

# 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 <sup>1</sup>
1	Athene Annuity & Life	16,259,755	Athene Annuity & Life	10,895,319	New York Life	5,068,654
2	Massachusetts Mutual Life	13,253,219	Allianz Life of North America	10,002,947	MetLife	2,163,765
3	Corebridge Financial	10,999,987	Sammons Financial Companies	8,961,070	USAA Life	1,818,205
4	New York Life	7,089,647	Corebridge Financial	6,638,036	Pacific Life	1,672,155
5	Global Atlantic Financial Group	6,997,033	American Equity Investment Life	5,501,491	Massachusetts Mutual Life	1,367,633
6	Fidelity & Guaranty Life	4,406,041	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	3,871,212	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	3,496,856	Security Benefit Life	3,185,010	Western Southern Group	813,591
11	USAA Life	3,467,496	EquiTrust Life	2,611,857	Corebridge Financial	440,056
12	Protective Life	3,363,734	Pacific Life	2,521,251	Penn Mutual	436,996
13	Symetra Financial	2,865,242	Prudential	2,073,744	American National Insurance	176,945
14	EquiTrust Life	2,294,203	Symetra Financial	2,017,678	Symetra Financial	165,825
15	Pacific Life	2,257,354	Aspida	1,948,624	RiverSource Life Insurance	129,450
16	Lincoln Financial Group	2,123,593	AuguStar	1,829,235	Global Atlantic Financial Group	128,881
17	Prudential	2,049,317	National Life Group	1,684,175	Securian Financial	83,976
18	Thrivent Financial for Lutherans	1,915,552	Lincoln Financial Group	1,519,775	EquiTrust Life	76,191
19	Nationwide	1,836,000	Delaware Life	1,482,836	Thrivent Financial for Lutherans	69,440
20	The Standard	1,688,147	Bankers Life & Casualty	1,118,451	Brighthouse Financial	61,743
	<b>Top 20</b>	<b>\$97,708,969</b>	<b>Top 20</b>	<b>\$82,952,928</b>	<b>Top 20</b>	<b>\$19,077,932</b>
	<b>Total industry</b>	<b>\$124,000,000</b>	<b>Total industry</b>	<b>\$95,100,000</b>	<b>Total industry</b>	<b>\$20,787,000</b>
	<b>Top 20 share</b>	<b>79%</b>	<b>Top 20 share</b>	<b>87%</b>	<b>Top 20 share</b>	<b>92%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey

<sup>1</sup> Payout Annuities = fixed immediate + deferred income + structured settlements