

U.S. Individual Life Insurance – Variable Universal Life Sales

First Quarter 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Prudential Financial	175,314	Prudential Financial	433,072	Prudential Financial	6,371
2	Pacific Life	88,927	Pacific Life	190,933	Northwestern Mutual	4,287
3	Northwestern Mutual	47,658	Penn Mutual	87,997	New York Life	4,271
4	Nationwide	41,650	RiverSource Life Insurance	78,443	Equitable Financial	2,466
5	RiverSource Life Insurance	35,887	John Hancock Life Insurance	73,370	Nationwide	1,509
6	John Hancock Life Insurance	27,581	Nationwide	68,642	RiverSource Life Insurance	1,427
7	New York Life	26,707	Equitable Financial	61,301	Thrivent Financial for Lutherans	1,318
8	Penn Mutual	19,855	Northwestern Mutual	47,783	Lincoln National Life Insurance	1,287
9	Equitable Financial	18,895	Lincoln National Life Insurance	43,101	Protective Life	1,019
10	Lincoln National Life Insurance	18,364	Protective Life	38,989	Pacific Life	914
11	Securian Financial	15,317	New York Life	36,400	Securian Financial	873
12	Protective Life	9,304	Securian Financial	34,381	John Hancock Life Insurance	376
13	Thrivent Financial for Lutherans	9,126	Thrivent Financial for Lutherans	13,466	MassMutual Life Insurance	241
14	MassMutual Life Insurance	3,535	MassMutual Life Insurance	6,834	Penn Mutual	187
15	Principal	2,472	Brighthouse Financial	4,764	Principal	143
16	OneAmerica Financial	1,253	Principal	3,715	OneAmerica Financial	89
17	Brighthouse Financial	964	OneAmerica Financial	1,253	Brighthouse Financial	26
18	Symetra Financial	298	Ameritas	747	Kansas City Life	23
19	Guardian Life Ins Co of America	247	Guardian Life Ins Co of America	356	Ameritas	15
20	Ameritas	217	Symetra Financial	298	Guardian Life Ins Co of America	9
	Top 20	\$543,569	Top 20	\$1,225,845	Top 20	26,851
	Top 20 share of the survey*	100%	Top 20 share of the survey	100%	Top 20 share of the survey	100%
	Top 20 share of the industry	100%				

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

*Excludes additional companies whose policy sales represent less than ½ of 1 percent

Definitions:

New annualized premium: Recurring premium plus 10% of single premium.

Total premium: total recurring + total excess premium + total single premium

Policy count: Number of new policies sold.