

Market Share by Line of Business - Life A&H

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Selected Criteria -		Year: 2012	State: SD	Codelist Basis: Licensed				Round by Thousands: No			
Business Type: Life A&H		Include Zero Companies: No		Line of Business: Guaranteed renewable (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
370	60380	American Family Life Assur Co of Col	NE	46,115,278	27.7047%	27.7047%	46,674,727	0	27,965,878	28,908,110	61.9353%
261	71412	Mutual Of Omaha Ins Co	NE	12,880,390	7.7382%	35.4429%	13,007,772	0	9,827,260	10,755,160	82.6826%
261	72850	United World Life Ins Co	NE	10,162,443	6.1053%	41.5482%	10,324,430	0	8,285,830	8,057,411	78.0422%
4011	70025	Genworth Life Ins Co	DE	9,249,825	5.557%	47.1052%	9,160,714	0	3,718,068	4,401,620	48.0489%
233	70319	Washington Natl Ins Co	IN	8,970,718	5.3893%	52.4945%	9,533,758	0	8,034,316	7,870,154	82.5504%
468	86231	Transamerica Life Ins Co	IA	6,384,868	3.8358%	56.3304%	6,352,090	0	6,894,449	8,366,785	131.717%
261	69868	United Of Omaha Life Ins Co	NE	5,755,990	3.458%	59.7884%	5,442,985	0	3,749,558	4,060,984	74.6095%
904	65838	John Hancock Life Ins Co (USA)	MI	4,839,555	2.9075%	62.6959%	4,936,046	0	593,617	1,592,895	32.2707%
4483	70939	Gerber Life Ins Co	NY	3,819,565	2.2947%	64.9906%	3,818,272	0	3,020,955	3,050,409	79.8898%
290	77968	Family Heritage Life Ins Co Of Amer	OH	3,395,490	2.0399%	67.0305%	3,429,633	0	856,696	851,877	24.8387%
826	66915	New York Life Ins Co	NY	2,833,304	1.7022%	68.7326%	2,703,549	378	574,714	898,356	33.2288%
565	62049	Colonial Life & Accident Ins Co	SC	2,636,210	1.5838%	70.3164%	2,645,315	0	1,213,445	1,280,696	48.4137%
860	69000	Northwestern Long Term Care Ins Co	WI	2,477,446	1.4884%	71.8048%	2,320,072	67,633	133,755	306,748	13.2215%
626	62146	Combined Ins Co Of Amer	IL	2,306,002	1.3854%	73.1902%	2,295,651	0	595,105	536,772	23.3821%
	68802	Sentinel Security Life Ins Co	UT	2,028,220	1.2185%	74.4087%	2,034,983	0	1,454,120	1,561,736	76.7444%
119	73288	Humana Ins Co	WI	2,018,728	1.2128%	75.6214%	2,016,040	0	1,516,056	1,520,437	75.417%
233	61263	Bankers Life & Cas Co	IL	1,962,707	1.1791%	76.8006%	2,073,578	92	2,286,007	2,521,210	121.5874%
3527	31119	Medico Ins Co	NE	1,871,322	1.1242%	77.9248%	1,821,730	0	1,680,668	1,840,487	101.0296%
367	80578	Physicians Mut Ins Co	NE	1,799,867	1.0813%	79.0061%	1,798,575	0	934,920	981,027	54.5447%
1	12321	American Continental Ins Co	TN	1,639,648	0.9851%	79.9912%	1,670,155	0	1,291,182	1,192,927	71.4261%
901	65722	Loyal Amer Life Ins Co	OH	1,627,864	0.978%	80.9692%	1,626,308	0	1,163,015	1,167,863	71.8107%
290	92916	United Amer Ins Co	NE	1,547,157	0.9295%	81.8986%	1,564,313	0	1,599,869	1,574,951	100.68%
4	65005	RiverSource Life Ins Co	MN	1,496,617	0.8991%	82.7978%	1,495,463	0	3,814,832	3,826,605	255.881%
	76325	Senior Hlth Ins Co of PA	PA	1,449,810	0.871%	83.6688%	1,890,637	0	3,530,783	3,583,018	189.5138%
761	90611	Allianz Life Ins Co Of N Amer	MN	1,372,243	0.8244%	84.4932%	1,378,349	0	562,472	575,933	41.7843%
8	60534	American Heritage Life Ins Co	FL	1,295,468	0.7783%	85.2715%	1,299,498	0	842,099	823,108	63.3405%
