

U.S. Individual Annuity Sales – Variable Annuity Breakout

Third Quarter 2025 YTD Rankings (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	9,599,466	Equitable Financial	11,175,837
2	Equitable Financial	5,547,619	Allianz Life of North America	7,942,549
3	Lincoln Financial Group	4,632,694	Brighthouse Financial	5,936,638
4	Nationwide	4,473,008	Prudential	5,857,157
5	Pacific Life	3,139,232	Jackson National Life	4,646,496
6	Corebridge Financial	2,636,258	Lincoln Financial Group	4,205,173
7	New York Life	2,633,804	RiverSource Life Insurance	2,790,488
8	Fidelity Investments Life	1,266,913	New York Life	2,306,548
9	Thrivent Financial for Lutherans	1,057,990	Corebridge Financial	1,692,803
10	Protective Life	958,495	Transamerica	1,617,785
11	Transamerica	926,331	Principal Financial Group	1,573,398
12	RiverSource Life Insurance	778,165	Pacific Life	1,472,074
13	Northwestern Mutual Life	561,516	Athene Annuity & Life Assurance Company	1,039,587
14	Brighthouse Financial	519,619	Global Atlantic Financial Group	997,580
15	Horace Mann Life Insurance Company	281,851	Symetra Financial	992,765
16	Massachusetts Mutual Life	215,133	Nationwide	927,100
17	Penn Mutual	193,855	TruStage	739,913
18	Sammons Financial Companies	183,585	Massachusetts Mutual Life	557,033
19	Principal Financial Group	133,217	Sammons Financial Companies	492,111
20	Delaware Life	128,565	Guardian Life of America	137,870
	Top 20	\$39,867,315	Top 20	\$57,100,903
	Total industry	\$47,200,000	Total industry	\$57,400,000
	Top 20 share	84%	Top 20 share	99%

Source: LIMRA U.S. Individual Annuities Sales Examination