

Market Share Life & Annuity

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Selected Criteria -	Year: 2014	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	80,925,194	13.9474%	13.9474%
826	91596	New York Life Ins & Ann Corp	DE	62,905,652	10.8417%	24.7891%
20	65676	Lincoln Natl Life Ins Co	IN	37,665,772	6.4916%	31.2807%
4	65005	RiverSource Life Ins Co	MN	33,926,211	5.8471%	37.1279%
761	90611	Allianz Life Ins Co Of N Amer	MN	33,171,056	5.717%	42.8449%
431	66044	Midland Natl Life Ins Co	IA	24,511,684	4.2246%	47.0694%
2658	92738	American Equity Invest Life Ins Co	IA	20,500,411	3.5332%	50.6026%
860	67091	Northwestern Mut Life Ins Co	WI	16,996,939	2.9294%	53.532%
968	62944	AXA Equitable Life Ins Co	NY	16,172,248	2.7873%	56.3193%
304	79227	Pruco Life Ins Co	AZ	15,599,951	2.6886%	59.0079%
241	87726	Metlife Ins Co USA	DE	14,760,031	2.5439%	61.5518%
332	61271	Principal Life Ins Co	IA	14,645,071	2.5241%	64.0759%
709	67466	Pacific Life Ins Co	NE	12,038,265	2.0748%	66.1506%
468	86231	Transamerica Life Ins Co	IA	11,755,708	2.0261%	68.1767%
4731	63274	Fidelity & Guar Life Ins Co	IA	11,477,272	1.9781%	70.1548%
12	60488	American Gen Life Ins Co	TX	10,312,446	1.7773%	71.9322%
431	62510	Equitrust Life Ins Co	IL	10,233,327	1.7637%	73.6959%
229	86509	Voya Retirement Ins & Ann Co	CT	8,407,605	1.449%	75.1449%
1129	68608	Symetra Life Ins Co	IA	7,381,064	1.2721%	76.417%
513	63088	Farm Bureau Life Ins Co	IA	7,314,923	1.2607%	77.6777%
	15313	Investors Preferred Life Ins Co	SD	6,656,314	1.1472%	78.8249%
431	66974	North Amer Co Life & Hlth Ins	IA	6,523,357	1.1243%	79.9492%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	5,837,654	1.0061%	80.9553%
619	60895	American United Life Ins Co	IN	5,432,878	0.9363%	81.8917%
3891	91642	Forethought Life Ins Co	IN	5,111,127	0.8809%	82.7726%
431	68675	Security Benefit Life Ins Co	KS	4,751,306	0.8189%	83.5915%
435	65935	Massachusetts Mut Life Ins Co	MA	4,440,392	0.7653%	84.3568%
84	63312	Great Amer Life Ins Co	OH	4,360,835	0.7516%	85.1084%
176	69108	State Farm Life Ins Co	IL	4,196,994	0.7233%	85.8317%
300	64513	Horace Mann Life Ins Co	IL	4,093,224	0.7055%	86.5372%
229	80942	Voya Ins & Ann Co	IA	3,339,498	0.5756%	87.1127%
261	69868	United Of Omaha Life Ins Co	NE	3,251,866	0.5605%	87.6732%
869	66168	Minnesota Life Ins Co	MN	3,164,622	0.5454%	88.2186%

