

Market Share Life & Annuity

Selected Criteria -		Year: 2017	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	49,279,510	9.3343%	9.3343%
826	91596	New York Life Ins & Ann Corp	DE	46,804,500	8.8655%	18.1999%
20	65676	Lincoln Natl Life Ins Co	IN	44,072,210	8.348%	26.5479%
4	65005	RiverSource Life Ins Co	MN	28,765,891	5.4487%	31.9966%
761	90611	Allianz Life Ins Co Of N Amer	MN	26,229,121	4.9682%	36.9648%
431	66044	Midland Natl Life Ins Co	IA	17,389,527	3.2939%	40.2586%
2658	92738	American Equity Invest Life Ins Co	IA	17,384,930	3.293%	43.5516%
869	66168	Minnesota Life Ins Co	MN	14,965,290	2.8347%	46.3863%
241	87726	BrightHouse Life Ins Co	DE	14,660,929	2.777%	49.1633%
860	67091	Northwestern Mut Life Ins Co	WI	13,898,047	2.6325%	51.7958%
968	62944	AXA Equitable Life Ins Co	NY	13,723,001	2.5994%	54.3952%
709	67466	Pacific Life Ins Co	NE	13,687,430	2.5926%	56.9878%
304	79227	Pruco Life Ins Co	AZ	12,301,752	2.3302%	59.318%
4734	61689	Athene Ann & Life Co	IA	11,666,284	2.2098%	61.5277%
4914	63274	Fidelity & Guar Life Ins Co	IA	10,874,513	2.0598%	63.5876%
84	63312	Great Amer Life Ins Co	OH	10,168,056	1.926%	65.5135%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	9,697,981	1.837%	67.3505%
3891	91642	Forethought Life Ins Co	IN	9,516,105	1.8025%	69.153%
332	61271	Principal Life Ins Co	IA	8,800,109	1.6669%	70.8199%
241	65978	Metropolitan Life Ins Co	NY	8,235,712	1.56%	72.3799%
431	66974	North Amer Co Life & Hlth Ins	IA	8,042,060	1.5233%	73.9032%
943	61301	Ameritas Life Ins Corp	NE	7,462,959	1.4136%	75.3168%
	15313	Investors Preferred Life Ins Co	SD	6,697,314	1.2686%	76.5853%
12	60488	American Gen Life Ins Co	TX	6,614,427	1.2529%	77.8382%
619	60895	American United Life Ins Co	IN	6,446,014	1.221%	79.0592%
408	60739	American Natl Ins Co	TX	6,267,804	1.1872%	80.2464%
435	65935	Massachusetts Mut Life Ins Co	MA	6,044,811	1.145%	81.3914%
304	68241	Prudential Ins Co Of Amer	NJ	5,734,988	1.0863%	82.4777%
300	64513	Horace Mann Life Ins Co	IL	5,543,952	1.0501%	83.5278%
169	68810	Sentry Life Ins Co	WI	5,122,826	0.9703%	84.4982%
513	63088	Farm Bureau Life Ins Co	IA	4,804,083	0.91%	85.4081%
769	68322	Great W Life & Ann Ins Co	CO	4,416,982	0.8366%	86.2448%
	62510	Equitrust Life Ins Co	IL	4,328,021	0.8198%	87.0646%
4832	86509	Voya Retirement Ins & Ann Co	CT	4,050,455	0.7672%	87.8318%
468	86231	Transamerica Life Ins Co	IA	3,823,301	0.7242%	88.556%
458	68136	Protective Life Ins Co	TN	3,703,814	0.7016%	89.2576%
4855	68608	Symetra Life Ins Co	IA	3,326,885	0.6302%	89.8877%
1348	69019	Standard Ins Co	OR	3,307,239	0.6264%	90.5142%
12	70238	Variable Ann Life Ins Co	TX	3,250,803	0.6158%	91.1299%
4890	68675	Security Benefit Life Ins Co	KS	3,014,201	0.5709%	91.7009%
4832	80942	Voya Ins & Ann Co	IA	2,714,246	0.5141%	92.215%

