

U.S. Individual Variable Annuity Sales — Traditional and RILA Breakout

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	5,032,596	Equitable Financial	6,880,666
2	Equitable Financial	3,986,036	Allianz Life of North America	4,559,267
3	TIAA	3,674,809	Prudential	3,965,504
4	Nationwide	2,553,836	Brighthouse Financial	3,889,971
5	Lincoln Financial Group	2,040,683	Jackson National Life	2,297,702
6	Pacific Life	1,850,720	RiverSource Life Insurance	2,091,516
7	Corebridge Financial	1,821,003	Lincoln Financial Group	2,038,742
8	New York Life	1,642,638	New York Life	1,294,797
9	Fidelity Investments Life	907,617	Nationwide	592,000
10	Thrivent Financial for Lutherans	706,741	Athene Annuity & Life Assurance Company	568,009
11	Transamerica	586,672	Transamerica	543,174
12	Protective Life	561,633	TruStage	534,917
13	RiverSource Life Insurance	434,506	Symetra Financial	416,374
14	Northwestern Mutual Life	385,883	Massachusetts Mutual Life	407,391
15	Brighthouse Financial	323,443	Principal Financial Group	347,991
16	Principal Financial Group	192,044	Global Atlantic Financial Group	229,663
17	Horace Mann Life Insurance Company	161,731	Sammons Financial Companies	125,170
18	Penn Mutual	149,591	Guardian Life of America	18,841
19	Delaware Life	114,988	Fidelity & Guaranty Life	3,077
20	Massachusetts Mutual Life	97,365		
	Top 20	\$27,224,535	Top 20	\$30,804,772
	Total industry	\$29,100,000	Total industry	\$30,900,000
	Top 20 share	94%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Survey