

**Market Share Life & Annuity**

Selected Criteria -		Year: 2016	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	52,559,955	9.3782%	9.3782%
826	91596	New York Life Ins & Ann Corp	DE	46,607,749	8.3162%	17.6944%
431	66044	Midland Natl Life Ins Co	IA	43,434,684	7.75%	25.4445%
20	65676	Lincoln Natl Life Ins Co	IN	41,353,319	7.3786%	32.8231%
761	90611	Allianz Life Ins Co Of N Amer	MN	32,650,668	5.8258%	38.6489%
4	65005	RiverSource Life Ins Co	MN	31,826,526	5.6788%	44.3277%
2658	92738	American Equity Invest Life Ins Co	IA	20,183,182	3.6013%	47.929%
	15313	Investors Preferred Life Ins Co	SD	15,572,770	2.7786%	50.7076%
968	62944	AXA Equitable Life Ins Co	NY	15,537,632	2.7724%	53.48%
4731	63274	Fidelity & Guar Life Ins Co	IA	13,844,988	2.4704%	55.9504%
304	79227	Pruco Life Ins Co	AZ	13,835,051	2.4686%	58.4189%
241	87726	Metlife Ins Co USA	DE	13,387,528	2.3887%	60.8077%
435	65935	Massachusetts Mut Life Ins Co	MA	12,715,484	2.2688%	63.0765%
431	66974	North Amer Co Life & Hlth Ins	IA	12,246,269	2.1851%	65.2616%
860	67091	Northwestern Mut Life Ins Co	WI	11,766,912	2.0996%	67.3611%
709	67466	Pacific Life Ins Co	NE	11,292,508	2.0149%	69.3761%
12	60488	American Gen Life Ins Co	TX	10,076,403	1.7979%	71.174%
4832	86509	Voya Retirement Ins & Ann Co	CT	8,216,466	1.4661%	72.64%
	62510	Equitrust Life Ins Co	IL	7,873,849	1.4049%	74.045%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	7,624,635	1.3605%	75.4054%
332	61271	Principal Life Ins Co	IA	7,503,455	1.3388%	76.7443%
513	63088	Farm Bureau Life Ins Co	IA	7,069,823	1.2615%	78.0057%
304	68241	Prudential Ins Co Of Amer	NJ	6,627,128	1.1825%	79.1882%
619	60895	American United Life Ins Co	IN	6,626,411	1.1823%	80.3706%
300	64513	Horace Mann Life Ins Co	IL	6,361,224	1.135%	81.5056%
4734	61689	Athene Ann & Life Co	IA	6,037,468	1.0773%	82.5828%
468	86231	Transamerica Life Ins Co	IA	5,185,405	0.9252%	83.5081%
3891	91642	Forethought Life Ins Co	IN	4,864,494	0.868%	84.376%
84	63312	Great Amer Life Ins Co	OH	4,834,841	0.8627%	85.2387%
943	61301	Ameritas Life Ins Corp	NE	4,833,705	0.8625%	86.1012%
176	69108	State Farm Life Ins Co	IL	4,651,216	0.8299%	86.9311%
769	68322	Great W Life & Ann Ins Co	CO	4,583,280	0.8178%	87.7489%
4855	68608	Symetra Life Ins Co	IA	4,565,017	0.8145%	88.5634%
429	78778	Guardian Ins & Ann Co Inc	DE	4,039,742	0.7208%	89.2842%
261	69868	United Of Omaha Life Ins Co	NE	3,902,516	0.6963%	89.9806%
408	60739	American Natl Ins Co	TX	3,615,388	0.6451%	90.6257%
458	68136	Protective Life Ins Co	TN	2,973,645	0.5306%	91.1562%
200	69663	USAA Life Ins Co	TX	2,859,421	0.5102%	91.6665%
431	68675	Security Benefit Life Ins Co	KS	2,630,588	0.4694%	92.1358%
826	66915	New York Life Ins Co	NY	2,531,248	0.4516%	92.5875%
869	66168	Minnesota Life Ins Co	MN	2,471,901	0.4411%	93.0285%

