

U.S. Individual Annuity Sales – Variable Annuity Breakout

First Quarter 2025 Rankings (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	2,625,436	Equitable Financial	3,534,275
2	Equitable Financial	1,990,407	Allianz Life of North America	2,354,768
3	TIAA	1,776,433	Prudential	2,337,994
4	Lincoln Financial Group	1,639,022	Brighthouse Financial	1,959,021
5	Nationwide	1,390,584	Lincoln Financial Group	1,301,480
6	Pacific Life	1,077,486	Jackson National Life	1,001,477
7	New York Life	876,837	RiverSource Life Insurance	808,304
8	Corebridge Financial	870,729	New York Life	732,380
9	Fidelity Investments Life	426,518	Transamerica	550,802
10	Thrivent Financial for Lutherans	364,986	Principal Financial Group	501,867
11	Protective Life	316,706	Athene Annuity & Life	352,971
12	Transamerica	292,957	Nationwide	331,400
13	RiverSource Life Insurance	257,115	Corebridge Financial	314,704
14	Northwestern Mutual Life	189,006	Global Atlantic Financial Group	295,136
15	Brighthouse Financial	166,902	TruStage	254,597
16	Horace Mann Life Insurance Company	90,803	Symetra Financial	221,109
17	Massachusetts Mutual Life	70,879	Sammons Financial Companies	160,274
18	Penn Mutual	67,805	Pacific Life	151,041
19	Sammons Financial Companies	62,731	Massachusetts Mutual Life	141,698
20	Delaware Life	55,838	Guardian Life of America	29,848
	Top 20	\$14,609,180	Top 20	\$17,335,145
	Total industry	\$15,300,000	Total industry	\$17,400,000
	Top 20 share	95%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Examination