,040
20	Transamerica	2,610,356	Principal Financial Group	358,178	Reliance Standard	1,479,538
	Top 20	\$128,271,873		\$71,171,644		\$72,473,374
	Total industry	\$170,040,000		\$75,400,000		\$94,640,000
	Top 20 share	75%		94%		77%

Source: LIMRA Secure Retirement Institute U.S. Individual Annuities Sales Survey

