

U.S. Individual Annuity Sales

1st Quarter 2020 (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Jackson National Life	4,997,694	Jackson National Life	3,977,604	AIG Companies	2,517,434
2	AIG Companies	4,155,138	Equitable Financial	2,812,913	New York Life	2,369,660
3	Lincoln Financial Group	3,781,738	Lincoln Financial Group	2,723,783	Global Atlantic Financial Group	1,672,302
4	New York Life	3,355,187	TIAA	2,373,000	Allianz Life of North America	1,560,929
5	Equitable Financial	2,827,364	Prudential Annuities	1,715,441	Nationwide	1,458,400
6	Allianz Life of North America	2,606,412	AIG Companies	1,637,704	Pacific Life	1,376,678
7	Nationwide	2,526,200	Brighthouse Financial	1,567,563	Athene Annuity & Life	1,218,607
8	Pacific Life	2,463,728	Pacific Life	1,087,050	Massachusetts Mutual Life	1,105,114
9	TIAA	2,373,000	RiverSource Life Insurance	1,070,976	Great American	1,062,097
10	Prudential Annuities	2,056,400	Nationwide	1,067,800	Lincoln Financial Group	1,057,955
11	Brighthouse Financial	1,781,074	Allianz Life of North America	1,045,482	Jackson National Life	1,020,090
12	Global Atlantic Financial Group	1,688,411	New York Life	985,527	Western Southern Group	971,858
13	Athene Annuity & Life	1,246,114	Transamerica	792,541	Fidelity & Guaranty Life	946,011
14	Massachusetts Mutual Life	1,223,042	Thrivent Financial for Lutherans	602,720	Security Benefit Life	883,352
15	RiverSource Life Insurance	1,115,664	Fidelity Investments Life	447,759	Sammons Financial Companies	879,282
16	Great American	1,093,593	CMFG Life Insurance Company	308,006	Symetra Financial	837,967
17	Western Southern Group	985,785	Northwestern Mutual Life	290,503	American Equity Investment Life	704,850
18	Sammons Financial Companies	961,739	Massachusetts Mutual Life	117,928	Protective Life	610,108
19	Fidelity & Guaranty Life	946,011	Principal Financial Group	115,025	Delaware Life	440,054
20	Security Benefit Life	919,389	Penn Mutual	88,065	Reliance Standard Life	406,425
	Top 20	43,103,683	Top 20	24,827,391	Top 20	23,099,172
	Total industry	55,870,000	Total industry	26,000,000	Total industry	29,870,000
	Top 20 share	77%	Top 20 share	95%	Top 20 share	77%

Source: Secure Retirement Institute U.S. Individual Annuities Sales Survey



U.S. Individual Fixed Annuity Sales Breakout

1st Quarter 2020 (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	New York Life	1,451,182	Allianz Life of North America	1,558,565	New York Life	918,478
2	AIG Companies	949,811	AIG Companies	1,447,617	Pacific Life	476,713
3	Global Atlantic Financial Group	832,053	Nationwide	1,269,100	USAA Life	271,739
4	Massachusetts Mutual Life	772,968	Athene Annuity & Life	1,083,377	Western Southern Group	253,318
5	Western Southern Group	643,051	Lincoln Financial Group	1,010,578	Berkshire Hathaway	223,336
6	Symetra Financial	476,483	Fidelity & Guaranty Life	831,559	MetLife	221,569
7	Protective Life	379,038	Security Benefit Life	830,435	Northwestern Mutual Life	212,753
8	Pacific Life	351,188	Global Atlantic Financial Group	819,591	Nationwide	148,700
9	Great American	330,797	Sammons Financial Companies	760,435	Prudential Annuities	138,969
10	Reliance Standard Life	282,656	Jackson National Life	747,400	Massachusetts Mutual Life	135,756
11	Jackson National Life	264,627	Great American	725,204	AIG Companies	120,007
12	Brighthouse Financial	190,965	American Equity Investment Life	692,565	Principal Financial Group	77,626
13	Principal Financial Group	183,803	Pacific Life	548,777	Sammons Financial Companies	39,287
14	Athene Annuity & Life	133,240	National Life Group	359,251	Guardian Life of America	32,719
15	Fidelity & Guaranty Life	113,893	Symetra Financial	332,191	Modern Woodmen	30,904
16	American National	110,333	Delaware Life	332,116	Penn Mutual	30,634
17	USAA Life	108,751	Bankers Life & Casualty	277,799	Symetra Financial	29,293
18	Delaware Life	107,938	EquiTrust Life	271,044	Lincoln Financial Group	27,207
19	Knights of Columbus	90,887	Protective Life	212,313	The Standard	24,183
20	Modern Woodmen	82,228	Prudential Annuities	198,595	State Farm Life	21,767
	Top 20	7,855,890	Top 20	14,308,510	Top 20	3,434,957
	Total industry	9,800,000	Total industry	16,200,000	Total industry	3,870,000
	Top 20 share	80%	Top 20 share	88%	Top 20 share	89%

Source: Secure Retirement Institute U.S. Individual Annuities Sales Survey

¹ Payout Annuities = fixed immediate + deferred income + structured settlements

U.S. Individual Annuity Sales – Variable annuity breakout

1st Quarter 2020 (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	3,977,604	Equitable Financial	1,226,996
2	TIAA	2,373,000	Brighthouse Financial	1,140,669
3	Lincoln Financial Group	1,750,703	Allianz Life of North America	1,014,444
4	Prudential Annuities	1,715,441	Lincoln Financial Group	973,080
5	AIG Companies	1,637,704	CMFG Life Insurance Company	306,954
6	Equitable Financial	1,585,917	RiverSource Life Insurance	98,592
7	Pacific Life	1,087,050	Symetra Financial	42,581
8	Nationwide	1,067,800	Athene Annuity & Life	27,507
9	New York Life	985,527	Great American	27,475
10	RiverSource Life Insurance	972,384	Protective Life	3,152
11	Transamerica	792,541		
12	Thrivent Financial for Lutherans	602,720		
13	Fidelity Investments Life	447,759		
14	Brighthouse Financial	426,894		
15	Northwestern Mutual Life	290,503		
16	Massachusetts Mutual Life	117,928		
17	Principal Financial Group	115,025		
18	Penn Mutual	88,065		
19	Sammons Financial Companies	82,457		
20	Horace Mann Life Insurance Company	78,560		
	Top 20	20,195,584	Top 20	4,861,449
	Total industry	21,130,000	Total industry	4,870,000
	Top 20 share	96%	Top 20 share	100%