

Market Share Life & Annuity

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Selected Criteria -	Year: 2013	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	69,653,077	12.9701%	12.9701%
826	91596	New York Life Ins & Ann Corp	DE	53,900,789	10.0369%	23.0069%
20	65676	Lincoln Natl Life Ins Co	IN	31,031,219	5.7783%	28.7853%
4	65005	RiverSource Life Ins Co	MN	29,350,873	5.4654%	34.2507%
761	90611	Allianz Life Ins Co Of N Amer	MN	23,361,263	4.3501%	38.6008%
304	79227	Pruco Life Ins Co	AZ	22,779,871	4.2418%	42.8426%
431	66974	North Amer Co Life & Hlth Ins	IA	18,827,720	3.5059%	46.3485%
431	66044	Midland Natl Life Ins Co	IA	18,825,234	3.5054%	49.854%
2658	92738	American Equity Invest Life Ins Co	IA	16,849,229	3.1375%	52.9915%
968	62944	AXA Equitable Life Ins Co	NY	14,843,151	2.7639%	55.7554%
860	67091	Northwestern Mut Life Ins Co	WI	14,389,093	2.6794%	58.4348%
431	62510	Equitrust Life Ins Co	IL	13,973,155	2.6019%	61.0367%
709	67466	Pacific Life Ins Co	NE	13,258,670	2.4689%	63.5056%
332	61271	Principal Life Ins Co	IA	10,973,948	2.0435%	65.5491%
1129	68608	Symetra Life Ins Co	WA	10,469,119	1.9495%	67.4985%
12	60488	American Gen Life Ins Co	TX	9,862,141	1.8364%	69.335%
229	86509	Ing Life Ins & Ann Co	CT	9,473,119	1.764%	71.099%
241	61050	MetLife Investors USA Ins Co	DE	8,501,951	1.5831%	72.6821%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	7,971,710	1.4844%	74.1665%
4731	63274	Fidelity & Guar Life Ins Co	IA	7,716,678	1.4369%	75.6034%
513	63088	Farm Bureau Life Ins Co	IA	7,558,158	1.4074%	77.0108%
468	86231	Transamerica Life Ins Co	IA	6,557,684	1.2211%	78.2319%
84	63312	Great Amer Life Ins Co	OH	5,701,228	1.0616%	79.2936%
431	68675	Security Benefit Life Ins Co	KS	5,512,423	1.0265%	80.32%
619	60895	American United Life Ins Co	IN	5,453,737	1.0155%	81.3356%
229	80942	ING USA Ann & Llife Ins Co	IA	4,456,795	0.8299%	82.1655%
	66850	National Western Life Ins Co	CO	4,421,702	0.8234%	82.9888%
300	64513	Horace Mann Life Ins Co	IL	4,326,383	0.8056%	83.7945%
458	68136	Protective Life Ins Co	TN	4,271,770	0.7954%	84.5899%
12	70238	Variable Ann Life Ins Co	TX	3,777,099	0.7033%	85.2932%
869	66168	Minnesota Life Ins Co	MN	3,720,556	0.6928%	85.986%
3436	68543	Liberty Bankers Life Ins Co	OK	3,570,113	0.6648%	86.6508%
769	68322	Great W Life & Ann Ins Co	CO	3,191,761	0.5943%	87.2452%
169	68810	Sentry Life Ins Co	WI	3,165,255	0.5894%	87.8346%
4734	61689	Aviva Life & Ann Co	IA	3,076,047	0.5728%	88.4074%

