

Market Share Life & Annuity

Selected Criteria -		Year: 2018	State: SD	Codelist Basis: Licensed	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
826	91596	New York Life Ins & Ann Corp	DE	59,125,818	10.384%	10.384%
20	65676	Lincoln Natl Life Ins Co	IN	46,651,302	8.1932%	18.5772%
918	65056	Jackson Natl Life Ins Co	MI	38,883,460	6.829%	25.4062%
761	90611	Allianz Life Ins Co Of N Amer	MN	36,527,207	6.4151%	31.8213%
4	65005	RiverSource Life Ins Co	MN	27,345,028	4.8025%	36.6238%
431	66044	Midland Natl Life Ins Co	IA	19,221,899	3.3759%	39.9997%
4932	87726	BrightHouse Life Ins Co	DE	16,271,291	2.8577%	42.8574%
304	79227	Pruco Life Ins Co	AZ	16,223,600	2.8493%	45.7066%
860	67091	Northwestern Mut Life Ins Co	WI	15,731,554	2.7629%	48.4695%
4734	61689	Athene Ann & Life Co	IA	15,659,585	2.7502%	51.2197%
2658	92738	American Equity Invest Life Ins Co	IA	14,394,331	2.528%	53.7478%
709	67466	Pacific Life Ins Co	NE	13,910,745	2.4431%	56.1909%
332	61271	Principal Life Ins Co	IA	13,737,742	2.4127%	58.6036%
241	65978	Metropolitan Life Ins Co	NY	13,439,843	2.3604%	60.964%
968	62944	AXA Equitable Life Ins Co	NY	13,393,102	2.3522%	63.3161%
769	68322	Great W Life & Ann Ins Co	CO	12,180,112	2.1391%	65.4553%
3891	91642	Forethought Life Ins Co	IN	12,092,504	2.1238%	67.579%
4914	63274	Fidelity & Guar Life Ins Co	IA	11,243,786	1.9747%	69.5537%
84	63312	Great Amer Life Ins Co	OH	10,004,146	1.757%	71.3107%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	9,758,452	1.7138%	73.0246%
304	68241	Prudential Ins Co Of Amer	NJ	9,648,285	1.6945%	74.7191%
	15313	Investors Preferred Life Ins Co	SD	9,626,302	1.6906%	76.4097%
4855	68608	Symetra Life Ins Co	IA	9,285,223	1.6307%	78.0404%
12	60488	American Gen Life Ins Co	TX	8,642,704	1.5179%	79.5583%
431	66974	North Amer Co Life & Hlth Ins	IA	7,025,330	1.2338%	80.7921%
619	60895	American United Life Ins Co	IN	6,915,232	1.2145%	82.0066%
300	64513	Horace Mann Life Ins Co	IL	6,843,137	1.2018%	83.2085%
261	69868	United Of Omaha Life Ins Co	NE	6,684,533	1.174%	84.3824%
4832	86509	Voya Retirement Ins & Ann Co	CT	6,480,542	1.1382%	85.5206%
435	65935	Massachusetts Mut Life Ins Co	MA	4,433,356	0.7786%	86.2992%
468	86231	Transamerica Life Ins Co	IA	4,379,818	0.7692%	87.0684%
408	60739	American Natl Ins Co	TX	3,609,995	0.634%	87.7024%
12	70238	Variable Ann Life Ins Co	TX	3,454,287	0.6067%	88.3091%
4827	81043	Bankers Life Ins Co	NC	3,400,706	0.5973%	88.9064%
	62510	Equitrust Life Ins Co	IL	3,385,467	0.5946%	89.5009%
513	63088	Farm Bureau Life Ins Co	IA	2,841,008	0.499%	89.9999%
4827	84786	Colorado Bankers Life Ins Co	NC	2,731,802	0.4798%	90.4797%
943	61301	Ameritas Life Ins Corp	NE	2,693,126	0.473%	90.9526%
4794	79065	Delaware Life Ins Co	DE	2,569,746	0.4513%	91.404%
176	69108	State Farm Life Ins Co	IL	2,487,968	0.437%	91.8409%
869	66168	Minnesota Life Ins Co	MN	2,441,171	0.4287%	92.2696%

