

U.S. Individual Annuity Sales – Variable Annuity Breakout

3rd Quarter 2023 YTD (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	7,184,507	Equitable Financial	8,184,515
2	TIAA	5,467,059	Brighthouse Financial	5,047,215
3	Equitable Financial	4,837,397	Allianz Life of North America	4,850,618
4	Corebridge Financial	3,032,546	Prudential Annuities	3,607,255
5	Nationwide	2,881,625	Lincoln Financial Group	3,339,283
6	Lincoln Financial Group	2,592,855	RiverSource Life Insurance	2,218,244
7	Pacific Life	2,131,772	New York Life	1,827,768
8	New York Life	1,990,753	Jackson National Life	1,695,901
9	Thrivent Financial for Lutherans	1,134,584	TruStage	775,603
10	Fidelity Investments Life	976,204	Nationwide	660,300
11	RiverSource Life Insurance	685,668	Athene Annuity & Life Assurance Company	649,600
12	Transamerica	604,080	Massachusetts Mutual Life	540,384
13	Protective Life	571,345	Transamerica	358,028
14	Northwestern Mutual Life	569,788	Symetra Financial	279,301
15	Brighthouse Financial	486,199	Sammons Financial Companies	100,566
16	Principal Financial Group	280,278	Principal Financial Group	99,618
17	Horace Mann Life Insurance Company	261,578	Global Atlantic Financial Group	68,570
18	Penn Mutual	195,767	Protective Life	15,605
19	Securian Financial	185,678		
20	Massachusetts Mutual Life	135,255		
	Top 20	\$36,204,937	Top 20	\$34,318,374
	Total industry	\$39,100,000	Total industry	\$34,400,000
	Top 20 share	93%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Survey