

U.S. Individual Annuity Sales – Variable Annuity Breakout

Second Quarter 2025 YTD Rankings (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	5,606,776	Equitable Financial	7,305,593
2	Equitable Financial	3,825,391	Allianz Life of North America	5,123,111
3	TIAA	3,365,037	Prudential	4,054,503
4	Lincoln Financial Group	2,990,393	Brighthouse Financial	3,884,348
5	Nationwide	2,749,265	Lincoln Financial Group	2,748,344
6	Pacific Life	2,001,451	Jackson National Life	2,579,005
7	New York Life	1,803,391	RiverSource Life Insurance	1,820,043
8	Corebridge Financial	1,676,903	New York Life	1,550,047
9	Fidelity Investments Life	825,550	Transamerica	1,054,927
10	Thrivent Financial for Lutherans	729,404	Principal Financial Group	1,052,863
11	Protective Life	620,496	Corebridge Financial	927,619
12	Transamerica	579,679	Pacific Life	732,885
13	RiverSource Life Insurance	490,911	Global Atlantic Financial Group	673,254
14	Northwestern Mutual Life	393,369	Nationwide	622,900
15	Brighthouse Financial	346,397	Athene Annuity & Life Assurance Company	620,211
16	Horace Mann Life Insurance Company	173,801	Symetra Financial	603,273
17	Massachusetts Mutual Life	140,490	TruStage	483,087
18	Penn Mutual	135,810	Massachusetts Mutual Life	309,862
19	Sammons Financial Companies	116,161	Sammons Financial Companies	304,664
20	Principal Financial Group	93,355	Guardian Life of America	68,321
	Top 20	\$28,664,029	Top 20	\$36,518,861
	Total industry	\$30,200,000	Total industry	\$36,700,000
	Top 20 share	95%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Examination