

## Market Share by Line of Business - Life A&amp;H

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Selected Criteria -		Year: 2010	State: SD	Codelist Basis: Licensed			Round by Thousands: No				
Business Type: Life A&H		Include Zero Companies: No		Line of Business: Non-renewable for stated reasons only (other individual policies)							
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share	Direct Premiums Earned	Dividends Paid or Credited on Direct Business	Direct Losses Paid	Direct Losses Incurred	Pure Direct Loss Ratio
19	69477	Time Ins Co	WI	5,467,211	60.8883%	60.8883%	5,517,615	0	4,823,841	4,691,855	85.0341%
3527	70629	World Ins Co	NE	873,939	9.733%	70.6213%	868,342	0	732,283	760,224	87.5489%
84	71404	Continental Gen Ins Co	OH	763,304	8.5009%	79.1222%	826,660	0	547,763	404,827	48.9714%
1295	80799	Celtic Ins Co	IL	614,532	6.844%	85.9662%	646,101	0	246,861	256,460	39.6935%
3527	60836	American Republic Ins Co	IA	546,191	6.0829%	92.0492%	531,249	0	356,818	337,382	63.5073%
19	65080	John Alden Life Ins Co	WI	267,141	2.9751%	95.0243%	282,905	0	333,273	317,974	112.396%
367	80578	Physicians Mut Ins Co	NE	179,653	2.0008%	97.0251%	189,184	0	205,442	173,643	91.7852%
860	67091	Northwestern Mut Life Ins Co	WI	59,177	0.6591%	97.6842%	58,195	14,632	0	0	0%
215	68462	Reserve Natl Ins Co	OK	35,956	0.4004%	98.0846%	34,985	0	27,036	-555	-1.5864%
565	62235	Unum Life Ins Co Of Amer	ME	26,828	0.2988%	98.3834%	27,611	0	0	0	0%
440	66265	Monarch Life Ins Co	MA	17,634	0.1964%	98.5798%	17,224	0	17,800	28,173	163.5683%
	31119	Medico Ins Co	NE	14,756	0.1643%	98.7441%	16,480	0	24,943	24,721	150.0061%
276	61425	Trustmark Ins Co	IL	14,712	0.1638%	98.908%	14,821	0	5,568	2,827	19.0743%
264	97055	Mega Life & Hlth Ins Co The	OK	13,653	0.1521%	99.06%	14,248	0	5,256	1,778	12.4789%
1	60054	Aetna Life Ins Co	CT	13,389	0.1491%	99.2091%	12,998	0	1,848	-1,193,518	-9,182.3204%
	62928	EMC Natl Life Co	IA	10,731	0.1195%	99.3286%	7,850	0	7,036	5,437	69.2611%
264	66087	Mid West Natl Life Ins Co Of TN	TX	9,392	0.1046%	99.4332%	8,929	0	67	908	10.1691%
233	70319	Washington Natl Ins Co	IN	8,045	0.0896%	99.5228%	7,777	0	3,199	5,731	73.6917%
520	78743	New Era Life Ins Co	TX	7,727	0.0861%	99.6089%	7,739	0	469	27	0.3489%
565	68195	Provident Life & Accident Ins Co	TN	5,134	0.0572%	99.6661%	5,297	0	0	0	0%
261	71412	Mutual Of Omaha Ins Co	NE	3,964	0.0441%	99.7102%	4,002	0	1,406	4,333	108.2709%
304	68241	Prudential Ins Co Of Amer	NJ	3,923	0.0437%	99.7539%	4,222	0	3,264	3,683	87.2335%
429	64246	Guardian Life Ins Co Of Amer	NY	3,636	0.0405%	99.7944%	3,636	448	0	0	0%
408	86355	Standard Life & Accident Ins Co	TX	3,266	0.0364%	99.8308%	3,266	0	299	-248	-7.5934%
408	71773	American Natl Life Ins Co Of TX	TX	2,578	0.0287%	99.8595%	2,566	0	593	644	25.0974%
850	67644	Penn Mut Life Ins Co	PA	2,328	0.0259%	99.8854%	2,079	0	0	0	0%
84	63479	United Teacher Assoc Ins Co	TX	2,202	0.0245%	99.9099%	2,208	0	175	134	6.0688%
520	67784	Philadelphia Amer Life Ins Co	TX	1,347	0.015%	99.9249%	1,347	0	486	456	33.853%

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20	65676	Lincoln Natl Life Ins Co	IN	1,336	0.0149%	99.9398%	1,358	0	0	0	0%
687	64211	Guarantee Trust Life Ins Co	IL	1,093	0.0122%	99.952%	1,146	0	0	0	0%
	71471	Ability Ins Co	NE	889	0.0099%	99.9619%	1,014	0	271	221	21.7949%
181	70211	Reassure Amer Life Ins Co	IN	675	0.0075%	99.9694%	704	0	0	0	0%
588	67199	Old Amer Ins Co	MO	650	0.0072%	99.9766%	750	0	2,048	1,980	264%
468	65021	Stonebridge Life Ins Co	VT	439	0.0049%	99.9815%	434	0	0	0	0%
264	61832	Chesapeake Life Ins Co	OK	335	0.0037%	99.9853%	322	0	324	472	146.5839%
19	70408	Union Security Ins Co	KS	297	0.0033%	99.9886%	284	0	0	0	0%
1117	61883	Central United Life Ins Co	AR	271	0.003%	99.9916%	271	0	14,903	13,868	5,117.3432%
468	66281	Monumental Life Ins Co	IA	261	0.0029%	99.9945%	259	0	0	0	0%
50	62553	Country Life Ins Co	IL	242	0.0027%	99.9972%	243	0	0	0	0%
261	69868	United Of Omaha Life Ins Co	NE	200	0.0022%	99.9994%	211	0	0	0	0%
953	67660	Pennsylvania Life Ins Co	PA	36	0.0004%	99.9998%	36	0	0	0	0%
572	77720	LifeSecure Ins Co	MI	17	0.0002%	100%	17	0	0	0	0%
215	69930	United Ins Co Of Amer	IL	0	0%	100%	5	0	0	0	0%
450	65781	Madison Natl Life Ins Co Inc	WI	0	0%	100%	0	0	3,850	4,485	0%
	62952	Equitable Life & Cas Ins Co	UT	0	0%	100%	2	0	0	0	0%
		<b>45 Companies in Report</b>		<b>8,979,090</b>	<b>100%</b>	<b>100%</b>	<b>9,126,592</b>	<b>15,080</b>	<b>7,367,122</b>	<b>5,847,922</b>	<b>64.0756%</b>