

## U.S. Individual Life Insurance – Indexed Universal Life Sales

### First Quarter 2024

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	National Life Group	117,339	National Life Group	31,783
2	Pacific Life	112,675	Transamerica	24,312
3	Transamerica	85,947	Mutual of Omaha Companies	21,477
4	Nationwide	74,909	F&G Annuities & Life	19,506
5	John Hancock Life Insurance Company	69,081	Nationwide	7,979
6	Allianz Life of NA	65,300	Farmers New World Life	5,215
7	F&G Annuities & Life	50,365	Americo Companies	4,456
8	Symetra Financial	38,180	Sammons Financial Companies	3,796
9	Mutual of Omaha Companies	37,756	Corebridge Financial	3,733
10	Sammons Financial Companies	35,926	American National Insurance Company	3,371
11	Penn Mutual	30,001	Bankers Life and Casualty (Illinois)	3,214
12	Corebridge Financial	23,358	Ameritas	2,397
13	Securian Financial	21,250	Allianz Life of NA	2,160
14	Lincoln National Life Insurance Company	16,382	John Hancock Life Insurance Company	1,700
15	Ameritas	12,037	Pacific Life	1,676
16	Prudential Financial	10,567	Securian Financial	1,276
17	American National Insurance Company	9,364	Lincoln National Life Insurance Company	1,209
18	Farmers New World Life	9,118	Protective Life	1,132
19	Columbus Life	7,125	Columbus Life	927
20	Protective Life	6,476	Symetra Financial	818
	<b>Top 20</b>	<b>\$833,158</b>	<b>Top 20</b>	<b>142,137</b>
	<b>Top 20 share of the survey</b>	<b>97%</b>	<b>Top 20 share of the survey</b>	<b>98%</b>
	<b>Top 20 share of the industry</b>	<b>96%</b>		

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey