

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: Deposit-Type Contract Funds		
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
332	61271	Principal Life Ins Co	IA	21,354,259	41.7537%	41.7537%
1	60054	Aetna Life Ins Co	CT	8,991,945	17.5818%	59.3356%
91	88072	Hartford Life Ins Co	CT	6,602,326	12.9095%	72.245%
44	61689	Aviva Life & Ann Co	IA	3,169,495	6.1973%	78.4423%
304	93629	Prudential Retirement Ins & Ann Co	CT	2,180,410	4.2633%	82.7056%
403	67814	Phoenix Life Ins Co	NY	1,389,653	2.7172%	85.4228%
943	80837	Union Central Life Ins Co	NE	1,191,983	2.3307%	87.7535%
458	68136	Protective Life Ins Co	TN	986,347	1.9286%	89.6821%
431	66044	Midland Natl Life Ins Co	IA	823,821	1.6108%	91.2929%
304	79227	Pruco Life Ins Co	AZ	428,310	0.8375%	92.1303%
4	65005	RiverSource Life Ins Co	MN	398,975	0.7801%	92.9105%
709	67466	Pacific Life Ins Co	NE	391,455	0.7654%	93.6759%
943	61301	Ameritas Life Ins Corp	NE	358,644	0.7013%	94.3771%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	342,578	0.6698%	95.047%
860	67091	Northwestern Mut Life Ins Co	WI	292,004	0.571%	95.6179%
248	69973	United Life Ins Co	IA	281,646	0.5507%	96.1686%
619	69116	State Life Ins Co	IN	245,856	0.4807%	96.6493%
826	91596	New York Life Ins & Ann Corp	DE	206,160	0.4031%	97.0524%
304	68241	Prudential Ins Co Of Amer	NJ	195,109	0.3815%	97.4339%
513	63088	Farm Bureau Life Ins Co	IA	177,025	0.3461%	97.7801%
176	69108	State Farm Life Ins Co	IL	155,778	0.3046%	98.0846%
431	66974	North Amer Co Life & Hlth Ins	IA	134,619	0.2632%	98.3479%
1348	69019	Standard Ins Co	OR	124,903	0.2442%	98.5921%
408	60739	American Natl Ins Co	TX	100,605	0.1967%	98.7888%
918	65056	Jackson Natl Life Ins Co	MI	100,000	0.1955%	98.9843%
917	71129	Dearborn Natl Life Ins Co	IL	83,360	0.163%	99.1473%
	71439	Assurity Life Ins Co	NE	83,338	0.1629%	99.3103%
212	63177	Farmers New World Life Ins Co	WA	66,842	0.1307%	99.441%
4734	68039	Presidential Life Ins Co	NY	58,823	0.115%	99.556%
261	69868	United Of Omaha Life Ins Co	NE	45,394	0.0888%	99.6447%
8	65595	Lincoln Benefit Life Co	NE	40,814	0.0798%	99.7245%
19	69477	Time Ins Co	WI	36,500	0.0714%	99.7959%
304	86630	Prudential Ann Life Assur Corp	CT	34,330	0.0671%	99.863%
468	86231	Transamerica Life Ins Co	IA	17,059	0.0334%	99.8964%
458	70335	West Coast Life Ins Co	NE	15,468	0.0302%	99.9266%
	62928	EMC Natl Life Co	IA	11,841	0.0232%	99.9498%
943	60038	Acacia Life Ins Co	DC	10,496	0.0205%	99.9703%
468	91413	Western Reserve Life Assur Co of OH	OH	5,239	0.0102%	99.9806%
704	67172	Ohio Natl Life Ins Co	OH	3,754	0.0073%	99.9879%

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Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
869	66168	Minnesota Life Ins Co	MN	3,346	0.0065%	99.9944%
917	84786	Colorado Bankers Life Ins Co	CO	1,395	0.0027%	99.9972%
690	61751	Central States H & L Co Of Omaha	NE	1,136	0.0022%	99.9994%
901	67369	Cigna Hlth & Life Ins Co	CT	902	0.0018%	100.0012%
901	62308	Connecticut Gen Life Ins Co	CT	795	0.0016%	100.0027%
	69132	State Mut Ins Co	GA	793	0.0016%	100.0043%
449	67180	Ohio State Life Ins Co	TX	572	0.0011%	100.0054%
901	65722	Loyal Amer Life Ins Co	OH	444	0.0009%	100.0062%
41	60518	American Hlth & Life Ins Co	TX	439	0.0009%	100.0071%
	63223	Federal Life Ins Co	IL	380	0.0007%	100.0078%
4750	65919	Primerica Life Ins Co	MA	309	0.0006%	100.0084%
468	66281	Monumental Life Ins Co	IA	296	0.0006%	100.009%
687	64211	Guarantee Trust Life Ins Co	IL	173	0.0003%	100.0094%
19	67989	American Memorial Life Ins Co	SD	144	0.0003%	100.0096%
4734	61492	Athene Annuity & Life Assur Co	DE	101	0.0002%	100.0098%
769	68322	Great W Life & Ann Ins Co	CO	79	0.0002%	100.01%
23	80985	4 Ever Life Ins Co	IL	58	0.0001%	100.0101%
1211	97241	Settlers Life Ins Co	WI	38	0.0001%	100.0102%
2878	63983	United Heritage Life Ins Co	ID	9	0%	100.0102%
449	87645	United Fidelity Life Ins Co	TX	5	0%	100.0102%
181	61182	Aurora Natl Life Assur Co	CA	-5,224	-0.0102%	100%
	60	<b>Companies in Report</b>		51,143,354	100%	100%