

U.S. Individual Life Insurance – Term Sales

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total New Annualized Premium	Company name	Total Policy Count
1	State Farm Life	148,486	State Farm Life	240,671
2	Legal & General America	104,859	Legal & General America	84,503
3	Northwestern Mutual	81,600	Northwestern Mutual	84,360
4	Prudential Financial	63,858	New York Life	54,271
5	Pacific Life	57,458	TruStage	53,262
6	Corebridge Financial	54,965	Corebridge Financial	37,380
7	Protective Life	54,407	Protective Life	36,871
8	New York Life	54,281	Pacific Life	34,940
9	TruStage	40,376	National Life Group	28,907
10	MassMutual Life Insurance Company	38,231	Prudential Financial	26,940
11	Lincoln National Life Insurance Company	37,298	Transamerica	25,384
12	Transamerica	34,101	American Family Life Insurance Company	22,851
13	National Life Group	30,642	Farmers New World Life	22,165
14	Principal	27,370	USAA Life	22,028
15	USAA Life	26,607	MassMutual Life Insurance Company	22,008
16	Sammons Financial Companies	20,462	AAA Life Insurance Company	18,244
17	Ameritas	20,231	Sammons Financial Companies	14,029
18	Guardian Life Ins Co of America	18,619	Symetra Financial	13,587
19	AAA Life Insurance Company	17,648	Americo Companies	13,546
20	Farmers New World Life	17,322	Ameritas	12,503
	Top 20	\$948,822	Top 20	868,450
	Top 20 share of the survey	83%	Top 20 share of the survey	85%
	Top 20 share of the industry	62%		

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