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

Second Quarter YTD 2025 Rankings ($ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Nationwide	302,743	Pacific Life	507,051	National Life Group	63,417
2	Pacific Life	287,041	National Life Group	424,796	Transamerica	52,227
3	National Life Group	260,420	Nationwide	415,629	Mutual of Omaha Companies	51,989
4	Transamerica	186,536	John Hancock Life Insurance	296,068	F&G Annuities & Life	42,978
5	John Hancock Life Insurance	158,574	Transamerica	263,151	Americo Companies	21,620
6	Allianz Life of NA	141,130	Allianz Life of NA	202,082	Nationwide	15,119
7	F&G Annuities & Life	112,585	Mutual of Omaha Companies	191,364	Sammons Financial Companies	9,978
8	Mutual of Omaha Companies	97,784	F&G Annuities & Life	129,717	Corebridge Financial	7,558
9	Sammons Financial Companies	94,795	Securian Financial	123,963	Farmers New World Life	7,426
10	Penn Mutual	88,539	Penn Mutual	115,296	Bankers Life and Casualty (Illinois)	6,061
11	Symetra Financial	60,215	Symetra Financial	109,825	Ameritas	4,527
12	Securian Financial	52,093	Sammons Financial Companies	103,334	Allianz Life of NA	4,319
13	Corebridge Financial	47,591	Lincoln National Life Insurance	84,758	Pacific Life	3,834
14	Lincoln National Life Insurance	43,660	Corebridge Financial	70,754	Securian Financial	2,936
15	Americo Companies	32,447	Prudential Financial	60,742	John Hancock Life Insurance	2,409
16	Prudential Financial	24,510	Brighthouse Financial	46,656	Columbus Life	2,394
17	Ameritas	23,564	Ameritas	42,678	Lincoln National Life Insurance	2,239
18	Columbus Life	20,075	Columbus Life	40,851	Protective Life	1,862
19	Farmers New World Life	12,755	Americo Companies	32,447	Symetra Financial	1,518
20	Brighthouse Financial	9,071	Bankers Life and Casualty (Illinois)	22,547	Prudential Financial	1,003
	Top 20	**$2,056,127**	**Top 20**	**$3,283,709**	**Top 20**	**305,414**
	Top 20 share of the survey	**99%**	**Top 20 share of the survey**	**98%**	**Top 20 share of the survey**	**99%**
	Top 20 share of the industry	**96%**				

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

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.

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