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468	66281	Transamerica Premier Life Ins Co	IA	2,419,307	0.4249%	92.6945%
4890	68675	Security Benefit Life Ins Co	KS	2,364,085	0.4152%	93.1097%
826	66915	New York Life Ins Co	NY	2,252,500	0.3956%	93.5053%
458	68136	Protective Life Ins Co	TN	2,127,749	0.3737%	93.879%
169	68810	Sentry Life Ins Co	WI	2,011,315	0.3532%	94.2323%
435	93432	CM Life Ins Co	CT	2,009,184	0.3529%	94.5851%
2938	97721	Thrivent Life Ins Co	WI	2,007,341	0.3525%	94.9377%
	66850	National Western Life Ins Co	CO	1,913,569	0.3361%	95.2737%
704	67172	Ohio Natl Life Ins Co	OH	1,879,585	0.3301%	95.6038%
3098	68381	Reliance Standard Life Ins Co	IL	1,703,602	0.2992%	95.903%
200	69663	USAA Life Ins Co	TX	1,583,308	0.2781%	96.1811%
1348	69019	Standard Ins Co	OR	1,389,799	0.2441%	96.4252%
836	74780	Integrity Life Ins Co	OH	1,333,081	0.2341%	96.6593%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	1,332,895	0.2341%	96.8934%
431	83607	Guggenheim Life & Ann Co	DE	1,111,353	0.1952%	97.0886%
619	69116	State Life Ins Co	IN	1,041,153	0.1829%	97.2714%
367	72125	Physicians Life Ins Co	NE	972,489	0.1708%	97.4422%
4736	93548	PHL Variable Ins Co	CT	853,717	0.1499%	97.5922%
4925	69973	United Life Ins Co	IA	813,470	0.1429%	97.735%
4824	68802	Sentinel Security Life Ins Co	UT	750,584	0.1318%	97.8669%
3436	68543	Liberty Bankers Life Ins Co	OK	697,901	0.1226%	97.9894%
	67253	American Life & Security Corp	NE	685,188	0.1203%	98.1098%
836	92622	Western Southern Life Assur Co	OH	678,911	0.1192%	98.229%
872	94250	Banner Life Ins Co	MD	635,673	0.1116%	98.3406%
429	78778	Guardian Ins & Ann Co Inc	DE	609,506	0.107%	98.4477%
981	93696	Fidelity Investments Life Ins Co	UT	591,604	0.1039%	98.5516%
836	99937	Columbus Life Ins Co	OH	589,595	0.1035%	98.6551%
449	61999	Americo Fin Life & Ann Ins Co	TX	508,224	0.0893%	98.7444%
140	64017	Jefferson Natl Life Ins Co	TX	500,051	0.0878%	98.8322%
140	66869	Nationwide Life Ins Co	OH	484,807	0.0851%	98.9174%
244	76236	The Cincinnati Life Ins Co	OH	482,167	0.0847%	99.002%
280	61190	Auto Owners Life Ins Co	MI	478,986	0.0841%	99.0862%
801	99775	Funeral Directors Life Ins Co	TX	477,072	0.0838%	99.17%
588	65129	Kansas City Life Ins Co	MO	459,163	0.0806%	99.2506%
473	60399	American Family Life Ins Co	WI	452,058	0.0794%	99.33%
304	86630	Prudential Ann Life Assur Corp	AZ	379,155	0.0666%	99.3966%
574	76112	Oxford Life Ins Co	AZ	324,930	0.0571%	99.4536%
4815	65595	Lincoln Benefit Life Co	NE	297,196	0.0522%	99.5058%
233	61263	Bankers Life & Cas Co	IL	292,164	0.0513%	99.5572%
212	63177	Farmers New World Life Ins Co	WA	211,905	0.0372%	99.5944%
	62928	EMC Natl Life Co	IA	208,798	0.0367%	99.631%
4832	67105	Reliastar Life Ins Co	MN	205,062	0.036%	99.6671%
4926	88072	Talcott Resolution Life Ins Co	CT	181,970	0.032%	99.699%
84	93661	Annuity Investors Life Ins Co	OH	174,852	0.0307%	99.7297%
869	93742	Securian Life Ins Co	MN	131,188	0.023%	99.7528%
4734	80942	Voya Ins & Ann Co	IA	126,833	0.0223%	99.775%