	62952	Equitable Life & Cas Ins Co	UT	1,293,942	0.7774%	86.0488%	1,294,256	0	526,698	553,059	42.7318%
565	68195	Provident Life & Accident Ins Co	TN	1,164,884	0.6998%	86.7486%	1,164,735	0	322,344	336,288	28.8725%

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687	64211	Guarantee Trust Life Ins Co	IL	1,129,074	0.6783%	87.427%	1,126,686	0	170,984	237,688	21.0962%
84	71404	Continental Gen Ins Co	OH	1,036,271	0.6226%	88.0495%	1,124,678	0	940,079	407,007	36.1888%
1186	69515	Medamerica Ins Co	PA	1,020,985	0.6134%	88.6629%	1,005,624	0	355,767	364,943	36.2902%
215	68462	Reserve Natl Ins Co	OK	1,020,056	0.6128%	89.2757%	1,014,008	0	493,229	472,259	46.5735%
19	69477	Time Ins Co	WI	945,972	0.5683%	89.844%	960,431	0	1,874,962	3,199,343	333.1153%
367	72125	Physicians Life Ins Co	NE	919,594	0.5525%	90.3965%	924,100	0	639,675	643,509	69.6363%
3527	67679	American Republic Corp Ins Co	NE	892,547	0.5362%	90.9327%	886,494	0	717,136	734,465	82.8505%
241	65978	Metropolitan Life Ins Co	NY	878,665	0.5279%	91.4606%	878,224	0	113,320	83,806	9.5427%
304	68241	Prudential Ins Co Of Amer	NJ	799,040	0.48%	91.9406%	787,729	0	87,719	234,059	29.7131%
	64580	Illinois Mut Life Ins Co	IL	719,980	0.4325%	92.3732%	728,240	0	249,109	274,374	37.6763%
	42129	United Security Assur Co Of PA	PA	662,925	0.3983%	92.7714%	600,493	0	80,836	-139,554	-23.2399%
3527	60836	American Republic Ins Co	IA	652,691	0.3921%	93.1636%	668,949	0	582,608	562,402	84.0725%
	65927	Lincoln Heritage Life Ins Co	IL	570,022	0.3425%	93.506%	570,945	0	509,251	497,520	87.1397%
8	65595	Lincoln Benefit Life Co	NE	548,171	0.3293%	93.8353%	563,384	0	66,552	69,627	12.3587%
4011	65536	Genworth Life & Ann Ins Co	VA	512,933	0.3082%	94.1435%	503,836	0	854,468	839,317	166.5854%
	71439	Assurity Life Ins Co	NE	467,020	0.2806%	94.4241%	467,812	0	174,071	312,112	66.7174%
860	67091	Northwestern Mut Life Ins Co	WI	464,425	0.279%	94.7031%	459,522	117,744	36,138	565,044	122.9634%
19	70408	Union Security Ins Co	KS	428,981	0.2577%	94.9608%	435,943	0	292,068	-60,867	-13.9621%
84	63479	United Teacher Assoc Ins Co	TX	410,133	0.2464%	95.2072%	405,463	0	96,164	93,578	23.0793%
4722	71390	Puritan Life Ins Co of Amer	AZ	372,052	0.2235%	95.4307%	377,874	0	321,922	310,790	82.247%
233	62065	Colonial Penn Life Ins Co	PA	332,879	0.2%	95.6307%	327,418	0	180,921	180,086	55.0019%
918	65056	Jackson Natl Life Ins Co	MI	314,599	0.189%	95.8197%	322,181	0	416,783	416,783	129.363%
	69132	State Mut Ins Co	GA	305,423	0.1835%	96.0032%	306,893	0	184,682	182,840	59.5778%
119	65110	Kanawha Ins Co	SC	279,072	0.1677%	96.1708%	286,486	0	85,091	93,021	32.4696%
619	69116	State Life Ins Co	IN	267,894	0.1609%	96.3318%	279,698	0	57,684	109,664	39.208%
	89184	Sterling Investors Life Ins Co	GA	263,388	0.1582%	96.49%	268,604	0	174,064	173,182	64.4748%
690	61751	Central States H & L Co Of Omaha	NE	251,917	0.1513%	96.6414%	254,865	0	168,262	150,936	59.2219%
12	60488	American Gen Life Ins Co	TX	250,249	0.1503%	96.7917%	237,679	0	275,389	444,507	187.0199%
