

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: 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	28,314,055	51.5007%	51.5007%
1	60054	Aetna Life Ins Co	CT	10,994,074	19.9972%	71.4979%
91	88072	Hartford Life Ins Co	CT	5,336,909	9.7074%	81.2053%
304	93629	Prudential Retirement Ins & Ann Co	CT	2,441,925	4.4416%	85.6469%
4734	61689	Aviva Life & Ann Co	IA	2,413,813	4.3905%	90.0374%
458	68136	Protective Life Ins Co	TN	848,720	1.5437%	91.5812%
918	65056	Jackson Natl Life Ins Co	MI	523,993	0.9531%	92.5343%
408	60739	American Natl Ins Co	TX	445,308	0.81%	93.3443%
261	69868	United Of Omaha Life Ins Co	NE	425,898	0.7747%	94.1189%
1129	68608	Symetra Life Ins Co	WA	370,412	0.6737%	94.7927%
826	91596	New York Life Ins & Ann Corp	DE	342,265	0.6225%	95.4152%
	68802	Sentinel Security Life Ins Co	UT	295,521	0.5375%	95.9528%
431	66974	North Amer Co Life & Hlth Ins	IA	290,340	0.5281%	96.4809%
4011	70025	Genworth Life Ins Co	DE	284,600	0.5177%	96.9985%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	273,122	0.4968%	97.4953%
943	61301	Ameritas Life Ins Corp	NE	168,107	0.3058%	97.8011%
304	68241	Prudential Ins Co Of Amer	NJ	145,183	0.2641%	98.0652%
248	69973	United Life Ins Co	IA	124,975	0.2273%	98.2925%
709	67466	Pacific Life Ins Co	NE	98,750	0.1796%	98.4721%
	71439	Assurity Life Ins Co	NE	72,066	0.1311%	98.6032%
403	67814	Phoenix Life Ins Co	NY	68,892	0.1253%	98.7285%
367	72125	Physicians Life Ins Co	NE	61,141	0.1112%	98.8397%
4	65005	RiverSource Life Ins Co	MN	59,909	0.109%	98.9487%
19	69477	Time Ins Co	WI	59,142	0.1076%	99.0562%
280	61190	Auto Owners Life Ins Co	MI	55,000	0.1%	99.1563%
12	60488	American Gen Life Ins Co	TX	54,245	0.0987%	99.2549%
431	83607	Guggenheim Life & Ann Co	DE	50,000	0.0909%	99.3459%
3436	68543	Liberty Bankers Life Ins Co	OK	50,000	0.0909%	99.4368%
513	63088	Farm Bureau Life Ins Co	IA	49,505	0.09%	99.5269%
212	63177	Farmers New World Life Ins Co	WA	42,918	0.0781%	99.6049%
431	66044	Midland Natl Life Ins Co	IA	40,000	0.0728%	99.6777%
860	67091	Northwestern Mut Life Ins Co	WI	37,402	0.068%	99.7457%
	62928	EMC Natl Life Co	IA	31,619	0.0575%	99.8032%
	66850	National Western Life Ins Co	CO	30,000	0.0546%	99.8578%
304	86630	Prudential Ann Life Assur Corp	AZ	24,446	0.0445%	99.9023%

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Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
4734	68039	Athene Ann & Life Ins Co of NY	NY	18,000	0.0327%	99.935%
468	86231	Transamerica Life Ins Co	IA	15,592	0.0284%	99.9634%
2878	63983	United Heritage Life Ins Co	ID	5,345	0.0097%	99.9731%
468	91413	Western Reserve Life Assur Co of OH	OH	5,194	0.0094%	99.9825%
704	67172	Ohio Natl Life Ins Co	OH	3,446	0.0063%	99.9888%
41	60518	American Hlth & Life Ins Co	TX	3,246	0.0059%	99.9947%
869	66168	Minnesota Life Ins Co	MN	2,539	0.0046%	99.9993%
690	61751	Central States H & L Co Of Omaha	NE	1,174	0.0021%	100.0015%
123	65757	Shelter Life Ins Co	MO	1,131	0.0021%	100.0035%
	64017	Jefferson Natl Life Ins Co	TX	802	0.0015%	100.005%
	69132	State Mut Ins Co	GA	793	0.0014%	100.0064%
449	67180	Ohio State Life Ins Co	TX	572	0.001%	100.0075%
901	65722	Loyal Amer Life Ins Co	OH	444	0.0008%	100.0083%
4750	65919	Primerica Life Ins Co	MA	301	0.0005%	100.0088%
687	64211	Guarantee Trust Life Ins Co	IL	287	0.0005%	100.0093%
468	66281	Monumental Life Ins Co	IA	286	0.0005%	100.0099%
	63223	Federal Life Ins Co	IL	279	0.0005%	100.0104%
917	84786	Colorado Bankers Life Ins Co	CO	116	0.0002%	100.0106%
4734	61492	Athene Annuity & Life Assur Co	DE	103	0.0002%	100.0108%
769	68322	Great W Life & Ann Ins Co	CO	50	0.0001%	100.0109%
1211	97241	Settlers Life Ins Co	WI	38	0.0001%	100.0109%
901	62308	Connecticut Gen Life Ins Co	CT	12	0%	100.0109%
449	87645	United Fidelity Life Ins Co	TX	5	0%	100.011%
435	65935	Massachusetts Mut Life Ins Co	MA	1	0%	100.011%
23	80985	4 Ever Life Ins Co	IL	-126	-0.0002%	100.0107%
181	61182	Aurora Natl Life Assur Co	CA	-5,899	-0.0107%	100%
	61	Companies in Report		54,977,986	100%	100%

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