

Market Share Life & Annuity

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Selected Criteria -	Year: 2015	State: SD	Codelist Basis: Business Written	Round by Thousands: No		
	Include Zero Companies: No	Line of Business: Total	Premium Type: Annuity			
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
918	65056	Jackson Natl Life Ins Co	MI	77,647,722	12.1329%	12.1329%
826	91596	New York Life Ins & Ann Corp	DE	57,160,689	8.9317%	21.0646%
20	65676	Lincoln Natl Life Ins Co	IN	52,563,141	8.2133%	29.2779%
4	65005	RiverSource Life Ins Co	MN	37,448,524	5.8515%	35.1294%
761	90611	Allianz Life Ins Co Of N Amer	MN	27,367,201	4.2763%	39.4057%
	15313	Investors Preferred Life Ins Co	SD	27,086,248	4.2324%	43.6381%
431	66044	Midland Natl Life Ins Co	IA	23,719,470	3.7063%	47.3444%
241	87726	Metlife Ins Co USA	DE	20,741,971	3.2411%	50.5855%
709	67466	Pacific Life Ins Co	NE	18,855,915	2.9463%	53.5318%
2658	92738	American Equity Invest Life Ins Co	IA	18,159,452	2.8375%	56.3693%
860	67091	Northwestern Mut Life Ins Co	WI	17,581,391	2.7472%	59.1165%
968	62944	AXA Equitable Life Ins Co	NY	15,488,631	2.4202%	61.5367%
12	60488	American Gen Life Ins Co	TX	14,545,015	2.2727%	63.8095%
304	79227	Pruco Life Ins Co	AZ	13,756,057	2.1495%	65.9589%
332	61271	Principal Life Ins Co	IA	13,564,960	2.1196%	68.0785%
4731	63274	Fidelity & Guar Life Ins Co	IA	11,895,602	1.8588%	69.9373%
468	86231	Transamerica Life Ins Co	IA	11,007,358	1.72%	71.6572%
1129	68608	Symetra Life Ins Co	IA	8,645,220	1.3509%	73.0081%
431	66974	North Amer Co Life & Hlth Ins	IA	8,629,127	1.3484%	74.3565%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	8,334,723	1.3023%	75.6588%
4832	86509	Voya Retirement Ins & Ann Co	CT	7,421,435	1.1596%	76.8184%
300	64513	Horace Mann Life Ins Co	IL	6,987,503	1.0918%	77.9103%
468	66281	Transamerica Premier Life Ins Co	IA	6,928,551	1.0826%	78.9929%
513	63088	Farm Bureau Life Ins Co	IA	6,803,438	1.0631%	80.056%
304	68241	Prudential Ins Co Of Amer	NJ	6,770,306	1.0579%	81.1139%
619	60895	American United Life Ins Co	IN	6,360,514	0.9939%	82.1078%
3891	91642	Forethought Life Ins Co	IN	6,271,009	0.9799%	83.0876%
84	63312	Great Amer Life Ins Co	OH	5,733,170	0.8958%	83.9835%
769	68322	Great W Life & Ann Ins Co	CO	5,327,525	0.8325%	84.8159%
704	67172	Ohio Natl Life Ins Co	OH	5,216,611	0.8151%	85.6311%
	66850	National Western Life Ins Co	CO	5,182,977	0.8099%	86.4409%
12	70238	Variable Ann Life Ins Co	TX	5,105,035	0.7977%	87.2386%
	62510	Equitrust Life Ins Co	IL	4,613,342	0.7209%	87.9595%
169	68810	Sentry Life Ins Co	WI	4,155,421	0.6493%	88.6088%
4734	61689	Athene Ann & Life Co	IA	3,641,027	0.5689%	89.1777%
408	60739	American Natl Ins Co	TX	3,533,968	0.5522%	89.7299%
431	68675	Security Benefit Life Ins Co	KS	3,223,374	0.5037%	90.2336%
261	69868	United Of Omaha Life Ins Co	NE	3,137,872	0.4903%	90.7239%
176	69108	State Farm Life Ins Co	IL	3,038,470	0.4748%	91.1987%

