

U.S. Individual Annuity Sales – Variable annuity breakout

Year-end 2020 (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	16,518,846	Lincoln Financial Group	5,016,478
2	TIAA	8,619,000	Equitable Financial	4,891,290
3	AIG Companies	5,994,481	Allianz Life of North America	4,802,628
4	Equitable Financial	5,582,697	Brighthouse Financial	4,346,877
5	Lincoln Financial Group	5,023,167	Prudential Annuities	1,954,677
6	Nationwide	4,222,100	RiverSource Life Insurance	1,268,326
7	New York Life	3,850,255	CMFG Life Insurance Company	1,166,756
8	Prudential Annuities	3,722,346	Symetra Financial	189,845
9	Pacific Life	3,656,253	Athene Annuity & Life Assurance Company	186,959
10	RiverSource Life Insurance	3,088,473	Great American	135,777
11	Transamerica	2,559,616	Nationwide	48,000
12	Thrivent Financial for Lutherans	2,270,416	Protective Life	24,332
13	Brighthouse Financial	1,665,213		
14	Fidelity Investments Life	1,497,851		
15	Northwestern Mutual Life	984,982		
16	Principal Financial Group	414,140		
17	Massachusetts Mutual Life	363,164		
18	Horace Mann Life Insurance Company	335,446		
19	Protective Life	292,286		
20	Penn Mutual	291,895		
	Top 20	\$70,952,626	Top 20	\$24,031,945
	Total industry	\$74,530,000	Total industry	\$24,070,000
	Top 20 share	95%	Top 20 share	100%

Source: Secure Retirement Institute U.S. Individual Annuities Sales Survey