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4734	61689	Athene Ann & Life Co	IA	2,932,318	0.5054%	88.724%
458	68136	Protective Life Ins Co	TN	2,883,232	0.4969%	89.2209%
431	83607	Guggenheim Life & Ann Co	DE	2,632,476	0.4537%	89.6746%
12	70238	Variable Ann Life Ins Co	TX	2,495,729	0.4301%	90.1047%
	66850	National Western Life Ins Co	CO	2,433,097	0.4193%	90.5241%
304	68241	Prudential Ins Co Of Amer	NJ	2,346,469	0.4044%	90.9285%
306	62626	CMFG Life Ins Co	IA	2,254,709	0.3886%	91.3171%
200	69663	USAA Life Ins Co	TX	2,228,191	0.384%	91.7011%
468	66281	Transamerica Premier Life Ins Co	IA	2,158,834	0.3721%	92.0732%
769	68322	Great W Life & Ann Ins Co	CO	2,092,155	0.3606%	92.4338%
248	69973	United Life Ins Co	IA	2,081,794	0.3588%	92.7926%
836	74780	Integrity Life Ins Co	OH	2,074,374	0.3575%	93.1501%
3436	68543	Liberty Bankers Life Ins Co	OK	1,902,823	0.3279%	93.478%
91	71153	Hartford Life & Ann Ins Co	CT	1,868,307	0.322%	93.8%
1117	85189	Western United Life Assur Co	WA	1,814,292	0.3127%	94.1127%
704	67172	Ohio Natl Life Ins Co	OH	1,784,184	0.3075%	94.4202%
233	61263	Bankers Life & Cas Co	IL	1,747,795	0.3012%	94.7215%
2938	97721	Thrivent Life Ins Co	MN	1,673,858	0.2885%	95.0099%
943	61301	Ameritas Life Ins Corp	NE	1,654,562	0.2852%	95.2951%
367	72125	Physicians Life Ins Co	NE	1,575,517	0.2715%	95.5666%
241	65978	Metropolitan Life Ins Co	NY	1,394,966	0.2404%	95.8071%
	64017	Jefferson Natl Life Ins Co	TX	1,297,369	0.2236%	96.0307%
4794	79065	Delaware Life Ins Co	DE	1,292,290	0.2227%	96.2534%
1348	69019	Standard Ins Co	OR	1,178,368	0.2031%	96.4565%
3098	68381	Reliance Standard Life Ins Co	IL	1,077,909	0.1858%	96.6423%
4011	65536	Genworth Life & Ann Ins Co	VA	1,069,522	0.1843%	96.8266%
3891	84824	Commonwealth Ann & Life Ins Co	MA	1,011,964	0.1744%	97.001%
408	60739	American Natl Ins Co	TX	982,496	0.1693%	97.1703%
91	88072	Hartford Life Ins Co	CT	918,520	0.1583%	97.3286%
4732	13561	Great Plains Life Assur Co	SD	894,259	0.1541%	97.4828%
836	65242	Lafayette Life Ins Co	OH	839,475	0.1447%	97.6274%
981	93696	Fidelity Investments Life Ins Co	UT	828,548	0.1428%	97.7702%
169	68810	Sentry Life Ins Co	WI	783,273	0.135%	97.9052%
4011	70025	Genworth Life Ins Co	DE	762,982	0.1315%	98.0367%
473	60399	American Family Life Ins Co	WI	749,534	0.1292%	98.1659%
619	69116	State Life Ins Co	IN	734,081	0.1265%	98.2924%
280	61190	Auto Owners Life Ins Co	MI	708,793	0.1222%	98.4146%

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	76112	Oxford Life Ins Co	AZ	605,292	0.1043%	98.5189%
229	67105	Reliastar Life Ins Co	MN	566,576	0.0976%	98.6166%
801	99775	Funeral Directors Life Ins Co	TX	542,413	0.0935%	98.71%
403	93548	PHL Variable Ins Co	CT	527,056	0.0908%	98.8009%
904	65838	John Hancock Life Ins Co USA	MI	521,971	0.09%	98.8908%
588	65129	Kansas City Life Ins Co	MO	491,242	0.0847%	98.9755%
634	65528	Life Ins Co Of The Southwest	TX	489,654	0.0844%	99.0599%
429	78778	Guardian Ins & Ann Co Inc	DE	431,750	0.0744%	99.1343%
4734	61492	Athene Annuity & Life Assur Co	DE	399,751	0.0689%	99.2032%
244	76236	Cincinnati Life Ins Co	OH	355,909	0.0613%	99.2645%
212	63177	Farmers New World Life Ins Co	WA	304,115	0.0524%	99.317%
	68802	Sentinel Security Life Ins Co	UT	300,779	0.0518%	99.3688%
	62928	EMC Natl Life Co	IA	295,323	0.0509%	99.4197%
449	61999	Americo Fin Life & Ann Ins Co	TX	284,678	0.0491%	99.4688%
140	66869	Nationwide Life Ins Co	OH	282,707	0.0487%	99.5175%
19	70408	Union Security Ins Co	KS	253,450	0.0437%	99.5612%
836	92622	Western Southern Life Assur Co	OH	222,593	0.0384%	99.5995%
619	67911	Pioneer Mut Life Ins Co	ND	210,458	0.0363%	99.6358%
4815	65595	Lincoln Benefit Life Co	NE	209,866	0.0362%	99.672%
212	90557	Zurich Amer Life Ins Co	IL	201,372	0.0347%	99.7067%
513	14908	Greenfields Life Ins Co	CO	170,478	0.0294%	99.7361%
	60445	Sagicor Life Ins Co	TX	124,846	0.0215%	99.7576%
1216	60142	TIAA Cref Life Ins Co	NY	117,740	0.0203%	99.7779%
304	86630	Prudential Ann Life Assur Corp	AZ	106,823	0.0184%	99.7963%
435	93432	CM Life Ins Co	CT	91,643	0.0158%	99.8121%
850	67644	Penn Mut Life Ins Co	PA	85,561	0.0147%	99.8268%
7	63258	Federated Life Ins Co	MN	75,500	0.013%	99.8398%
233	70319	Washington Natl Ins Co	IN	72,680	0.0125%	99.8524%
	60542	American Home Life Ins Co	KS	71,360	0.0123%	99.8647%
689	81043	Bankers Life Ins Co	FL	70,393	0.0121%	99.8768%
826	66915	New York Life Ins Co	NY	60,446	0.0104%	99.8872%
19	67989	American Memorial Life Ins Co	SD	59,881	0.0103%	99.8975%
	71439	Assurity Life Ins Co	NE	59,273	0.0102%	99.9077%
84	93661	Annuity Investors Life Ins Co	OH	56,187	0.0097%	99.9174%
111	65315	Liberty Life Assur Co Of Boston	NH	48,432	0.0083%	99.9258%
4752	60227	Trinity Life Ins Co	OK	42,400	0.0073%	99.9331%
2658	13183	Eagle Life Ins Co	IA	40,000	0.0069%	99.94%

