

U.S. Individual Fixed Annuity Sales Breakout

First Quarter 2025 Rankings (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	Athene Annuity & Life	5,718,816	Athene Annuity & Life	3,372,481	New York Life	1,612,593
2	New York Life	5,512,726	Sammons Financial Companies	2,628,304	Prudential	591,000
3	USAA Life	4,404,415	Allianz Life of North America	2,356,939	MetLife	548,854
4	Corebridge Financial	2,499,783	Corebridge Financial	2,070,020	Pacific Life	476,998
5	Pacific Life	1,930,019	American Equity Investment Life	1,634,643	USAA Life	452,584
6	Global Atlantic Financial Group	1,920,206	Fidelity & Guaranty Life	1,452,182	Western Southern Group	364,461
7	Massachusetts Mutual Life	1,258,019	Security Benefit Life	1,275,917	Guardian Life of America	331,109
8	Western Southern Group	1,240,668	Global Atlantic Financial Group	1,246,390	Northwestern Mutual Life	315,710
9	Guardian Life of America	1,030,595	Nationwide	1,235,200	Massachusetts Mutual Life	299,074
10	American National	996,284	Massachusetts Mutual Life	919,937	Nationwide	202,600
11	Sammons Financial Companies	934,364	Aspida	768,434	Corebridge Financial	120,843
12	Reliance Standard Life	879,161	National Life Group	638,319	Penn Mutual	100,876
13	Delaware Life	840,155	Pacific Life	627,363	Athene Annuity & Life	61,539
14	Symetra Financial	574,608	Symetra Financial	596,427	American National	32,111
15	Protective Life	570,612	Prudential	576,558	Global Atlantic Financial Group	25,515
16	Fidelity & Guaranty Life	560,560	Delaware Life	511,857	Sammons Financial Companies	20,511
17	Lincoln Financial Group	550,279	EquiTrust Life	485,963	RiverSource Life Insurance	20,500
18	Prudential	531,666	Bankers Life & Casualty	376,331	Thrivent Financial for Lutherans	19,754
19	Thrivent Financial for Lutherans	442,201	Kuvare	355,356	EquiTrust Life	19,346
20	Security Benefit Life	366,406	Nassau	348,421	The Standard	18,223
	Top 20	\$32,761,542	Top 20	\$23,477,041	Top 20	\$5,634,201
	Total industry	\$39,700,000	Total industry	\$27,800,000	Total industry	\$6,190,000
	Top 20 share	83%	Top 20 share	84%	Top 20 share	91%

Source: LIMRA U.S. Individual Annuities Sales Survey

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