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241	87726	Metlife Ins Co of CT	CT	3,026,657	0.5636%	88.9709%
435	65935	Massachusetts Mut Life Ins Co	MA	2,852,154	0.5311%	89.502%
200	69663	USAA Life Ins Co	TX	2,804,668	0.5223%	90.0243%
248	69973	United Life Ins Co	IA	2,698,824	0.5025%	90.5269%
91	71153	Hartford Life & Ann Ins Co	CT	2,255,702	0.42%	90.9469%
367	72125	Physicians Life Ins Co	NE	2,164,863	0.4031%	91.35%
2938	97721	Thrivent Life Ins Co	MN	2,138,655	0.3982%	91.7482%
306	62626	CMFG Life Ins Co	IA	2,137,737	0.3981%	92.1463%
1348	69019	Standard Ins Co	OR	1,991,344	0.3708%	92.5171%
176	69108	State Farm Life Ins Co	IL	1,984,687	0.3696%	92.8867%
1266	91642	Forethought Life Ins Co	IN	1,759,595	0.3277%	93.2143%
261	69868	United Of Omaha Life Ins Co	NE	1,727,700	0.3217%	93.5361%
468	66281	Monumental Life Ins Co	IA	1,716,790	0.3197%	93.8557%
233	61263	Bankers Life & Cas Co	IL	1,441,980	0.2685%	94.1243%
431	83607	Guggenheim Life & Ann Co	DE	1,437,075	0.2676%	94.3918%
836	65242	Lafayette Life Ins Co	OH	1,352,661	0.2519%	94.6437%
408	60739	American Natl Ins Co	TX	1,248,291	0.2324%	94.8762%
4011	65536	Genworth Life & Ann Ins Co	VA	1,238,955	0.2307%	95.1069%
	64017	Jefferson Natl Life Ins Co	TX	1,175,587	0.2189%	95.3258%
403	93548	PHL Variable Ins Co	CT	1,173,850	0.2186%	95.5444%
904	65838	John Hancock Life Ins Co USA	MI	1,155,757	0.2152%	95.7596%
943	80837	Union Central Life Ins Co	NE	1,141,429	0.2125%	95.9721%
704	67172	Ohio Natl Life Ins Co	OH	1,110,822	0.2068%	96.179%
4011	70025	Genworth Life Ins Co	DE	1,089,859	0.2029%	96.3819%
634	65528	Life Ins Co Of The Southwest	TX	1,065,107	0.1983%	96.5802%
241	65978	Metropolitan Life Ins Co	NY	1,030,967	0.192%	96.7722%
619	69116	State Life Ins Co	IN	954,217	0.1777%	96.9499%
943	61301	Ameritas Life Ins Corp	NE	912,560	0.1699%	97.1198%
4732	13561	Great Plains Life Assur Co	SD	857,447	0.1597%	97.2795%
3098	68381	Reliance Standard Life Ins Co	IL	766,678	0.1428%	97.4223%
229	67105	Reliastar Life Ins Co	MN	750,279	0.1397%	97.562%
429	78778	Guardian Ins & Ann Co Inc	DE	694,892	0.1294%	97.6914%
280	61190	Auto Owners Life Ins Co	MI	668,781	0.1245%	97.8159%
435	93432	CM Life Ins Co	CT	609,371	0.1135%	97.9294%
	62928	EMC Natl Life Co	IA	596,875	0.1111%	98.0405%
836	92622	Western Southern Life Assur Co	OH	592,957	0.1104%	98.1509%
304	68241	Prudential Ins Co Of Amer	NJ	592,884	0.1104%	98.2613%
588	65129	Kansas City Life Ins Co	MO	592,865	0.1104%	98.3717%
449	61999	Americo Fin Life & Ann Ins Co	TX	583,619	0.1087%	98.4804%

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	60445	Sagikor Life Ins Co	TX	563,302	0.1049%	98.5853%
473	60399	American Family Life Ins Co	WI	508,171	0.0946%	98.6799%
4794	79065	Sun Life Assur Co Of Canada US	DE	489,652	0.0912%	98.7711%
91	88072	Hartford Life Ins Co	CT	483,429	0.09%	98.8611%
836	74780	Integrity Life Ins Co	OH	443,719	0.0826%	98.9437%
8	60186	Allstate Life Ins Co	IL	428,242	0.0797%	99.0235%
574	76112	Oxford Life Ins Co	AZ	399,150	0.0743%	99.0978%
3891	84824	Commonwealth Ann & Life Ins Co	MA	379,831	0.0707%	99.1685%
304	86630	Prudential Ann Life Assur Corp	AZ	340,982	0.0635%	99.232%
241	93513	MetLife Investors Ins Co	MO	313,952	0.0585%	99.2905%
801	99775	Funeral Directors Life Ins Co	TX	292,554	0.0545%	99.345%
212	63177	Farmers New World Life Ins Co	WA	245,068	0.0456%	99.3906%
4734	61492	Athene Annuity & Life Assur Co	DE	223,381	0.0416%	99.4322%
1216	60142	TIAA Cref Life Ins Co	NY	222,029	0.0413%	99.4735%
619	67911	Pioneer Mut Life Ins Co	ND	215,816	0.0402%	99.5137%
468	91413	Western Reserve Life Assur Co of OH	OH	200,254	0.0373%	99.551%
7	63258	Federated Life Ins Co	MN	196,300	0.0366%	99.5876%
19	70408	Union Security Ins Co	KS	184,471	0.0344%	99.6219%
	68802	Sentinel Security Life Ins Co	UT	180,000	0.0335%	99.6554%
140	66869	Nationwide Life Ins Co	OH	161,280	0.03%	99.6855%
4752	60227	Trinity Life Ins Co	OK	132,400	0.0247%	99.7101%
1117	77925	Western United Life Assur Co	WA	132,000	0.0246%	99.7347%
689	81043	Bankers Life Ins Co	FL	130,960	0.0244%	99.7591%
981	93696	Fidelity Investments Life Ins Co	UT	126,990	0.0236%	99.7827%
244	76236	Cincinnati Life Ins Co	OH	120,023	0.0223%	99.8051%
84	93661	Annuity Investors Life Ins Co	OH	101,491	0.0189%	99.824%
836	99937	Columbus Life Ins Co	OH	100,000	0.0186%	99.8426%
8	65595	Lincoln Benefit Life Co	NE	94,999	0.0177%	99.8603%
	64505	Homesteaders Life Co	IA	83,835	0.0156%	99.8759%
826	66915	New York Life Ins Co	NY	74,423	0.0139%	99.8898%
19	67989	American Memorial Life Ins Co	SD	63,305	0.0118%	99.9016%
290	92916	United Amer Ins Co	NE	60,022	0.0112%	99.9127%
344	61875	Church Life Ins Corp	NY	53,874	0.01%	99.9228%
451	71870	Fidelity Security Life Ins Co	MO	53,236	0.0099%	99.9327%
233	70319	Washington Natl Ins Co	IN	51,565	0.0096%	99.9423%
	71439	Assurity Life Ins Co	NE	49,252	0.0092%	99.9515%
1211	66583	National Guardian Life Ins Co	WI	29,616	0.0055%	99.957%
50	94218	Country Investors Life Assur Co	IL	24,000	0.0045%	99.9614%
1	60054	Aetna Life Ins Co	CT	23,146	0.0043%	99.9657%