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	64505	Homesteaders Life Co	IA	36,583	0.0063%	99.9463%
344	61875	Church Life Ins Corp	NY	32,626	0.0056%	99.9519%
290	92916	United Amer Ins Co	NE	29,842	0.0051%	99.9571%
917	84786	Colorado Bankers Life Ins Co	CO	27,792	0.0048%	99.9618%
451	71870	Fidelity Security Life Ins Co	MO	25,568	0.0044%	99.9662%
	64580	Illinois Mut Life Ins Co	IL	21,860	0.0038%	99.97%
84	71404	Continental Gen Ins Co	OH	21,412	0.0037%	99.9737%
8	60186	Allstate Life Ins Co	IL	18,470	0.0032%	99.9769%
19	69477	Time Ins Co	WI	16,500	0.0028%	99.9797%
1211	66583	National Guardian Life Ins Co	WI	14,660	0.0025%	99.9823%
4734	68039	Athene Ann & Life Assur Co of NY	NY	13,200	0.0023%	99.9845%
984	92711	HCC Life Ins Co	IN	12,439	0.0021%	99.9867%
4213	65900	Conseco Life Ins Co	IN	10,798	0.0019%	99.9885%
84	63479	United Teacher Assoc Ins Co	TX	6,770	0.0012%	99.9897%
8	60534	American Heritage Life Ins Co	FL	6,500	0.0011%	99.9908%
707	62286	Golden Rule Ins Co	IN	6,180	0.0011%	99.9919%
634	66680	National Life Ins Co	VT	6,000	0.001%	99.9929%
458	70335	West Coast Life Ins Co	NE	5,993	0.001%	99.994%
450	65781	Madison Natl Life Ins Co Inc	WI	5,831	0.001%	99.995%
315	67148	Occidental Life Ins Co Of NC	TX	4,718	0.0008%	99.9958%
	65927	Lincoln Heritage Life Ins Co	IL	3,501	0.0006%	99.9964%
	69132	State Mut Ins Co	GA	2,883	0.0005%	99.9969%
687	64211	Guarantee Trust Life Ins Co	IL	2,560	0.0004%	99.9973%
1280	71480	Great Western Ins Co	UT	2,300	0.0004%	99.9977%
315	68594	American Amicable Life Ins Co Of TX	TX	2,180	0.0004%	99.9981%
241	91626	New England Life Ins Co	MA	1,325	0.0002%	99.9983%
403	67814	Phoenix Life Ins Co	NY	1,200	0.0002%	99.9985%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9987%
50	94218	Country Investors Life Assur Co	IL	1,100	0.0002%	99.9989%
449	87645	United Fidelity Life Ins Co	TX	1,059	0.0002%	99.9991%
4213	62421	Heritage Union Life Ins Co	MN	900	0.0002%	99.9993%
3527	60836	American Republic Ins Co	IA	893	0.0002%	99.9994%
968	78077	Mony Life Ins Co Of Amer	AZ	740	0.0001%	99.9995%
2878	63983	United Heritage Life Ins Co	ID	600	0.0001%	99.9996%
84	67083	Manhattan Natl Life Ins Co	OH	400	0.0001%	99.9997%
449	66540	National Farmers Union Life Ins Co	TX	350	0.0001%	99.9998%
	60429	American Fidelity Life Ins Co	FL	340	0.0001%	99.9998%

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	65919	Primerica Life Ins Co	MA	301	0.0001%	99.9999%
492	68721	Security Life Ins Co Of Amer	MN	240	0%	99.9999%
31	97764	Idealife Ins Co	CT	178	0%	100%
4764	68845	Shenandoah Life Ins Co	VA	120	0%	100%
	66427	MTL Ins Co	IL	71	0%	100%
	70130	Universal Guar Life Ins Co	OH	60	0%	100%
	150	Companies in Report		580,218,803	100%	100%

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