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	66850	National Western Life Ins Co	CO	2,356,920	0.4205%	93.4491%
431	83607	Guggenheim Life & Ann Co	DE	2,316,135	0.4133%	93.8623%
2658	13183	Eagle Life Ins Co	IA	2,267,654	0.4046%	94.267%
12	70238	Variable Ann Life Ins Co	TX	2,063,067	0.3681%	94.6351%
241	65978	Metropolitan Life Ins Co	NY	1,967,514	0.3511%	94.9861%
4832	80942	Voya Ins & Ann Co	IA	1,737,090	0.3099%	95.2961%
2938	97721	Thrivent Life Ins Co	MN	1,617,335	0.2886%	95.5847%
468	66281	Transamerica Premier Life Ins Co	IA	1,519,798	0.2712%	95.8558%
169	68810	Sentry Life Ins Co	WI	1,377,503	0.2458%	96.1016%
836	99937	Columbus Life Ins Co	OH	1,290,660	0.2303%	96.3319%
449	61999	Americo Fin Life & Ann Ins Co	TX	1,282,028	0.2288%	96.5607%
1348	69019	Standard Ins Co	OR	1,268,840	0.2264%	96.7871%
704	67172	Ohio Natl Life Ins Co	OH	1,098,595	0.196%	96.9831%
233	61263	Bankers Life & Cas Co	IL	978,489	0.1746%	97.1577%
367	72125	Physicians Life Ins Co	NE	930,946	0.1661%	97.3238%
91	71153	Hartford Life & Ann Ins Co	CT	896,954	0.16%	97.4838%
4794	79065	Delaware Life Ins Co	DE	792,938	0.1415%	97.6253%
4736	93548	PHL Variable Ins Co	CT	760,263	0.1357%	97.761%
836	65242	Lafayette Life Ins Co	OH	750,972	0.134%	97.895%
4732	67253	American Life & Security Corp	NE	667,006	0.119%	98.014%
3436	68543	Liberty Bankers Life Ins Co	OK	657,386	0.1173%	98.1313%
588	65129	Kansas City Life Ins Co	MO	633,446	0.113%	98.2443%
473	60399	American Family Life Ins Co	WI	549,558	0.0981%	98.3424%
4824	68802	Sentinel Security Life Ins Co	UT	524,678	0.0936%	98.436%
244	76236	Cincinnati Life Ins Co	OH	486,032	0.0867%	98.5227%
619	69116	State Life Ins Co	IN	475,310	0.0848%	98.6075%
280	61190	Auto Owners Life Ins Co	MI	475,160	0.0848%	98.6923%
836	74780	Integrity Life Ins Co	OH	429,300	0.0766%	98.7689%
3098	68381	Reliance Standard Life Ins Co	IL	408,265	0.0728%	98.8417%
435	93432	CM Life Ins Co	CT	407,799	0.0728%	98.9145%
91	88072	Hartford Life Ins Co	CT	401,531	0.0716%	98.9861%
872	94250	Banner Life Ins Co	MD	367,554	0.0656%	99.0517%
4832	67105	Reliastar Life Ins Co	MN	352,837	0.063%	99.1147%
248	69973	United Life Ins Co	IA	348,095	0.0621%	99.1768%
4011	70025	Genworth Life Ins Co	DE	333,016	0.0594%	99.2362%
7	63258	Federated Life Ins Co	MN	282,262	0.0504%	99.2866%
981	93696	Fidelity Investments Life Ins Co	UT	260,000	0.0464%	99.3333%
	62928	EMC Natl Life Co	IA	248,818	0.0444%	99.3774%
836	92622	Western Southern Life Assur Co	OH	211,000	0.0376%	99.415%
1216	60142	TIAA Cref Life Ins Co	NY	207,000	0.0369%	99.4519%
801	99775	Funeral Directors Life Ins Co	TX	187,043	0.0334%	99.4853%
19	70408	Union Security Ins Co	KS	185,382	0.0331%	99.5184%
4815	65595	Lincoln Benefit Life Co	NE	183,652	0.0328%	99.5512%
140	66869	Nationwide Life Ins Co	OH	183,180	0.0327%	99.5839%
4011	65536	Genworth Life & Ann Ins Co	VA	178,648	0.0319%	99.6157%
1117	85189	Western United Life Assur Co	WA	174,205	0.0311%	99.6468%

