

Market Share Life & Annuity

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Selected Criteria						
Year: 2012		State: SD		Codelist Basis: Licensed		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	76,707,855	13.7918%	13.7918%
826	91596	New York Life Ins & Ann Corp	DE	45,876,291	8.2484%	22.0402%
304	79227	Pruco Life Ins Co	AZ	37,534,030	6.7485%	28.7887%
20	65676	Lincoln Natl Life Ins Co	IN	35,586,532	6.3983%	35.1871%
4	65005	RiverSource Life Ins Co	MN	34,216,897	6.1521%	41.3392%
761	90611	Allianz Life Ins Co Of N Amer	MN	22,975,606	4.1309%	45.4701%
241	61050	MetLife Investors USA Ins Co	DE	21,785,355	3.9169%	49.3871%
968	62944	AXA Equitable Life Ins Co	NY	20,526,580	3.6906%	53.0777%
304	68241	Prudential Ins Co Of Amer	NJ	13,989,959	2.5154%	55.593%
431	66044	Midland Natl Life Ins Co	IA	13,288,756	2.3893%	57.9823%
2658	92738	American Equity Invest Life Ins Co	IA	12,137,621	2.1823%	60.1646%
709	67466	Pacific Life Ins Co	NE	11,761,828	2.1147%	62.2794%
332	61271	Principal Life Ins Co	IA	11,759,655	2.1143%	64.3937%
44	61689	Aviva Life & Ann Co	IA	11,525,092	2.0722%	66.4659%
860	67091	Northwestern Mut Life Ins Co	WI	10,757,631	1.9342%	68.4001%
458	68136	Protective Life Ins Co	TN	8,336,892	1.4989%	69.899%
431	66974	North Amer Co Life & Hlth Ins	IA	8,238,540	1.4813%	71.3803%
513	63088	Farm Bureau Life Ins Co	IA	8,094,365	1.4553%	72.8356%
306	62626	CMFG Life Ins Co	IA	7,613,798	1.3689%	74.2046%
468	86231	Transamerica Life Ins Co	IA	7,470,777	1.3432%	75.5478%
431	62510	Equitrust Life Ins Co	IA	7,340,960	1.3199%	76.8677%
429	78778	Guardian Ins & Ann Co Inc	DE	6,611,755	1.1888%	78.0564%
1129	68608	Symetra Life Ins Co	WA	6,519,169	1.1721%	79.2286%
619	60895	American United Life Ins Co	IN	5,758,354	1.0353%	80.2639%
300	64513	Horace Mann Life Ins Co	IL	5,625,690	1.0115%	81.2754%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	4,801,659	0.8633%	82.1387%
12	60488	American Gen Life Ins Co	TX	4,764,785	0.8567%	82.9954%
4731	63274	Fidelity & Guar Life Ins Co	MD	4,582,108	0.8238%	83.8192%
12	70238	Variable Ann Life Ins Co	TX	4,256,799	0.7654%	84.5846%
229	80942	ING USA Ann & Life Ins Co	IA	4,153,064	0.7467%	85.3313%
403	93548	PHL Variable Ins Co	CT	4,000,353	0.7193%	86.0506%
229	86509	Ing Life Ins & Ann Co	CT	3,997,789	0.7188%	86.7694%
574	76112	Oxford Life Ins Co	AZ	3,972,512	0.7142%	87.4836%
431	68675	Security Benefit Life Ins Co	KS	3,362,125	0.6045%	88.0881%
	68802	Sentinel Security Life Ins Co	UT	3,344,037	0.6012%	88.6893%
229	67105	Reliastar Life Ins Co	MN	2,499,156	0.4493%	89.1387%
	66850	National Western Life Ins Co	CO	2,333,948	0.4196%	89.5583%
84	63312	Great Amer Life Ins Co	OH	2,314,268	0.4161%	89.9744%
408	60739	American Natl Ins Co	TX	2,286,374	0.4111%	90.3855%

