

## U.S. Individual Annuity Sales

**3<sup>rd</sup> Quarter 2012 YTD**  
**(\$ in thousands)**

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Jackson National Life	17,281,081	Prudential Annuities	16,198,441	Allianz Life of North America	4,227,639
2	Prudential Annuities	16,709,235	Jackson National Life	15,296,790	New York Life	3,660,573
3	MetLife	15,542,624	MetLife	14,136,869	AVIVA	3,371,344
4	TIAA-CREF	10,710,353	TIAA-CREF	10,710,353	American Equity Investment Life	2,878,769
5	Lincoln Financial Group	9,363,024	Lincoln Financial Group	7,261,553	AIG Companies	2,577,821
6	AIG Companies	9,194,286	AIG Companies	6,616,464	Great American	2,344,110
7	Allianz Life of North America	6,940,080	AXA Equitable	6,559,972	Security Benefit Life	2,132,478
8	AXA Equitable	6,598,292	RiverSource Life Insurance	3,896,638	Lincoln Financial Group	2,101,470
9	New York Life	5,572,205	Transamerica	3,848,722	Jackson National Life	1,984,291
10	Nationwide Financial	4,619,500	Nationwide Financial	3,233,700	Pacific Life	1,712,078
11	Pacific Life	4,548,537	Pacific Life	2,836,459	Midland National	1,533,888
12	RiverSource Life Insurance	4,302,860	Allianz Life of North America	2,712,441	MetLife	1,405,755
13	Transamerica	3,983,810	Protective Life	2,000,773	Nationwide Financial	1,385,800
14	AVIVA	3,371,344	New York Life	1,911,632	Fidelity & Guaranty Life	1,362,463
15	American Equity Investment Life	2,878,769	Thrivent Financial for Lutherans	1,908,044	Genworth Financial	1,158,502
16	Protective Life	2,461,819	Fidelity Investments Life	1,346,437	North American Company for Life and Health	1,140,913
17	Great American	2,378,809	Guardian Life of America	1,154,820	Massachusetts Mutual Life	1,065,104
18	Security Benefit Life	2,363,761	Northwestern Mutual Life	1,059,832	Symetra Financial	1,061,957
19	Thrivent Financial for Lutherans	2,309,774	John Hancock	660,246	EquiTrust Life	938,986
20	Massachusetts Mutual Life	1,607,436	Principal Financial Group	622,838	ING	924,255
	<b>Top 20</b>	<b>132,737,598</b>		<b>103,973,024</b>		<b>38,968,196</b>
	<b>Total industry</b>	<b>166,100,000</b>		<b>112,000,000</b>		<b>54,100,000</b>
	<b>Top 20 share</b>	<b>80%</b>		<b>93%</b>		<b>72%</b>

Source: U.S. Individual Annuities Sales Survey, LIMRA