

U.S. Individual Annuity Sales – Variable annuity breakout

1st Quarter 2023 (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	2,414,970	Equitable Financial	2,240,009
2	TIAA	1,875,980	Brighthouse Financial	1,552,688
3	Equitable Financial	1,538,682	Allianz Life of North America	1,419,948
4	Corebridge Financial	1,142,414	Lincoln Financial Group	1,147,227
5	Nationwide	824,800	Prudential Annuities	1,061,354
6	Lincoln Financial Group	755,129	New York Life	745,227
7	Pacific Life	698,633	RiverSource Life Insurance	654,825
8	New York Life	622,862	Jackson National Life	481,173
9	Thrivent Financial for Lutherans	412,826	TruStage	242,914
10	Fidelity Investments Life	239,586	Athene Annuity & Life	217,346
11	Transamerica	229,284	Nationwide	193,100
12	RiverSource Life Insurance	218,654	Massachusetts Mutual Life	159,087
13	Brighthouse Financial	198,886	Symetra Financial	90,731
14	Northwestern Mutual Life	188,913	Transamerica	75,861
15	Protective Life	158,715	Sammons Financial Companies	32,758
16	Principal Financial Group	110,255	Global Atlantic Financial Group	14,457
17	Horace Mann Life Insurance Company	82,479	Protective Life	10,048
18	Prudential Annuities	67,911		
19	Penn Mutual	67,470		
20	Securian Financial	53,808		
	Top 20	\$11,902,258	Top 20	\$10,338,752
	Total industry	\$12,800,000	Total industry	\$10,400,000
	Top 20 share	93%	Top 20 share	99%

Source: LIMRA U.S. Individual Annuities Sales Survey