

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

Third Quarter 2024 YTD

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Prudential Financial	611,203	Prudential Financial	21,652
2	Pacific Life	177,742	Northwestern Mutual	11,958
3	Northwestern Mutual	130,794	New York Life	10,950
4	RiverSource Life Insurance Company	93,072	Equitable Financial	7,367
5	Nationwide	74,378	Lincoln National Life Insurance Company	6,058
6	Equitable Financial	71,259	RiverSource Life Insurance Company	4,820
7	Lincoln National Life Insurance Company	68,831	Thrivent Financial for Lutherans	3,825
8	New York Life	66,619	Protective Life	3,646
9	John Hancock Life Insurance Company	53,636	Nationwide	3,166
10	Securian Financial	42,099	Securian Financial	2,587
11	Penn Mutual	35,255	Pacific Life	2,369
12	Thrivent Financial for Lutherans	28,306	John Hancock Life Insurance Company	1,308
13	Protective Life	27,241	Penn Mutual	612
14	Principal	6,158	MassMutual Life Insurance Company	452
15	MassMutual Life Insurance Company	4,614	Principal	368
16	OneAmerica Financial	2,018	Farmers New World Life	231
17	Brighthouse Financial	1,919	OneAmerica Financial	166
18	Ameritas	1,466	Brighthouse Financial	77
19	Farmers New World Life	796	Kansas City Life	49
20	Symetra Financial	345	Ameritas	48
	Top 20	\$1,497,751	Top 20	81,709
	Top 20 share of the survey	100**%	Top 20 share of the survey	100**%
	Top 20 share of the industry	94%		

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

*Excludes additional companies whose policy sales represent less than ½ of 1 percent