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4844	60232	Lombard Intl Life Assur Co	PA	2,600,000	0.4925%	92.7075%
261	69868	United Of Omaha Life Ins Co	NE	2,192,294	0.4153%	93.1227%
176	69108	State Farm Life Ins Co	IL	2,086,218	0.3952%	93.5179%
850	67644	Penn Mut Life Ins Co	PA	2,000,000	0.3788%	93.8967%
2938	97721	Thrivent Life Ins Co	WI	1,884,298	0.3569%	94.2536%
200	69663	USAA Life Ins Co	TX	1,736,533	0.3289%	94.5826%
1	60054	Aetna Life Ins Co	CT	1,700,000	0.322%	94.9046%
431	83607	Guggenheim Life & Ann Co	DE	1,674,326	0.3171%	95.2217%
	66850	National Western Life Ins Co	CO	1,532,657	0.2903%	95.512%
468	66281	Transamerica Premier Life Ins Co	IA	1,422,867	0.2695%	95.7815%
233	61263	Bankers Life & Cas Co	IL	1,321,155	0.2502%	96.0318%
3098	68381	Reliance Standard Life Ins Co	IL	1,213,867	0.2299%	96.2617%
704	67172	Ohio Natl Life Ins Co	OH	985,750	0.1867%	96.4484%
826	66915	New York Life Ins Co	NY	953,628	0.1806%	96.6291%
91	71153	Hartford Life & Ann Ins Co	CT	916,464	0.1736%	96.8027%
981	93696	Fidelity Investments Life Ins Co	UT	882,543	0.1672%	96.9698%
619	69116	State Life Ins Co	IN	870,337	0.1649%	97.1347%
574	76112	Oxford Life Ins Co	AZ	811,185	0.1537%	97.2883%
836	74780	Integrity Life Ins Co	OH	791,273	0.1499%	97.4382%
140	66869	Nationwide Life Ins Co	OH	790,725	0.1498%	97.588%
3436	68543	Liberty Bankers Life Ins Co	OK	764,989	0.1449%	97.7329%
449	61999	Americo Fin Life & Ann Ins Co	TX	755,086	0.143%	97.8759%
4827	81043	Bankers Life Ins Co	NC	752,058	0.1425%	98.0184%
	67253	American Life & Security Corp	NE	744,411	0.141%	98.1594%
4736	93548	PHL Variable Ins Co	CT	682,537	0.1293%	98.2887%
429	78778	Guardian Ins & Ann Co Inc	DE	539,598	0.1022%	98.3909%
836	65242	Lafayette Life Ins Co	OH	533,916	0.1011%	98.492%
473	60399	American Family Life Ins Co	WI	503,560	0.0954%	98.5874%
280	61190	Auto Owners Life Ins Co	MI	484,360	0.0917%	98.6791%
248	69973	United Life Ins Co	IA	459,886	0.0871%	98.7662%
2658	13183	Eagle Life Ins Co	IA	436,665	0.0827%	98.8489%
836	99937	Columbus Life Ins Co	OH	429,398	0.0813%	98.9303%
435	93432	CM Life Ins Co	CT	422,739	0.0801%	99.0104%
872	94250	Banner Life Ins Co	MD	397,377	0.0753%	99.0856%
140	64017	Jefferson Natl Life Ins Co	TX	362,665	0.0687%	99.1543%
4794	79065	Delaware Life Ins Co	DE	360,188	0.0682%	99.2225%
367	72125	Physicians Life Ins Co	NE	356,952	0.0676%	99.2902%
212	63177	Farmers New World Life Ins Co	WA	348,630	0.066%	99.3562%
91	88072	Hartford Life Ins Co	CT	298,667	0.0566%	99.4128%
801	99775	Funeral Directors Life Ins Co	TX	289,409	0.0548%	99.4676%
1117	85189	Western United Life Assur Co	WA	268,851	0.0509%	99.5185%
1216	60142	TIAA Cref Life Ins Co	NY	257,863	0.0488%	99.5674%
836	92622	Western Southern Life Assur Co	OH	214,656	0.0407%	99.608%
4832	67105	Reliastar Life Ins Co	MN	209,273	0.0396%	99.6477%
3891	84824	Commonwealth Ann & Life Ins Co	MA	196,827	0.0373%	99.6849%
244	76236	The Cincinnati Life Ins Co	OH	164,615	0.0312%	99.7161%

