

U.S. Individual Variable Annuity Sales Breakout

Third Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	7,594,633	Equitable Financial	10,508,464
2	Equitable Financial	6,082,267	Allianz Life of North America	6,875,645
3	TIAA	5,372,213	Prudential	6,215,584
4	Nationwide	4,133,341	Brighthouse Financial	5,787,360
5	Lincoln Financial Group	3,200,515	Jackson National Life	3,689,791
6	Pacific Life	2,904,262	Lincoln Financial Group	3,244,604
7	Corebridge Financial	2,765,159	RiverSource Life Insurance	3,044,461
8	New York Life	2,434,291	New York Life	1,936,664
9	Fidelity Investments Life	1,362,590	Transamerica	969,308
10	Thrivent Financial for Lutherans	1,049,232	Nationwide	931,000
11	Transamerica	924,463	Athene Annuity & Life Assurance Company	822,709
12	Protective Life	858,304	Principal Financial Group	804,577
13	RiverSource Life Insurance	712,137	TruStage	773,949
14	Northwestern Mutual Life	549,033	Symetra Financial	764,831
15	Brighthouse Financial	462,249	Massachusetts Mutual Life	595,186
16	Horace Mann Life Insurance Company	257,045	Global Atlantic Financial Group	441,234
17	Penn Mutual	221,332	Sammons Financial Companies	243,349
18	Principal Financial Group	207,502	Guardian Life of America	50,171
19	Delaware Life	182,325	Fidelity & Guaranty Life	7,135
20	Massachusetts Mutual Life	148,966		
	Top 20	\$41,421,858	Top 20	\$47,706,022
	Total industry	\$42,200,000	Total industry	\$47,900,000
	Top 20 share	94%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Survey

