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## **Indexed annuity industry sets sales record in 1Q2016: Wink**

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By Editorial Staff    *Thu, Jun 2, 2016*

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Total first quarter sales for 55 indexed annuity carriers was \$15.0 billion, the highest first-quarter sales in the history of the product, according to the 75<sup>th</sup> edition of Wink's Sales and Marketing Report.

Though down more than 3% when compared to the fourth quarter of 2015, indexed sales in the first quarter were up nearly 33% when compared with the same period last year.

"While there is typically a huge drop in sales from the fourth to the first quarter, sales of these principal-protection products are down less than five percent," said Wink CEO Sheryl Moore in a release.

Allianz Life was the dominant carrier, with an 18.4% share of the indexed market. American Equity Companies were second, followed by Great American Insurance Group, AIG, Nationwide and Midland National Life. Allianz Life's Allianz 222 Annuity was the top-selling indexed annuity for the fifth consecutive quarter.

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