

U.S. Individual Annuity Sales – Traditional VA and RILA Breakout

1st Quarter 2024 (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	2,377,328	Equitable Financial	3,416,334
2	Equitable Financial	1,868,149	Allianz Life of North America	2,204,695
3	TIAA	1,767,870	Brighthouse Financial	1,862,750
4	Nationwide	1,156,646	Prudential	1,732,555
5	Lincoln Financial Group	987,174	Jackson National Life	1,041,299
6	Corebridge Financial	907,701	RiverSource Life Insurance	957,068
7	Pacific Life	815,899	Lincoln Financial Group	942,065
8	New York Life	705,870	New York Life	540,187
9	Fidelity Investments Life	455,057	Nationwide	310,400
10	Thrivent Financial for Lutherans	336,613	Athene Annuity & Life Assurance Company	290,514
11	Transamerica	276,545	TruStage	270,617
12	Protective Life	260,525	Transamerica	231,274
13	RiverSource Life Insurance	202,804	Massachusetts Mutual Life	206,307
14	Northwestern Mutual Life	182,410	Symetra Financial	163,801
15	Brighthouse Financial	160,095	Principal Financial Group	141,121
16	Horace Mann Life Insurance Company	80,078	Global Atlantic Financial Group	68,437
17	Principal Financial Group	76,209	Sammons Financial Companies	48,594
18	Penn Mutual	69,422	Fidelity & Guaranty Life	1,185
19	Security Benefit Life	48,246	Guardian Life of America	53
20	Massachusetts Mutual Life	45,193		
	Top 20	\$12,779,834	Top 20	\$14,429,256
	Total industry	\$13,700,000	Total industry	\$14,500,000
	Top 20 share	93%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Survey