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176	69108	State Farm Life Ins Co	IL	2,211,589	0.3976%	90.7831%
2938	97721	Thrivent Life Ins Co	MN	2,192,853	0.3943%	91.1774%
904	65838	John Hancock Life Ins Co (USA)	MI	2,183,097	0.3925%	91.5699%
769	68322	Great W Life & Ann Ins Co	CO	1,879,364	0.3379%	91.9078%
241	65978	Metropolitan Life Ins Co	NY	1,856,386	0.3338%	92.2416%
1266	91642	Forethought Life Ins Co	IN	1,836,074	0.3301%	92.5717%
869	66168	Minnesota Life Ins Co	MN	1,727,934	0.3107%	92.8824%
367	72125	Physicians Life Ins Co	NE	1,701,432	0.3059%	93.1883%
704	67172	Ohio Natl Life Ins Co	OH	1,668,169	0.2999%	93.4882%
200	69663	USAA Life Ins Co	TX	1,635,586	0.2941%	93.7823%
248	69973	United Life Ins Co	IA	1,575,205	0.2832%	94.0655%
261	69868	United Of Omaha Life Ins Co	NE	1,573,577	0.2829%	94.3485%
241	87726	Metlife Ins Co of CT	CT	1,441,418	0.2592%	94.6076%
468	66281	Monumental Life Ins Co	IA	1,309,081	0.2354%	94.843%
304	86630	Prudential Ann Life Assur Corp	CT	1,272,037	0.2287%	95.0717%
4011	70025	Genworth Life Ins Co	DE	1,197,541	0.2153%	95.287%
836	65242	Lafayette Life Ins Co	OH	1,180,272	0.2122%	95.4992%
473	60399	American Family Life Ins Co	WI	1,152,798	0.2073%	95.7065%
1348	69019	Standard Ins Co	OR	1,135,229	0.2041%	95.9106%
233	61263	Bankers Life & Cas Co	IL	1,063,961	0.1913%	96.1019%
619	69116	State Life Ins Co	IN	1,063,307	0.1912%	96.2931%
241	93513	MetLife Investors Ins Co	MO	958,765	0.1724%	96.4655%
943	80837	Union Central Life Ins Co	NE	944,384	0.1698%	96.6353%
451	71870	Fidelity Security Life Ins Co	MO	932,713	0.1677%	96.8029%
91	71153	Hartford Life & Ann Ins Co	CT	911,265	0.1638%	96.9668%
4011	65536	Genworth Life & Ann Ins Co	VA	900,431	0.1619%	97.1287%
	64017	Jefferson Natl Life Ins Co	TX	816,267	0.1468%	97.2754%
4734	61492	Athene Annuity & Life Assur Co	DE	815,723	0.1467%	97.4221%
3436	68543	Liberty Bankers Life Ins Co	OK	812,181	0.146%	97.5681%
435	65935	Massachusetts Mut Life Ins Co	MA	759,304	0.1365%	97.7047%
943	61301	Ameritas Life Ins Corp	NE	757,488	0.1362%	97.8409%
981	93696	Fidelity Investments Life Ins Co	UT	721,210	0.1297%	97.9705%
	62928	EMC Natl Life Co	IA	705,094	0.1268%	98.0973%
435	93432	CM Life Ins Co	CT	685,153	0.1232%	98.2205%
280	61190	Auto Owners Life Ins Co	MI	557,899	0.1003%	98.3208%
244	76236	Cincinnati Life Ins Co	OH	519,342	0.0934%	98.4142%
169	68810	Sentry Life Ins Co	WI	511,947	0.092%	98.5062%
1	60054	Aetna Life Ins Co	CT	474,153	0.0853%	98.5915%
4732	13561	Great Plains Life Assur Co	SD	443,780	0.0798%	98.6713%
836	92622	Western Southern Life Assur Co	OH	410,699	0.0738%	98.7451%
19	70408	Union Security Ins Co	KS	383,979	0.069%	98.8141%
549	79065	Sun Life Assur Co Of Canada US	DE	383,550	0.069%	98.8831%
91	88072	Hartford Life Ins Co	CT	368,497	0.0663%	98.9494%