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4862	71439	Assurity Life Ins Co	NE	126,457	0.0222%	99.7972%
904	65838	John Hancock Life Ins Co USA	MI	119,289	0.021%	99.8182%
306	62626	CMFG Life Ins Co	IA	111,042	0.0195%	99.8377%
2658	13183	Eagle Life Ins Co	IA	94,943	0.0167%	99.8544%
50	62553	Country Life Ins Co	IL	90,190	0.0158%	99.8702%
836	65242	Lafayette Life Ins Co	OH	82,837	0.0145%	99.8848%
	60542	American Home Life Ins Co	KS	61,030	0.0107%	99.8955%
19	70408	Union Security Ins Co	KS	60,743	0.0107%	99.9061%
451	71870	Fidelity Security Life Ins Co	MO	56,714	0.01%	99.9161%
233	70319	Washington Natl Ins Co	IN	49,411	0.0087%	99.9248%
1211	66583	National Guardian Life Ins Co	WI	46,843	0.0082%	99.9333%
709	97268	Pacific Life & Ann Co	AZ	41,523	0.0073%	99.9403%
1117	85189	Western United Life Assur Co	WA	37,065	0.0065%	99.9468%
212	90557	Zurich Amer Life Ins Co	IL	27,464	0.0048%	99.9516%
	60445	Sagicor Life Ins Co	TX	27,053	0.0048%	99.9564%
1216	60142	TIAA Cref Life Ins Co	NY	25,124	0.0044%	99.9608%
	64505	Homesteaders Life Co	IA	22,159	0.0039%	99.9647%
4903	90247	Rx Life Ins Co	AZ	22,060	0.0039%	99.9686%
	64580	Illinois Mut Life Ins Co	IL	19,600	0.0034%	99.972%
4011	65536	Genworth Life & Ann Ins Co	VA	18,000	0.0032%	99.9752%
	69477	Time Ins Co II	PR	14,638	0.0026%	99.9777%
458	70335	West Coast Life Ins Co	NE	14,247	0.0025%	99.9802%
4734	68039	Athene Ann & Life Assur Co of NY	NY	13,811	0.0024%	99.9827%
7	63258	Federated Life Ins Co	MN	13,000	0.0023%	99.985%
3891	84824	Commonwealth Ann & Life Ins Co	MA	11,126	0.002%	99.9869%
8	60186	Allstate Life Ins Co	IL	10,642	0.0019%	99.9888%
19	67989	American Memorial Life Ins Co	SD	8,388	0.0015%	99.9902%
634	65528	Life Ins Co Of The Southwest	TX	7,973	0.0014%	99.9916%
619	67911	Pioneer Mut Life Ins Co	ND	6,475	0.0011%	99.9928%
4932	91626	New England Life Ins Co	MA	6,001	0.0011%	99.9938%
290	92916	United Amer Ins Co	NE	4,651	0.0008%	99.9947%
315	67148	Occidental Life Ins Co Of NC	TX	4,622	0.0008%	99.9955%
315	68594	American Amicable Life Ins Co Of TX	TX	4,499	0.0008%	99.9963%
	71404	Continental Gen Ins Co	TX	4,253	0.0007%	99.997%
450	65781	Madison Natl Life Ins Co Inc	WI	3,020	0.0005%	99.9975%
3527	60836	American Republic Ins Co	IA	2,238	0.0004%	99.9979%
	65927	Lincoln Heritage Life Ins Co	IL	2,223	0.0004%	99.9983%
707	62286	Golden Rule Ins Co	IN	2,000	0.0004%	99.9987%
4011	70025	Genworth Life Ins Co	DE	1,200	0.0002%	99.9989%
4736	67814	Nassau Life Ins Co	NY	1,200	0.0002%	99.9991%
1117	63053	Family Life Ins Co	TX	1,020	0.0002%	99.9993%
	69132	State Mut Ins Co	GA	890	0.0002%	99.9994%
4213	65900	Wilco Life Ins Co	IN	575	0.0001%	99.9995%
449	87645	United Fidelity Life Ins Co	TX	418	0.0001%	99.9996%
84	67083	Manhattan Natl Life Ins Co	OH	400	0.0001%	99.9997%
687	64211	Guarantee Trust Life Ins Co	IL	355	0.0001%	99.9997%

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525	66427	Mutual Trust Life Ins Co a Pan Amer	IL	300	0.0001%	99.9998%
4826	71390	Puritan Life Ins Co of Amer	TX	250	0%	99.9998%
4877	60429	American Fidelity Life Ins Co	FL	240	0%	99.9999%
241	97136	Metropolitan Tower Life Ins Co	NE	199	0%	99.9999%
4750	65919	Primerica Life Ins Co	TN	120	0%	99.9999%
	11121	Unified Life Ins Co	TX	120	0%	100%
449	66540	National Farmers Union Life Ins Co	TX	100	0%	100%
50	94218	Country Investors Life Assur Co	IL	100	0%	100%
	70130	Universal Guar Life Ins Co	OH	80	0%	100%
	142	Companies in Report		569,391,211	100%	100%

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