

Market Share Life & Annuity

Selected Criteria -		Year: 2019	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	60,491,399	9.0609%	9.0609%
826	91596	New York Life Ins & Ann Corp	DE	58,903,093	8.823%	17.8839%
20	65676	Lincoln Natl Life Ins Co	IN	45,837,938	6.866%	24.75%
	56014	Thrivent Financial For Lutherans	WI	42,010,163	6.2926%	31.0426%
	57541	Modern Woodmen Of Amer	IL	28,583,421	4.2815%	35.3241%
761	90611	Allianz Life Ins Co Of N Amer	MN	28,417,531	4.2566%	39.5807%
4	65005	RiverSource Life Ins Co	MN	27,153,503	4.0673%	43.648%
4932	87726	BrightHouse Life Ins Co	DE	23,641,773	3.5413%	47.1893%
2658	92738	American Equity Invest Life Ins Co	IA	17,704,334	2.6519%	49.8412%
304	79227	Pruco Life Ins Co	AZ	17,607,239	2.6374%	52.4785%
4965	62944	AXA Equitable Life Ins Co	NY	17,181,954	2.5737%	55.0522%
431	66044	Midland Natl Life Ins Co	IA	17,122,983	2.5648%	57.617%
332	61271	Principal Life Ins Co	IA	16,534,374	2.4767%	60.0937%
12	60488	American Gen Life Ins Co	TX	16,529,040	2.4759%	62.5696%
860	67091	Northwestern Mut Life Ins Co	WI	14,542,225	2.1783%	64.7478%
709	67466	Pacific Life Ins Co	NE	13,301,880	1.9925%	66.7403%
140	92657	Nationwide Life & Ann Ins Co	OH	13,279,005	1.989%	68.7293%
4914	63274	Fidelity & Guar Life Ins Co	IA	13,007,404	1.9484%	70.6777%
4734	61689	Athene Ann & Life Co	IA	12,044,134	1.8041%	72.4818%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	9,721,836	1.4562%	73.938%
943	61301	Ameritas Life Ins Corp	NE	8,826,249	1.3221%	75.2601%
84	63312	Great Amer Life Ins Co	OH	8,524,744	1.2769%	76.537%
	15313	Investors Preferred Life Ins Co	SD	7,536,251	1.1288%	77.6658%
3891	91642	Forethought Life Ins Co	IN	7,513,901	1.1255%	78.7913%
468	86231	Transamerica Life Ins Co	IA	7,239,002	1.0843%	79.8756%
300	64513	Horace Mann Life Ins Co	IL	6,795,993	1.018%	80.8936%
431	66974	North Amer Co Life & Hlth Ins	IA	6,714,392	1.0057%	81.8993%
619	60895	American United Life Ins Co	IN	6,383,416	0.9562%	82.8555%
468	66281	Transamerica Premier Life Ins Co	IA	5,461,373	0.8181%	83.6736%
261	69868	United Of Omaha Life Ins Co	NE	5,457,680	0.8175%	84.4911%
304	68241	Prudential Ins Co Of Amer	NJ	5,180,179	0.7759%	85.267%
	62510	Equitrust Life Ins Co	IL	5,087,144	0.762%	86.029%
140	66869	Nationwide Life Ins Co	OH	4,999,527	0.7489%	86.7779%
4832	86509	Voya Retirement Ins & Ann Co	CT	4,846,889	0.726%	87.5039%
869	66168	Minnesota Life Ins Co	MN	4,811,282	0.7207%	88.2245%
769	68322	Great W Life & Ann Ins Co	CO	4,773,716	0.715%	88.9396%
431	83607	Guggenheim Life & Ann Co	DE	4,504,285	0.6747%	89.6143%
241	97136	Metropolitan Tower Life Ins Co	NE	4,176,072	0.6255%	90.2398%
435	65935	Massachusetts Mut Life Ins Co	MA	3,217,306	0.4819%	90.7217%
4925	69973	United Life Ins Co	IA	2,801,903	0.4197%	91.1414%
408	60739	American Natl Ins Co	TX	2,746,093	0.4113%	91.5528%

