

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

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Nationwide	62,640	State Farm Life	20,823
2	Northwestern Mutual	49,224	Washington National Insurance Company	12,561
3	State Farm Life	33,319	Americo Companies	6,715
4	Lincoln National Life Insurance Company	32,969	Foresters Financial	5,830
5	New York Life	29,962	Nationwide	5,233
6	John Hancock Life Insurance Company	29,444	New York Life	5,082
7	Prudential Financial	23,469	Protective Life	5,047
8	Protective Life	21,725	AAA Life Insurance Company	3,620
9	Thrivent Financial for Lutherans	16,302	Lincoln National Life Insurance Company	3,134
10	Pacific Life	15,736	American National Insurance Company	2,964
11	Principal	9,356	Thrivent Financial for Lutherans	2,095
12	Americo Companies	9,351	Modern Woodmen of America	1,398
13	American National Insurance Company	8,055	Pacific Life	1,336
14	Washington National Insurance Company	7,613	American Family Life Insurance Company	1,291
15	Foresters Financial	7,206	Farmers New World Life	1,238
16	Penn Mutual	6,096	Western-Southern Life Insurance	1,231
17	AAA Life Insurance Company	5,939	Prudential Financial	1,229
18	Western-Southern Life Insurance	5,278	John Hancock Life Insurance Company	1,199
19	Knights of Columbus	2,709	Northwestern Mutual	1,011
20	MassMutual Life Insurance Company	2,505	Sammons Financial Companies	932
	Top 20	\$378,898	Top 20	83,969
	Top 20 share of the survey	95%	Top 20 share of the survey	94%
	Top 20 share of the industry	71%		

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