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435	65935	Massachusetts Mut Life Ins Co	MA	2,991,559	0.4674%	91.6661%
431	83607	Guggenheim Life & Ann Co	DE	2,977,035	0.4652%	92.1313%
458	68136	Protective Life Ins Co	TN	2,768,438	0.4326%	92.5639%
4832	80942	Voya Ins & Ann Co	IA	2,583,125	0.4036%	92.9675%
2938	97721	Thrivent Life Ins Co	MN	2,342,097	0.366%	93.3335%
4011	65536	Genworth Life & Ann Ins Co	VA	2,156,112	0.3369%	93.6704%
403	93548	PHL Variable Ins Co	CT	2,034,459	0.3179%	93.9883%
367	72125	Physicians Life Ins Co	NE	2,030,597	0.3173%	94.3056%
943	61301	Ameritas Life Ins Corp	NE	1,875,277	0.293%	94.5986%
869	66168	Minnesota Life Ins Co	MN	1,857,179	0.2902%	94.8888%
200	69663	USAA Life Ins Co	TX	1,800,029	0.2813%	95.1701%
1348	69019	Standard Ins Co	OR	1,796,790	0.2808%	95.4508%
981	93696	Fidelity Investments Life Ins Co	UT	1,664,295	0.2601%	95.7109%
233	61263	Bankers Life & Cas Co	IL	1,621,660	0.2534%	95.9643%
241	65978	Metropolitan Life Ins Co	NY	1,589,885	0.2484%	96.2127%
619	69116	State Life Ins Co	IN	1,412,255	0.2207%	96.4334%
4836	64017	Jefferson Natl Life Ins Co	TX	1,182,321	0.1847%	96.6181%
306	62626	CMFG Life Ins Co	IA	1,115,435	0.1743%	96.7924%
3098	68381	Reliance Standard Life Ins Co	IL	1,056,452	0.1651%	96.9575%
2658	13183	Eagle Life Ins Co	IA	1,040,305	0.1626%	97.12%
836	65242	Lafayette Life Ins Co	OH	897,819	0.1403%	97.2603%
4732	13561	Great Plains Life Assur Co	SD	858,976	0.1342%	97.3946%
449	61999	Americo Fin Life & Ann Ins Co	TX	852,938	0.1333%	97.5278%
4794	79065	Delaware Life Ins Co	DE	786,296	0.1229%	97.6507%
4011	70025	Genworth Life Ins Co	DE	779,103	0.1217%	97.7724%
3436	68543	Liberty Bankers Life Ins Co	OK	704,767	0.1101%	97.8826%
904	65838	John Hancock Life Ins Co USA	MI	671,909	0.105%	97.9875%
429	78778	Guardian Ins & Ann Co Inc	DE	669,950	0.1047%	98.0922%
588	65129	Kansas City Life Ins Co	MO	667,221	0.1043%	98.1965%
473	60399	American Family Life Ins Co	WI	656,968	0.1027%	98.2991%
872	94250	Banner Life Ins Co	MD	656,843	0.1026%	98.4018%
91	71153	Hartford Life & Ann Ins Co	CT	650,490	0.1016%	98.5034%
1117	85189	Western United Life Assur Co	WA	602,671	0.0942%	98.5976%
435	93432	CM Life Ins Co	CT	592,223	0.0925%	98.6901%
140	66869	Nationwide Life Ins Co	OH	563,464	0.088%	98.7782%
836	74780	Integrity Life Ins Co	OH	544,864	0.0851%	98.8633%
826	66915	New York Life Ins Co	NY	531,069	0.083%	98.9463%
280	61190	Auto Owners Life Ins Co	MI	515,768	0.0806%	99.0269%
4832	67105	Reliastar Life Ins Co	MN	431,091	0.0674%	99.0942%
1216	60142	TIAA Cref Life Ins Co	NY	425,514	0.0665%	99.1607%
2878	63983	United Heritage Life Ins Co	ID	368,384	0.0576%	99.2183%
248	69973	United Life Ins Co	IA	358,012	0.0559%	99.2742%
4815	65595	Lincoln Benefit Life Co	NE	338,017	0.0528%	99.3271%
244	76236	Cincinnati Life Ins Co	OH	327,502	0.0512%	99.3782%
574	76112	Oxford Life Ins Co	AZ	317,677	0.0496%	99.4279%
403	67814	Phoenix Life Ins Co	NY	299,059	0.0467%	99.4746%

