

U.S. Individual Annuity Sales – Variable annuity breakout

3rd Quarter YTD 2020 (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	11,686,260	Lincoln Financial Group	3,570,079
2	TIAA	6,626,000	Equitable Financial	3,379,475
3	AIG Companies	4,334,963	Allianz Life of North America	2,997,578
4	Equitable Financial	4,231,730	Brighthouse Financial	2,981,171
5	Lincoln Financial Group	3,970,544	CMFG Life Insurance Company	829,785
6	Prudential Annuities	3,226,730	RiverSource Life Insurance	788,983
7	Nationwide	2,875,100	Prudential Annuities	709,720
8	New York Life	2,847,009	Symetra Financial	136,794
9	Pacific Life	2,716,030	Athene Annuity & Life Co.	133,538
10	Transamerica	2,073,910	Great American	90,923
11	Thrivent Financial for Lutherans	1,644,278	Protective Life	7,735
12	RiverSource Life Insurance	1,550,984	Nationwide	4,600
13	Brighthouse Financial	1,258,324		
14	Fidelity Investments Life	1,050,648		
15	Northwestern Mutual Life	742,096		
16	Principal Financial Group	296,227		
17	Massachusetts Mutual Life	276,504		
18	Horace Mann Life Insurance Company	244,143		
19	Penn Mutual	222,174		
20	Sammons Financial Companies	186,515		
	Top 20	\$52,060,168	Top 20	\$15,630,380
	Total industry	\$54,640,000	Total industry	\$15,660,000
	Top 20 share	95%	Top 20 share	100%

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