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588	65129	Kansas City Life Ins Co	MO	156,374	0.0296%	99.7457%
4824	68802	Sentinel Security Life Ins Co	UT	135,437	0.0257%	99.7714%
7	63258	Federated Life Ins Co	MN	116,608	0.0221%	99.7935%
	62928	EMC Natl Life Co	IA	108,373	0.0205%	99.814%
4815	65595	Lincoln Benefit Life Co	NE	108,056	0.0205%	99.8345%
4827	84786	Colorado Bankers Life Ins Co	NC	98,313	0.0186%	99.8531%
19	70408	Union Security Ins Co	KS	93,006	0.0176%	99.8707%
904	65838	John Hancock Life Ins Co USA	MI	72,619	0.0138%	99.8845%
330	60410	American Fidelity Assur Co	OK	67,544	0.0128%	99.8973%
451	71870	Fidelity Security Life Ins Co	MO	58,247	0.0111%	99.9083%
233	70319	Washington Natl Ins Co	IN	54,175	0.0103%	99.9186%
	64238	Guaranty Income Life Ins Co	LA	50,000	0.0095%	99.928%
	60542	American Home Life Ins Co	KS	39,129	0.0074%	99.9354%
84	93661	Annuity Investors Life Ins Co	OH	30,648	0.0058%	99.9412%
869	93742	Securian Life Ins Co	MN	26,570	0.005%	99.9463%
	60445	Sagicor Life Ins Co	TX	24,649	0.0047%	99.9509%
1211	66583	National Guardian Life Ins Co	WI	24,378	0.0046%	99.9556%
19	67989	American Memorial Life Ins Co	SD	23,508	0.0045%	99.96%
4862	71439	Assurity Life Ins Co	NE	23,273	0.0044%	99.9644%
8	60186	Allstate Life Ins Co	IL	18,280	0.0035%	99.9679%
634	65528	Life Ins Co Of The Southwest	TX	16,527	0.0031%	99.971%
	64580	Illinois Mut Life Ins Co	IL	14,500	0.0027%	99.9738%
304	86630	Prudential Ann Life Assur Corp	AZ	13,511	0.0026%	99.9763%
4734	68039	Athene Ann & Life Assur Co of NY	NY	13,007	0.0025%	99.9788%
315	68594	American Amicable Life Ins Co Of TX	TX	12,405	0.0023%	99.9811%
212	90557	Zurich Amer Life Ins Co	IL	11,509	0.0022%	99.9833%
4011	65536	Genworth Life & Ann Ins Co	VA	11,500	0.0022%	99.9855%
619	67911	Pioneer Mut Life Ins Co	ND	10,365	0.002%	99.9875%
8	60534	American Heritage Life Ins Co	FL	6,500	0.0012%	99.9887%
241	91626	New England Life Ins Co	MA	6,004	0.0011%	99.9898%
	71404	Continental Gen Ins Co	TX	5,850	0.0011%	99.9909%
306	62626	CMFG Life Ins Co	IA	5,623	0.0011%	99.992%
315	67148	Occidental Life Ins Co Of NC	TX	4,457	0.0008%	99.9928%
450	65781	Madison Natl Life Ins Co Inc	WI	3,740	0.0007%	99.9935%
	64505	Homesteaders Life Co	IA	3,221	0.0006%	99.9942%
	65927	Lincoln Heritage Life Ins Co	IL	3,077	0.0006%	99.9947%
344	61875	Church Life Ins Corp	NY	3,000	0.0006%	99.9953%
213	70769	Erie Family Life Ins Co	PA	3,000	0.0006%	99.9959%
290	92916	United Amer Ins Co	NE	2,539	0.0005%	99.9964%
4752	60227	Trinity Life Ins Co	OK	2,400	0.0005%	99.9968%
153	67628	Pekin Life Ins Co	IL	2,030	0.0004%	99.9972%
707	62286	Golden Rule Ins Co	IN	2,000	0.0004%	99.9976%
3527	60836	American Republic Ins Co	IA	1,500	0.0003%	99.9979%
687	64211	Guarantee Trust Life Ins Co	IL	1,204	0.0002%	99.9981%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9983%
4736	67814	Phoenix Life Ins Co	NY	1,200	0.0002%	99.9985%

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4011	70025	Genworth Life Ins Co	DE	1,200	0.0002%	99.9988%
	69132	State Mut Ins Co	GA	1,192	0.0002%	99.999%
1117	63053	Family Life Ins Co	TX	935	0.0002%	99.9992%
241	63665	General Amer Life Ins Co	MO	926	0.0002%	99.9994%
4213	65900	Wilco Life Ins Co	IN	900	0.0002%	99.9995%
449	87645	United Fidelity Life Ins Co	TX	773	0.0001%	99.9997%
20	62057	Lincoln Life & Ann Co of NY	NY	493	0.0001%	99.9998%
525	66427	Mutual Trust Life Ins Co a Pan Amer	IL	300	0.0001%	99.9998%
4877	60429	American Fidelity Life Ins Co	FL	240	0%	99.9999%
458	70335	West Coast Life Ins Co	NE	153	0%	99.9999%
4764	68845	Shenandoah Life Ins Co	VA	120	0%	99.9999%
4750	65919	Primerica Life Ins Co	TN	120	0%	99.9999%
	70130	Universal Guar Life Ins Co	OH	107	0%	100%
449	66540	National Farmers Union Life Ins Co	TX	100	0%	100%
	11121	Unified Life Ins Co	TX	85	0%	100%
50	94218	Country Investors Life Assur Co	IL	40	0%	100%
	149	Companies in Report		527,938,119	100%	100%

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