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4836	64017	Jefferson Natl Life Ins Co	TX	167,955	0.03%	99.6768%
304	86630	Prudential Ann Life Assur Corp	AZ	165,571	0.0295%	99.7063%
	60542	American Home Life Ins Co	KS	155,950	0.0278%	99.7341%
212	63177	Farmers New World Life Ins Co	WA	137,315	0.0245%	99.7587%
200	60228	USAA Life Ins Co Of NY	NY	127,227	0.0227%	99.7814%
4862	71439	Assurity Life Ins Co	NE	114,290	0.0204%	99.8017%
619	67911	Pioneer Mut Life Ins Co	ND	111,905	0.02%	99.8217%
904	65838	John Hancock Life Ins Co USA	MI	109,552	0.0195%	99.8413%
634	65528	Life Ins Co Of The Southwest	TX	100,427	0.0179%	99.8592%
111	65315	Liberty Life Assur Co Of Boston	NH	100,000	0.0178%	99.877%
863	92649	American Underwriters Life Ins Co	AZ	81,000	0.0145%	99.8915%
918	60140	Jackson Natl Life Ins Co Of NY	NY	65,040	0.0116%	99.9031%
306	62626	CMFG Life Ins Co	IA	52,421	0.0094%	99.9124%
306	86126	Members Life Ins Co	IA	51,621	0.0092%	99.9216%
140	92657	Nationwide Life & Ann Ins Co	OH	44,115	0.0079%	99.9295%
84	93661	Annuity Investors Life Ins Co	OH	43,647	0.0078%	99.9373%
	64580	Illinois Mut Life Ins Co	IL	39,600	0.0071%	99.9444%
8	60186	Allstate Life Ins Co	IL	36,760	0.0066%	99.9509%
1211	66583	National Guardian Life Ins Co	WI	32,210	0.0057%	99.9567%
290	92916	United Amer Ins Co	NE	31,512	0.0056%	99.9623%
574	76112	Oxford Life Ins Co	AZ	24,450	0.0044%	99.9667%
4827	84786	Colorado Bankers Life Ins Co	NC	20,587	0.0037%	99.9703%
233	70319	Washington Natl Ins Co	IN	18,452	0.0033%	99.9736%
	60445	Sagicor Life Ins Co	TX	16,075	0.0029%	99.9765%
689	81043	Bankers Life Ins Co	NC	14,083	0.0025%	99.979%
19	67989	American Memorial Life Ins Co	SD	13,045	0.0023%	99.9813%
1280	71480	Great Western Ins Co	UT	12,932	0.0023%	99.9836%
4734	68039	Athene Ann & Life Assur Co of NY	NY	12,000	0.0021%	99.9858%
	64505	Homesteaders Life Co	IA	7,500	0.0013%	99.9871%
8	60534	American Heritage Life Ins Co	FL	6,500	0.0012%	99.9883%
451	71870	Fidelity Security Life Ins Co	MO	6,500	0.0012%	99.9894%
	71404	Continental Gen Ins Co	TX	6,135	0.0011%	99.9905%
2878	63983	United Heritage Life Ins Co	ID	5,300	0.0009%	99.9915%
344	61875	Church Life Ins Corp	NY	5,000	0.0009%	99.9924%
315	67148	Occidental Life Ins Co Of NC	TX	4,130	0.0007%	99.9931%
3527	60836	American Republic Ins Co	IA	3,829	0.0007%	99.9938%
450	65781	Madison Natl Life Ins Co Inc	WI	3,713	0.0007%	99.9945%
634	66680	National Life Ins Co	VT	3,500	0.0006%	99.9951%
	65927	Lincoln Heritage Life Ins Co	IL	3,426	0.0006%	99.9957%
4213	65900	Wilco Life Ins Co	IN	2,400	0.0004%	99.9961%
4752	60227	Trinity Life Ins Co	OK	2,400	0.0004%	99.9965%
	69132	State Mut Ins Co	GA	2,088	0.0004%	99.9969%
19	69477	Time Ins Co	WI	2,000	0.0004%	99.9973%
315	68594	American Amicable Life Ins Co Of TX	TX	1,790	0.0003%	99.9976%
213	70769	Erie Family Life Ins Co	PA	1,600	0.0003%	99.9979%
1	60054	Aetna Life Ins Co	CT	1,515	0.0003%	99.9982%

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212	90557	Zurich Amer Life Ins Co	IL	1,510	0.0003%	99.9984%
3891	84824	Commonwealth Ann & Life Ins Co	MA	1,500	0.0003%	99.9987%
687	64211	Guarantee Trust Life Ins Co	IL	1,333	0.0002%	99.9989%
4736	67814	Phoenix Life Ins Co	NY	1,200	0.0002%	99.9991%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9994%
241	91626	New England Life Ins Co	MA	500	0.0001%	99.9994%
449	87645	United Fidelity Life Ins Co	TX	478	0.0001%	99.9995%
84	67083	Manhattan Natl Life Ins Co	OH	400	0.0001%	99.9996%
50	62553	Country Life Ins Co	IL	400	0.0001%	99.9997%
449	66540	National Farmers Union Life Ins Co	TX	350	0.0001%	99.9997%
525	66427	Mutual Trust Life Ins Co a Pan Amer	IL	246	0%	99.9998%
4877	60429	American Fidelity Life Ins Co	FL	240	0%	99.9998%
50	94218	Country Investors Life Assur Co	IL	225	0%	99.9999%
119	65110	Kanawha Ins Co	SC	192	0%	99.9999%
458	70335	West Coast Life Ins Co	NE	153	0%	99.9999%
31	97764	Idealife Ins Co	CT	147	0%	100%
4764	68845	Shenandoah Life Ins Co	VA	120	0%	100%
4750	65919	Primerica Life Ins Co	MA	120	0%	100%
	70130	Universal Guar Life Ins Co	OH	40	0%	100%
	152	<b>Companies in Report</b>		560,445,780	100%	100%

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