

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

Third Quarter 2024 YTD

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	National Life Group	348,927	National Life Group	99,728
2	Pacific Life	338,021	Transamerica	70,221
3	Transamerica	253,173	Mutual of Omaha Companies	63,340
4	Nationwide	251,131	F&G Annuities & Life	57,733
5	Allianz Life of North America	203,706	Americo Companies	27,298
6	John Hancock Life Insurance Company	175,344	Nationwide	23,814
7	F&G Annuities & Life	150,255	Farmers New World Life	14,956
8	Sammons Financial Companies	110,447	Corebridge Financial	12,314
9	Mutual of Omaha Companies	107,897	Sammons Financial Companies	11,767
10	Symetra Financial	98,402	American National Insurance Company	10,730
11	Penn Mutual	95,579	Bankers Life and Casualty (Illinois)	9,236
12	Securian Financial	82,425	Ameritas	7,288
13	Corebridge Financial	77,416	Allianz Life of North America	6,767
14	Lincoln National Life Insurance Company	56,683	Pacific Life	6,066
15	Ameritas	41,370	Securian Financial	4,120
16	Americo Companies	40,077	Lincoln National Life Insurance Company	3,679
17	Prudential Financial	32,234	Protective Life	3,585
18	American National Insurance Company	30,982	John Hancock Life Insurance Company	3,566
19	Farmers New World Life	26,540	Columbus Life	2,889
20	Columbus Life	25,466	Symetra Financial	2,561
	Top 20	\$2,546,076	Top 20	441,658
	Top 20 share of the survey	98%	Top 20 share of the survey	99%
	Top 20 share of the industry	96%		

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