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	68039	Athene Ann & Life Ins Co of NY	NY	19,574	0.0036%	99.9694%
212	90557	Zurich Amer Life Ins Co	IL	18,890	0.0035%	99.9729%
	60542	American Home Life Ins Co	KS	18,231	0.0034%	99.9763%
	64580	Illinois Mut Life Ins Co	IL	17,200	0.0032%	99.9795%
917	84786	Colorado Bankers Life Ins Co	CO	16,102	0.003%	99.9825%
707	62286	Golden Rule Ins Co	IN	13,350	0.0025%	99.985%
233	65900	Conseco Life Ins Co	IN	11,395	0.0021%	99.9871%
1280	71480	Great Western Ins Co	UT	10,000	0.0019%	99.989%
84	63479	United Teacher Assoc Ins Co	TX	7,275	0.0014%	99.9903%
8	60534	American Heritage Life Ins Co	FL	6,000	0.0011%	99.9914%
634	66680	National Life Ins Co	VT	6,000	0.0011%	99.9926%
315	67148	Occidental Life Ins Co Of NC	TX	4,618	0.0009%	99.9934%
450	65781	Madison Natl Life Ins Co Inc	WI	4,530	0.0008%	99.9943%
	65927	Lincoln Heritage Life Ins Co	IL	4,159	0.0008%	99.995%
2878	63983	United Heritage Life Ins Co	ID	3,000	0.0006%	99.9956%
687	64211	Guarantee Trust Life Ins Co	IL	2,775	0.0005%	99.9961%
	69132	State Mut Ins Co	GA	2,724	0.0005%	99.9966%
19	69477	Time Ins Co	WI	2,000	0.0004%	99.997%
968	78077	Mony Life Ins Co Of Amer	AZ	1,788	0.0003%	99.9973%
315	68594	American Amicable Life Ins Co Of TX	TX	1,775	0.0003%	99.9977%
84	71404	Continental Gen Ins Co	OH	1,600	0.0003%	99.998%
449	87645	United Fidelity Life Ins Co	TX	1,538	0.0003%	99.9982%
403	67814	Phoenix Life Ins Co	NY	1,219	0.0002%	99.9985%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9987%
241	91626	New England Life Ins Co	MA	1,073	0.0002%	99.9989%
863	92649	American Underwriters Life Ins Co	AZ	1,000	0.0002%	99.9991%
458	70335	West Coast Life Ins Co	NE	993	0.0002%	99.9993%
449	66540	National Farmers Union Life Ins Co	TX	950	0.0002%	99.9994%
4213	62421	Heritage Union Life Ins Co	MN	825	0.0002%	99.9996%
3527	60836	American Republic Ins Co	IA	381	0.0001%	99.9997%
	60429	American Fidelity Life Ins Co	FL	360	0.0001%	99.9997%
4750	65919	Primerica Life Ins Co	MA	337	0.0001%	99.9998%
492	68721	Security Life Ins Co Of Amer	MN	240	0%	99.9998%
84	67083	Manhattan Natl Life Ins Co	IL	200	0%	99.9999%
31	97764	Idealife Ins Co	CT	148	0%	99.9999%
449	63487	Investors Life Ins Co N Amer	TX	125	0%	99.9999%
4764	68845	Shenandoah Life Ins Co	VA	120	0%	100%
3527	65641	Lincoln Republic Ins Co	ND	110	0%	100%
612	71463	CICA Life Ins Co of Amer	CO	100	0%	100%

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	70130	Universal Guar Life Ins Co	OH	73	0%	100%
123	65757	Shelter Life Ins Co	MO	50	0%	100%
836	75264	National Integrity Life Ins Co	NY	15	0%	100%
19	60275	American Bankers Life Assur Co Of FL	FL	9	0%	100%
	61212	Baltimore Life Ins Co	MD	-105	-0%	100%
	157	Companies in Report		537,028,529	100%	100%

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