290	60577	American Income Life Ins Co	IN	248,257	0.1491%	96.9409%	250,401	0	42,833	54,795	21.8829%
200	69663	USAA Life Ins Co	TX	246,574	0.1481%	97.089%	246,215	0	167,718	169,285	68.7549%
1117	63053	Family Life Ins Co	TX	243,127	0.1461%	97.235%	243,029	0	200,249	199,434	82.0618%
1117	61883	Central United Life Ins Co	AR	229,211	0.1377%	97.3728%	229,590	0	224,288	215,398	93.8185%

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687	92703	United Natl Life Ins Co Of Amer	IL	216,897	0.1303%	97.5031%	218,751	0	129,476	137,745	62.9689%
241	87726	Metlife Ins Co of CT	CT	213,822	0.1285%	97.6315%	242,822	0	216,742	549,031	226.1043%
565	62235	Unum Life Ins Co Of Amer	ME	207,426	0.1246%	97.7561%	222,343	0	156,851	228,523	102.7795%
50	62553	Country Life Ins Co	IL	200,565	0.1205%	97.8766%	197,381	0	18,317	24,830	12.5797%
458	68136	Protective Life Ins Co	TN	200,085	0.1202%	97.9968%	201,452	0	123,240	123,804	61.4558%
953	69701	Union Bankers Ins Co	TX	198,482	0.1192%	98.1161%	207,400	0	204,610	197,931	95.4344%
953	68284	Pyramid Life Ins Co	KS	197,186	0.1185%	98.2345%	200,902	0	182,803	200,144	99.6227%
280	61190	Auto Owners Life Ins Co	MI	193,558	0.1163%	98.3508%	192,084	0	8,413	17,685	9.2069%
587	61239	Bankers Fidelity Life Ins Co	GA	183,961	0.1105%	98.4613%	172,853	0	176,780	174,352	100.8672%
468	66281	Monumental Life Ins Co	IA	177,499	0.1066%	98.568%	177,960	0	30,862	46,014	25.8564%
435	65935	Massachusetts Mut Life Ins Co	MA	169,169	0.1016%	98.6696%	101,524	0	0	-2,713,951	2,673.2113%
119	70580	Humanadental Ins Co	WI	156,367	0.0939%	98.7635%	149,236	0	92,012	91,816	61.524%
513	63088	Farm Bureau Life Ins Co	IA	137,374	0.0825%	98.8461%	143,030	0	52,821	54,026	37.7725%
408	86355	Standard Life & Accident Ins Co	TX	133,182	0.08%	98.9261%	141,720	0	110,339	121,001	85.3803%
520	67784	Philadelphia Amer Life Ins Co	TX	124,116	0.0746%	99.0007%	125,713	0	206,615	226,980	180.5541%
1295	80799	Celtic Ins Co	IL	117,638	0.0707%	99.0713%	123,073	0	55,211	52,002	42.253%
1348	69019	Standard Ins Co	OR	100,773	0.0605%	99.1319%	100,050	0	0	1,358	1.3573%
707	62286	Golden Rule Ins Co	IN	87,371	0.0525%	99.1844%	87,555	0	132,186	128,159	146.3754%
	71854	AAA Life Ins Co	MI	87,066	0.0523%	99.2367%	88,121	0	35,213	34,497	39.1473%
233	65900	Conseco Life Ins Co	IN	81,643	0.049%	99.2857%	90,722	0	41,815	36,769	40.5293%
953	62359	Constitution Life Ins Co	TX	77,617	0.0466%	99.3323%	78,746	0	17,900	17,407	22.1052%
350	62596	Union Fidelity Life Ins Co	KS	76,878	0.0462%	99.3785%	79,964	0	12,780	12,284	15.3619%
19	65080	John Alden Life Ins Co	WI	76,774	0.0461%	99.4247%	84,798	0	273,852	453,034	534.2508%
1266	91642	Forethought Life Ins Co	IN	76,282	0.0458%	99.4705%	69,750	0	45,407	59,449	85.2315%
330	60410	American Fidelity Assur Co	OK	74,326	0.0447%	99.5151%	74,070	0	66,908	128,909	174.0367%
276	61425	Trustmark Ins Co	IL	60,765	0.0365%	99.5516%	60,792	0	9,280	9,671	15.9083%
3527	70629	World Ins Co	NE	53,550	0.0322%	99.5838%	78,266	0	22,406	17,911	22.8848%
332	61271	Principal Life Ins Co	IA	50,080	0.0301%	99.6139%	430	0	121,669	2,952	686.5116%
572	77720	LifeSecure Ins Co	MI	48,715	0.0293%	99.6432%	47,198	0	409	3,822	8.0978%
