

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

First Quarter 2024

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Prudential Financial	132,773	Prudential Financial	6,708
2	Northwestern Mutual	40,482	Northwestern Mutual	3,530
3	Pacific Life	38,884	New York Life	3,167
4	Lincoln National Life Insurance Company	29,708	Equitable Financial	2,277
5	RiverSource Life Insurance Company	26,211	Lincoln National Life Insurance Company	2,114
6	Equitable Financial	19,062	RiverSource Life Insurance Company	1,468
7	New York Life	18,211	Thrivent Financial for Lutherans	1,171
8	John Hancock Life Insurance Company	16,461	Protective Life	1,112
9	Securian Financial	13,759	Nationwide	939
10	Nationwide	13,620	Securian Financial	839
11	Axcelus Financial	12,240	Pacific Life	678
12	Penn Mutual	10,898	John Hancock Life Insurance Company	417
13	Protective Life	7,786	Farmers New World Life	216
14	Thrivent Financial for Lutherans	7,540	Penn Mutual	191
15	Principal	1,698	Principal	112
16	Ameritas	998	MassMutual Life Insurance Company	97
17	Farmers New World Life	740	Axcelus Financial	92
18	MassMutual Life Insurance Company	705	OneAmerica Financial	42
19	OneAmerica Financial	640	Kansas City Life	27
20	Brighthouse Financial	467	Brighthouse Financial	25
	Top 20	\$392,882	Top 20	25,222
	Top 20 share of the survey	100*%	Top 20 share of the survey	100*%
	Top 20 share of the industry	99%		

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

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