

## U.S. Individual Annuity Sales

### **2<sup>nd</sup> Quarter 2010 YTD** (\$ in thousands)

| Rank | Company name                     | Total              | Company name                     | Variable          | Company name                               | Fixed             |
|------|----------------------------------|--------------------|----------------------------------|-------------------|--|-------------------|
| 1    | Prudential Annuities             | 10,970,689         | Prudential Annuities             | 10,182,406        | New York Life                              | 3,691,843         |
| 2    | MetLife                          | 9,802,126          | MetLife                          | 8,509,764         | AIG Companies                              | 3,553,966         |
| 3    | Jackson National Life            | 8,379,645          | TIAA-CREF                        | 6,980,963         | Allianz Life of North America              | 3,145,371         |
| 4    | TIAA-CREF                        | 6,980,963          | Jackson National Life            | 6,820,545         | AVIVA                                      | 2,799,106         |
| 5    | AIG Companies                    | 6,520,950          | Lincoln Financial Group          | 4,403,391         | American Equity Investment Life            | 1,893,568         |
| 6    | Lincoln Financial Group          | 5,937,770          | AXA Equitable                    | 3,152,832         | Jackson National Life                      | 1,559,100         |
| 7    | New York Life                    | 4,699,760          | AIG Companies                    | 2,966,984         | Lincoln Financial Group                    | 1,534,379         |
| 8    | Allianz Life of North America    | 4,630,219          | RiverSource Life Insurance       | 2,593,787         | MetLife                                    | 1,292,362         |
| 9    | ING                              | 3,406,365          | Nationwide Life                  | 2,313,700         | ING  | 1,212,690         |
| 10   | AXA Equitable                    | 3,195,679          | ING                              | 2,193,675         | Symetra Financial                          | 1,129,408         |
| 11   | RiverSource Life Insurance       | 3,005,024          | AEGON USA                        | 1,806,432         | Midland National                           | 1,017,701         |
| 12   | AVIVA                            | 2,799,106          | Sun Life Financial               | 1,732,997         | North American Company for Life and Health | 899,275           |
| 13   | Nationwide Life                  | 2,598,100          | Allianz Life of North America    | 1,484,848         | Western Southern Group                     | 886,236           |
| 14   | AEGON USA                        | 2,047,459          | Pacific Life                     | 1,452,484         | Great American                             | 877,484           |
| 15   | Pacific Life                     | 2,041,448          | John Hancock                     | 1,443,500         | USAA Life                                  | 818,498           |
| 16   | John Hancock                     | 2,020,329          | Thrivent Financial for Lutherans | 1,013,305         | Prudential Annuities                       | 788,284           |
| 17   | American Equity Investment Life  | 1,893,568          | New York Life                    | 1,007,917         | American National Life                     | 721,264           |
| 18   | Sun Life Financial               | 1,822,807          | Hartford Life                    | 840,305           | Principal Life Insurance Company           | 707,973           |
| 19   | Thrivent Financial for Lutherans | 1,572,638          | Fidelity Investments Life        | 767,131           | National Life Group                        | 618,246           |
| 20   | Protective Life                  | 1,305,692          | Protective Life                  | 762,780           | Old Mutual Financial Network               | 596,183           |
|      | <b>Top 20</b>                    | <b>85,630,336</b>  |                                  | <b>62,429,745</b> |  | <b>29,742,937</b> |
|      | <b>Total industry</b>            | <b>108,400,000</b> |                                  | <b>67,900,000</b> |  | <b>40,500,000</b> |
|      | <b>Top 20 share</b>              | <b>79%</b>         |                                  | <b>92%</b>        |  | <b>73%</b>        |

Source: *U.S. Individual Annuities*, LIMRA