290	91472	Globe Life & Accident Ins Co	NE	43,448	0.0261%	99.6693%	43,601	0	33,959	44,753	102.6421%
876	94358	USAbLe Life	AR	43,131	0.0259%	99.6952%	43,131	0	1,625	1,625	3.7676%
904	93610	John Hancock Life & Hlth Ins Co	MA	41,655	0.025%	99.7202%	42,021	0	0	293,181	697.7011%
901	61727	Central Reserve	OH	41,079	0.0247%	99.7449%	44,193	0	12,971	12,903	29.1969%

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		Life Ins Co									
212	63177	Farmers New World Life Ins Co	WA	37,219	0.0224%	99.7672%	37,206	0	19,538	19,245	51.7255%
429	71714	Berkshire Life Ins Co of Amer	MA	32,516	0.0195%	99.7868%	32,595	0	0	0	0%
468	65021	Stonebridge Life Ins Co	VT	26,506	0.0159%	99.8027%	26,588	0	105,662	119,675	450.1091%
943	80837	Union Central Life Ins Co	NE	25,273	0.0152%	99.8179%	25,163	0	0	0	0%
953	71072	Marquette Natl Life Ins Co	TX	20,554	0.0123%	99.8302%	20,692	0	14,361	14,376	69.4761%
306	62626	CMFG Life Ins Co	IA	19,646	0.0118%	99.842%	19,646	0	0	216	1.0995%
	11121	Unified Life Ins Co	TX	19,570	0.0118%	99.8538%	19,454	0	4,744	4,465	22.9516%
229	61360	Reliastar Life Ins Co Of NY	NY	17,956	0.0108%	99.8646%	17,848	0	73,858	69,602	389.9709%
4712	63967	Government Personnel Mut Life Ins Co	TX	17,440	0.0105%	99.8751%	15,777	0	26,925	29,229	185.2634%
1211	97241	Settlers Life Ins Co	WI	14,533	0.0087%	99.8838%	14,557	0	0	0	0%
901	67903	Provident Amer Life & Hlth Ins Co	OH	14,295	0.0086%	99.8924%	14,314	0	6,739	5,578	38.9688%
4734	61492	Athene Annuity & Life Assur Co	DE	13,442	0.0081%	99.9005%	13,442	0	0	0	0%
20	65676	Lincoln Natl Life Ins Co	IN	12,971	0.0078%	99.9082%	14,558	0	6,673	4,314	29.6332%
549	68047	Professional Ins Co	TX	12,177	0.0073%	99.9156%	12,175	0	0	0	0%
953	60763	American Pioneer Life Ins Co	FL	11,069	0.0066%	99.9222%	11,242	0	0	0	0%
84	63312	Great Amer Life Ins Co	OH	11,018	0.0066%	99.9288%	11,016	0	755	750	6.8083%
968	62944	AXA Equitable Life Ins Co	NY	10,452	0.0063%	99.9351%	10,473	0	1,504	1,453	13.8738%
574	61859	Christian Fidelity Life Ins Co	TX	9,538	0.0057%	99.9408%	9,824	0	7,036	7,000	71.2541%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	7,170	0.0043%	99.9451%	6,843	0	0	0	0%
	62928	EMC Natl Life Co	IA	7,128	0.0043%	99.9494%	7,387	0	-19	-16	-0.2166%
839	62324	Freedom Life Ins Co Of Amer	TX	7,064	0.0042%	99.9537%	7,071	0	0	0	0%
943	61301	Ameritas Life Ins Corp	NE	6,970	0.0042%	99.9579%	0	0	0	0	0%
869	66168	Minnesota Life Ins Co	MN	6,576	0.004%	99.9618%	6,479	0	0	-14	-0.2161%
574	76112	Oxford Life Ins Co	AZ	6,170	0.0037%	99.9655%	6,166	0	12,504	12,816	207.8495%
91	71153	Hartford Life & Ann Ins Co	CT	5,154	0.0031%	99.9686%	5,161	0	12,203	9,418	182.484%
	64017	Jefferson Natl Life Ins Co	TX	5,141	0.0031%	99.9717%	5,297	0	443	-642	-12.1201%
704	67172	Ohio Natl Life Ins Co	OH	5,019	0.003%	99.9747%	4,995	0	0	0	0%
	69329	Surety Life & Cas Ins Co	ND	4,754	0.0029%	99.9776%	4,752	0	50	50	1.0522%
1129	68608	Symetra Life Ins Co	WA	4,183	0.0025%	99.9801%	4,180	0	0	0	0%
		Penn Mut Life Ins									

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850	67644	Co	PA	3,979	0.0024%	99.9825%	2,897	0	1,226	-2,390	-82.4991%
