

U.S. Individual Life Insurance – Whole Life Sales

Third Quarter 2024 YTD

| Rank | Company name | Total New Annualized Premium (in \$000) | Company name | Total Policy Count |
|------|--|---|--|--------------------|
| 1 | Northwestern Mutual | 497,869 | Mutual of Omaha Companies | 289,017 |
| 2 | MassMutual Life Insurance Company | 411,639 | State Farm Life | 200,720 |
| 3 | New York Life | 389,138 | Gerber Life Insurance Company | 142,131 |
| 4 | Mutual of Omaha Companies | 239,031 | Colonial Penn | 116,407 |
| 5 | State Farm Life | 205,362 | TruStage | 112,226 |
| 6 | Guardian Life Ins Co of America | 186,998 | American Amicable Life Insurance Company | 110,128 |
| 7 | TruStage | 111,370 | Northwestern Mutual | 101,477 |
| 8 | American Amicable Life Insurance Company | 111,364 | New York Life | 95,754 |
| 9 | Colonial Penn | 79,175 | Corebridge Financial | 64,578 |
| 10 | OneAmerica Financial | 75,420 | Americo Companies | 50,902 |
| 11 | Corebridge Financial | 67,431 | AAA Life Insurance Company | 48,706 |
| 12 | Penn Mutual | 66,363 | Bankers Life and Casualty (Illinois) | 36,763 |
| 13 | Americo Companies | 62,408 | Transamerica | 36,716 |
| 14 | AAA Life Insurance Company | 58,529 | Security Mutual Life of New York | 33,607 |
| 15 | Lafayette Life | 56,191 | MassMutual Life Insurance Company | 30,075 |
| 16 | Gerber Life Insurance Company | 55,773 | American National Insurance Company | 24,487 |
| 17 | Transamerica | 38,941 | Foresters Financial | 18,356 |
| 18 | Bankers Life and Casualty (Illinois) | 38,041 | Knights of Columbus | 17,848 |
| 19 | Knights of Columbus | 33,087 | Guardian Life Ins Co of America | 15,035 |
| 20 | Security Mutual Life of New York | 30,838 | Savings Bank Life of Massachusetts | 13,792 |
| | Top 20 | \$2,814,966 | Top 20 | 1,558,724 |
| | Top 20 share of the survey | 92% | Top 20 share of the survey | 93% |
| | Top 20 share of the industry | 66% | | |

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

