

## U.S. Individual Life Insurance – Variable Universal Life Sales

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total New Annualized Premium	Company name	Total Policy Count
1	Prudential Financial	297,090	Prudential Financial	14,428
2	Pacific Life	116,326	Northwestern Mutual	8,049
3	Northwestern Mutual	93,028	New York Life	7,478
4	RiverSource Life Insurance Company	60,198	Equitable Financial	4,846
5	Lincoln National Life Insurance Company	58,774	Lincoln National Life Insurance Company	4,154
6	New York Life	45,763	RiverSource Life Insurance Company	3,121
7	Equitable Financial	43,525	Thrivent Financial for Lutherans	2,557
8	Nationwide	43,007	Protective Life	2,439
9	John Hancock Life Insurance Company	34,048	Nationwide	1,990
10	Securian Financial	28,345	Securian Financial	1,767
11	Penn Mutual	20,607	Pacific Life	1,498
12	Thrivent Financial for Lutherans	18,096	John Hancock Life Insurance Company	971
13	Protective Life	17,591	Penn Mutual	414
14	Principal	4,075	Farmers New World Life	232
15	MassMutual Life Insurance Company	2,340	MassMutual Life Insurance Company	229
16	OneAmerica Financial	1,207	Principal	215
17	Ameritas	1,167	OneAmerica Financial	96
18	BrightHouse Financial	897	BrightHouse Financial	47
19	Farmers New World Life	795	Kansas City Life	41
20	Kansas City Life	258	Ameritas	31
	<b>Top 20</b>	<b>\$887,137</b>	<b>Top 20</b>	<b>54,603</b>
	<b>Top 20 share of the survey</b>	<b>100*%</b>	<b>Top 20 share of the survey</b>	<b>100*%</b>
	<b>Top 20 share of the industry</b>	<b>96%</b>		

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

\*Excludes additional companies whose policy sales represent less than ½ of 1 percent