	87963	National Teachers Assoc Life Ins Co	TX	3,756	0.0023%	99.9847%	3,790	0	50	54	1.4248%
2538	82538	National Hlth Ins Co	TX	3,604	0.0022%	99.9869%	3,604	0	12,902	13,544	375.8047%
290	65331	Liberty Natl Life Ins Co	NE	3,256	0.002%	99.9889%	3,268	0	0	0	0%
836	70483	Western & Southern Life Ins Co	OH	2,845	0.0017%	99.9906%	2,839	0	0	0	0%
	65641	Lincoln Mut Life & Cas Ins Co	ND	2,698	0.0016%	99.9922%	3,067	0	2,995	10,643	347.0166%
1216	60142	TIAA Cref Life Ins Co	NY	2,417	0.0015%	99.9936%	2,328	0	0	0	0%
408	60739	American Natl Ins Co	TX	2,155	0.0013%	99.9949%	2,248	0	581	708	31.4947%
492	68721	Security Life Ins Co Of Amer	MN	1,248	0.0007%	99.9957%	1,250	0	0	0	0%
244	76236	Cincinnati Life Ins Co	OH	1,215	0.0007%	99.9964%	1,215	0	0	0	0%
429	64246	Guardian Life Ins Co Of Amer	NY	1,068	0.0006%	99.9971%	886	0	0	-25,098	2,832.7314%
264	97055	Mega Life & Hlth Ins Co The	OK	948	0.0006%	99.9976%	948	0	375	375	39.557%
901	62308	Connecticut Gen Life Ins Co	CT	684	0.0004%	99.998%	908	0	4,748	4,749	523.0176%
440	66265	Monarch Life Ins Co	MA	670	0.0004%	99.9984%	697	0	2,400	666	95.5524%
300	64513	Horace Mann Life Ins Co	IL	611	0.0004%	99.9988%	611	0	2,860	2,860	468.0851%
	67393	Ozark Natl Life Ins Co	MO	436	0.0003%	99.9991%	442	0	0	0	0%
19	67989	American Memorial Life Ins Co	SD	407	0.0002%	99.9993%	413	0	0	0	0%
943	74900	Brokers Natl Life Assur Co	AR	378	0.0002%	99.9995%	383	0	0	0	0%
781	69744	Union Labor Life Ins Co	MD	336	0.0002%	99.9997%	316	0	0	84	26.5823%
8	60186	Allstate Life Ins Co	IL	332	0.0002%	99.9999%	370	0	0	0	0%
4750	65919	Primerica Life Ins Co	MA	251	0.0002%	100.0001%	251	0	0	4	1.5936%
839	98205	National Found Life Ins Co	TX	218	0.0001%	100.0002%	218	0	0	0	0%
	81426	Commercial Travelers Mut Ins Co	NY	194	0.0001%	100.0003%	197	0	0	0	0%
872	66230	William Penn Life Ins Co Of NY	NY	169	0.0001%	100.0004%	169	0	0	0	0%
968	66370	Mony Life Ins Co	NY	136	0.0001%	100.0005%	140	0	0	0	0%
229	67105	Reliastar Life Ins Co	MN	121	0.0001%	100.0006%	121	0	0	0	0%
44	61689	Aviva Life & Ann Co	IA	107	0.0001%	100.0007%	109	0	0	0	0%
588	67199	Old Amer Ins Co	MO	86	0.0001%	100.0007%	98	0	0	-115	-117.3469%
	60542	American Home Life Ins Co	KS	75	0%	100.0008%	80	0	0	0	0%

Market Share by Line of Business - Life A&H

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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
55	84522	Auto Club Life Ins Co	MI	68	0%	100.0008%	72	0	0	0	0%
	70130	Universal Guar Life Ins Co	OH	66	0%	100.0008%	66	0	0	0	0%
468	70688	Transamerica Financial Life Ins Co	NY	33	0%	100.0009%	39	0	0	0	0%
	68985	Starmount Life Ins Co	LA	1	0%	100.0009%	1	0	0	0	0%
1117	65870	Manhattan Life Ins Co	NY	0	0%	100.0009%	0	0	3	11	0%
241	63665	General Amer Life Ins Co	MO	0	0%	100.0009%	0	0	0	-403	0%
769	80705	US Br Great West Life Assur Co	MI	0	0%	100.0009%	1,892	0	3,623	3,583	189.3763%
140	66869	Nationwide Life Ins Co	OH	-1,423	-0.0009%	100%	-1,423	0	-414	-414	29.0935%
		159 Companies in Report		166,452,817	100%	100%	167,868,191	185,847	110,740,530	116,184,972	69.212%