

U.S. Individual Fixed Annuity Sales Breakout

Third Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	Athene Annuity & Life	16,264,260	Athene Annuity & Life	10,895,319	New York Life	5,068,654
2	Massachusetts Mutual Life	14,620,851	Allianz Life of North America	10,002,947	MetLife	2,163,765
3	Corebridge Financial	11,440,043	Sammons Financial Companies	8,961,070	USAA Life	1,818,205
4	New York Life	12,158,301	Corebridge Financial	6,638,036	Pacific Life	1,672,155
5	Global Atlantic Financial Group	7,125,914	American Equity Investment Life	5,501,491	Massachusetts Mutual Life	1,367,633
6	Fidelity & Guaranty Life	4,407,994	Nationwide	5,440,700	Guardian Life of America	1,269,733
7	Delaware Life	3,970,971	Global Atlantic Financial Group	4,779,069	Northwestern Mutual Life	1,213,595
8	American National Insurance	4,048,157	Fidelity & Guaranty Life	4,768,862	Nationwide	1,049,100
9	Reliance Standard Life Insurance	3,503,611	Massachusetts Mutual Life	3,972,798	Prudential	872,000
10	Western Southern Group	4,310,447	Security Benefit Life	3,185,010	Western Southern Group	813,591
11	USAA Life	5,285,700	EquiTrust Life	2,611,857	Corebridge Financial	440,056
12	Protective Life	3,423,771	Pacific Life	2,521,251	Penn Mutual	436,996
13	Symetra Financial	3,031,067	Prudential	2,073,744	American National Insurance	176,945
14	EquiTrust Life	2,370,394	Symetra Financial	2,017,678	Symetra Financial	165,825
15	Pacific Life	3,929,509	Aspida	1,948,624	RiverSource Life Insurance	129,450
16	Lincoln Financial Group	2,151,559	AuguStar	1,829,235	Global Atlantic Financial Group	128,881
17	Prudential	2,921,317	National Life Group	1,684,175	Securian Financial	83,976
18	Thrivent Financial for Lutherans	1,984,991	Lincoln Financial Group	1,519,775	EquiTrust Life	76,191
19	Nationwide	2,885,100	Delaware Life	1,482,836	Thrivent Financial for Lutherans	69,440
20	The Standard	1,738,655	Bankers Life & Casualty	1,118,451	Brighthouse Financial	61,743
	Top 20	\$111,572,613	Top 20	\$82,952,928	Top 20	\$19,077,932
	Total industry	\$144,787,000	Total industry	\$95,100,000	Total industry	\$20,787,000
	Top 20 share	77%	Top 20 share	87%	Top 20 share	92%

Source: LIMRA U.S. Individual Annuities Sales Survey

¹ Payout Annuities = fixed immediate + deferred income + structured settlements