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	66869	Nationwide Life Ins Co	OH	349,697	0.0629%	99.0122%
836	74780	Integrity Life Ins Co	OH	348,292	0.0626%	99.0749%
84	93661	Annuity Investors Life Ins Co	OH	325,234	0.0585%	99.1333%
	71439	Assurity Life Ins Co	NE	315,944	0.0568%	99.1901%
403	67814	Phoenix Life Ins Co	NY	314,068	0.0565%	99.2466%
431	83607	Guggenheim Life & Ann Co	DE	312,100	0.0561%	99.3027%
634	65528	Life Ins Co Of The Southwest	TX	293,049	0.0527%	99.3554%
826	66915	New York Life Ins Co	NY	275,400	0.0495%	99.4049%
7	63258	Federated Life Ins Co	MN	257,319	0.0463%	99.4512%
4734	68039	Presidential Life Ins Co	NY	254,165	0.0457%	99.4969%
8	65595	Lincoln Benefit Life Co	NE	227,145	0.0408%	99.5377%
801	99775	Funeral Directors Life Ins Co	TX	225,680	0.0406%	99.5783%
3098	68381	Reliance Standard Life Ins Co	IL	218,916	0.0394%	99.6177%
290	92916	United Amer Ins Co	NE	218,495	0.0393%	99.6569%
850	67644	Penn Mut Life Ins Co	PA	213,362	0.0384%	99.6953%
212	63177	Farmers New World Life Ins Co	WA	189,328	0.034%	99.7294%
1216	60142	TIAA Cref Life Ins Co	NY	181,000	0.0325%	99.7619%
3891	84824	Commonwealth Ann & Life Ins Co	MA	169,028	0.0304%	99.7923%
3766	60445	Sagicor Life Ins Co	TX	150,910	0.0271%	99.8194%
233	70319	Washington Natl Ins Co	IN	141,811	0.0255%	99.8449%
212	90557	Zurich Amer Life Ins Co	IL	123,118	0.0221%	99.8671%
449	61999	Americo Fin Life & Ann Ins Co	TX	107,795	0.0194%	99.8864%
468	91413	Western Reserve Life Assur Co of OH	OH	94,309	0.017%	99.9034%
	77925	Western United Life Assur Co	WA	92,664	0.0167%	99.9201%
689	81043	Bankers Life Ins Co	FL	60,637	0.0109%	99.931%
	64505	Homesteaders Life Co	IA	58,794	0.0106%	99.9415%
707	62286	Golden Rule Ins Co	IN	58,545	0.0105%	99.952%
50	62553	Country Life Ins Co	IL	55,476	0.01%	99.962%
1211	66583	National Guardian Life Ins Co	WI	30,560	0.0055%	99.9675%
8	60186	Allstate Life Ins Co	IL	21,850	0.0039%	99.9714%
	64580	Illinois Mut Life Ins Co	IL	17,850	0.0032%	99.9747%
19	67989	American Memorial Life Ins Co	SD	16,066	0.0029%	99.9775%
588	65129	Kansas City Life Ins Co	MO	13,806	0.0025%	99.98%
619	67911	Pioneer Mut Life Ins Co	ND	12,060	0.0022%	99.9822%
50	94218	Country Investors Life Assur Co	IL	12,000	0.0022%	99.9844%
917	84786	Colorado Bankers Life Ins Co	CO	9,964	0.0018%	99.9861%
	60542	American Home Life Ins Co	KS	7,000	0.0013%	99.9874%
84	63479	United Teacher Assoc Ins Co	TX	6,865	0.0012%	99.9886%
8	60534	American Heritage Life Ins Co	FL	6,000	0.0011%	99.9897%
634	66680	National Life Ins Co	VT	6,000	0.0011%	99.9908%
315	67148	Occidental Life Ins Co Of NC	TX	5,614	0.001%	99.9918%
	65927	Lincoln Heritage Life Ins Co	IL	4,979	0.0009%	99.9927%
2878	63983	United Heritage Life Ins Co	ID	4,950	0.0009%	99.9936%

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	67083	Manhattan Natl Life Ins Co	IL	4,775	0.0009%	99.9944%
450	65781	Madison Natl Life Ins Co Inc	WI	4,257	0.0008%	99.9952%
687	64211	Guarantee Trust Life Ins Co	IL	3,441	0.0006%	99.9958%
	69132	State Mut Ins Co	GA	2,472	0.0004%	99.9963%
19	69477	Time Ins Co	WI	2,000	0.0004%	99.9966%
84	71404	Continental Gen Ins Co	OH	1,800	0.0003%	99.997%
968	78077	Mony Life Ins Co Of Amer	AZ	1,793	0.0003%	99.9973%
315	68594	American Amicable Life Ins Co Of TX	TX	1,740	0.0003%	99.9976%
449	66540	National Farmers Union Life Ins Co	TX	1,550	0.0003%	99.9979%
449	87645	United Fidelity Life Ins Co	TX	1,463	0.0003%	99.9981%
	61212	Baltimore Life Ins Co	MD	1,257	0.0002%	99.9984%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9986%
863	92649	American Underwriters Life Ins Co	AZ	1,200	0.0002%	99.9988%
458	70335	West Coast Life Ins Co	NE	1,032	0.0002%	99.999%
241	91626	New England Life Ins Co	MA	908	0.0002%	99.9991%
4213	62421	Heritage Union Life Ins Co	MN	900	0.0002%	99.9993%
454	69485	Security Natl Life Ins Co	UT	653	0.0001%	99.9994%
3527	70629	World Ins Co	NE	541	0.0001%	99.9995%
896	69566	Trans World Assur Co	CA	480	0.0001%	99.9996%
4750	65919	Primerica Life Ins Co	MA	420	0.0001%	99.9997%
	60429	American Fidelity Life Ins Co	FL	360	0.0001%	99.9997%
1117	63053	Family Life Ins Co	TX	340	0.0001%	99.9998%
449	63487	Investors Life Ins Co N Amer	TX	300	0.0001%	99.9999%
119	70580	Humanadental Ins Co	WI	295	0.0001%	99.9999%
492	68721	Security Life Ins Co Of Amer	MN	190	0%	99.9999%
	65641	Lincoln Mut Life & Cas Ins Co	ND	120	0%	100%
	70130	Universal Guar Life Ins Co	OH	60	0%	100%
19	60275	American Bankers Life Assur Co Of FL	FL	56	0%	100%
215	69930	United Ins Co Of Amer	IL	49	0%	100%
	154	<b>Companies in Report</b>		556,183,196	100%	100%