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91	88072	Hartford Life Ins Co	CT	274,505	0.0429%	99.5175%
	62928	EMC Natl Life Co	IA	252,595	0.0395%	99.557%
801	99775	Funeral Directors Life Ins Co	TX	202,367	0.0316%	99.5886%
4824	68802	Sentinel Security Life Ins Co	UT	200,164	0.0313%	99.6199%
634	65528	Life Ins Co Of The Southwest	TX	192,449	0.0301%	99.6499%
689	81043	Bankers Life Ins Co	FL	182,641	0.0285%	99.6785%
	60542	American Home Life Ins Co	KS	176,736	0.0276%	99.7061%
	71439	Assurity Life Ins Co	NE	175,937	0.0275%	99.7336%
836	92622	Western Southern Life Assur Co	OH	172,000	0.0269%	99.7605%
850	67644	Penn Mut Life Ins Co	PA	165,221	0.0258%	99.7863%
212	90557	Zurich Amer Life Ins Co	IL	143,748	0.0225%	99.8087%
212	63177	Farmers New World Life Ins Co	WA	128,218	0.02%	99.8288%
19	70408	Union Security Ins Co	KS	126,451	0.0198%	99.8485%
7	63258	Federated Life Ins Co	MN	121,500	0.019%	99.8675%
836	99937	Columbus Life Ins Co	OH	100,506	0.0157%	99.8832%
4752	60227	Trinity Life Ins Co	OK	89,857	0.014%	99.8973%
8	60186	Allstate Life Ins Co	IL	76,938	0.012%	99.9093%
84	93661	Annuity Investors Life Ins Co	OH	63,704	0.01%	99.9192%
4734	61492	Athene Annuity & Life Assur Co	DE	60,204	0.0094%	99.9286%
468	79022	Transamerica Advisors Life Ins Co	AR	50,059	0.0078%	99.9365%
233	70319	Washington Natl Ins Co	IN	37,260	0.0058%	99.9423%
304	86630	Prudential Ann Life Assur Corp	AZ	35,100	0.0055%	99.9478%
451	71870	Fidelity Security Life Ins Co	MO	33,034	0.0052%	99.9529%
4827	84786	Colorado Bankers Life Ins Co	NC	31,036	0.0048%	99.9578%
140	92657	Nationwide Life & Ann Ins Co	OH	28,749	0.0045%	99.9623%
19	69477	Time Ins Co	WI	26,000	0.0041%	99.9663%
3891	84824	Commonwealth Ann & Life Ins Co	MA	22,254	0.0035%	99.9698%
	64580	Illinois Mut Life Ins Co	IL	21,804	0.0034%	99.9732%
19	67989	American Memorial Life Ins Co	SD	18,258	0.0029%	99.9761%
	64505	Homesteaders Life Co	IA	17,748	0.0028%	99.9788%
4213	65900	Wilco Life Ins Co	IN	15,799	0.0025%	99.9813%
4734	68039	Athene Ann & Life Assur Co of NY	NY	14,500	0.0023%	99.9836%
454	69485	Security Natl Life Ins Co	UT	10,576	0.0017%	99.9852%
	60445	Sagicor Life Ins Co	TX	10,075	0.0016%	99.9868%
4852	63479	United Teacher Assoc Ins Co	TX	7,220	0.0011%	99.9879%
634	66680	National Life Ins Co	VT	7,000	0.0011%	99.989%
1211	66583	National Guardian Life Ins Co	WI	6,768	0.0011%	99.9901%
8	60534	American Heritage Life Ins Co	FL	6,500	0.001%	99.9911%
707	62286	Golden Rule Ins Co	IN	6,449	0.001%	99.9921%
619	67911	Pioneer Mut Life Ins Co	ND	6,110	0.001%	99.9931%
315	67148	Occidental Life Ins Co Of NC	TX	5,056	0.0008%	99.9939%
4852	71404	Continental Gen Ins Co	OH	4,000	0.0006%	99.9945%
	65927	Lincoln Heritage Life Ins Co	IL	3,585	0.0006%	99.995%
4732	67253	American Life & Security Corp	AZ	3,500	0.0005%	99.9956%
450	65781	Madison Natl Life Ins Co Inc	WI	3,433	0.0005%	99.9961%
612	60076	Security Plan Life Ins Co	LA	3,410	0.0005%	99.9967%

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	69132	State Mut Ins Co	GA	2,688	0.0004%	99.9971%
3527	60836	American Republic Ins Co	IA	2,560	0.0004%	99.9975%
687	64211	Guarantee Trust Life Ins Co	IL	2,386	0.0004%	99.9978%
315	68594	American Amicable Life Ins Co Of TX	TX	2,000	0.0003%	99.9982%
241	91626	New England Life Ins Co	MA	1,878	0.0003%	99.9985%
	84174	ELCO Mut Life & Ann	IL	1,647	0.0003%	99.9987%
458	70335	West Coast Life Ins Co	NE	1,273	0.0002%	99.9989%
4732	14086	First Wyoming Life Ins Co	WY	1,250	0.0002%	99.9991%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9993%
344	61875	Church Life Ins Corp	NY	1,113	0.0002%	99.9995%
449	87645	United Fidelity Life Ins Co	TX	893	0.0001%	99.9996%
449	66540	National Farmers Union Life Ins Co	TX	350	0.0001%	99.9997%
4750	65919	Primerica Life Ins Co	MA	301	0%	99.9997%
50	62553	Country Life Ins Co	IL	300	0%	99.9998%
50	94218	Country Investors Life Assur Co	IL	300	0%	99.9998%
525	66427	Mutual Trust Life Ins Co a Pan Amer	IL	285	0%	99.9998%
213	70769	Erie Family Life Ins Co	PA	250	0%	99.9999%
	60429	American Fidelity Life Ins Co	FL	240	0%	99.9999%
492	68721	Security Life Ins Co Of Amer	MN	240	0%	100%
4764	68845	Shenandoah Life Ins Co	VA	120	0%	100%
31	97764	Idealife Ins Co	CT	80	0%	100%
	70130	Universal Guar Life Ins Co	OH	60	0%	100%
241	63665	General Amer Life Ins Co	MO	1	0%	100%
	154	Companies in Report		639,976,304	100%	100%

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