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4888	62952	Equitable Life & Cas Ins Co	UT	2,677,530	0.4011%	91.9538%
513	63088	Farm Bureau Life Ins Co	IA	2,624,288	0.3931%	92.3469%
4890	68675	Security Benefit Life Ins Co	KS	2,444,650	0.3662%	92.7131%
826	66915	New York Life Ins Co	NY	2,413,706	0.3615%	93.0746%
12	70238	Variable Ann Life Ins Co	TX	2,200,629	0.3296%	93.4043%
3436	68543	Liberty Bankers Life Ins Co	OK	1,879,856	0.2816%	93.6858%
458	68136	Protective Life Ins Co	TN	1,875,124	0.2809%	93.9667%
435	93432	CM Life Ins Co	CT	1,765,533	0.2645%	94.2312%
140	64017	Jefferson Natl Life Ins Co	TX	1,736,519	0.2601%	94.4913%
449	61999	Americo Fin Life & Ann Ins Co	TX	1,717,366	0.2572%	94.7485%
169	68810	Sentry Life Ins Co	WI	1,675,868	0.251%	94.9996%
241	65978	Metropolitan Life Ins Co	NY	1,648,312	0.2469%	95.2465%
	57053	Catholic United Financial	MN	1,594,007	0.2388%	95.4852%
4824	61115	Atlantic Coast Life Ins Co	SC	1,581,994	0.237%	95.7222%
836	92622	Western Southern Life Assur Co	OH	1,559,607	0.2336%	95.9558%
4794	79065	Delaware Life Ins Co	DE	1,372,986	0.2057%	96.1615%
176	69108	State Farm Life Ins Co	IL	1,336,661	0.2002%	96.3617%
872	94250	Banner Life Ins Co	MD	1,270,522	0.1903%	96.552%
	58033	Knights Of Columbus	CT	1,255,865	0.1881%	96.7401%
4855	68608	Symetra Life Ins Co	IA	1,253,276	0.1877%	96.9278%
304	86630	Prudential Ann Life Assur Corp	AZ	1,199,213	0.1796%	97.1075%
233	61263	Bankers Life & Cas Co	IL	1,181,046	0.1769%	97.2844%
	56073	National Mut Benefit	WI	850,617	0.1274%	97.4118%
619	69116	State Life Ins Co	IN	839,821	0.1258%	97.5376%
4736	93734	Nassau Life & Ann Co	CT	835,312	0.1251%	97.6627%
367	72125	Physicians Life Ins Co	NE	748,854	0.1122%	97.7749%
4824	68802	Sentinel Security Life Ins Co	UT	710,062	0.1064%	97.8812%
	78093	Upstream Life Ins Co	TX	687,611	0.103%	97.9842%
	57487	Catholic Order Of Foresters	IL	628,735	0.0942%	98.0784%
	67253	American Life & Security Corp	NE	609,951	0.0914%	98.1698%
836	65242	Lafayette Life Ins Co	OH	609,461	0.0913%	98.261%
836	74780	Integrity Life Ins Co	OH	578,125	0.0866%	98.3476%
200	69663	USAA Life Ins Co	TX	559,836	0.0839%	98.4315%
	57142	Sons Of Norway	MN	524,626	0.0786%	98.5101%
	57657	Royal Neighbors Of Amer	IL	492,092	0.0737%	98.5838%
473	60399	American Family Life Ins Co	WI	489,660	0.0733%	98.6571%
801	99775	Funeral Directors Life Ins Co	TX	466,486	0.0699%	98.727%
244	76236	The Cincinnati Life Ins Co	OH	457,440	0.0685%	98.7955%
4941	66850	National Western Life Ins Co	CO	440,976	0.0661%	98.8616%
	60445	Sagikor Life Ins Co	TX	377,783	0.0566%	98.9182%
574	76112	Oxford Life Ins Co	AZ	375,169	0.0562%	98.9744%
	62928	EMC Natl Life Co	IA	371,370	0.0556%	99.03%
306	86126	Members Life Ins Co	IA	355,000	0.0532%	99.0832%
4926	88072	Talcott Resolution Life Ins Co	CT	354,698	0.0531%	99.1363%
4736	93548	PHL Variable Ins Co	CT	344,820	0.0517%	99.1879%
4752	60227	Trinity Life Ins Co	OK	343,271	0.0514%	99.2394%

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588	65129	Kansas City Life Ins Co	MO	332,816	0.0499%	99.2892%
429	78778	Guardian Ins & Ann Co Inc	DE	320,045	0.0479%	99.3372%
212	63177	Farmers New World Life Ins Co	WA	318,115	0.0477%	99.3848%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	317,991	0.0476%	99.4324%
1348	69019	Standard Ins Co	OR	315,743	0.0473%	99.4797%
	56685	GBU Financial Life	PA	300,000	0.0449%	99.5247%
280	61190	Auto Owners Life Ins Co	MI	263,065	0.0394%	99.5641%
836	99937	Columbus Life Ins Co	OH	261,350	0.0391%	99.6032%
981	93696	Fidelity Investments Life Ins Co	UT	260,490	0.039%	99.6422%
	56030	Catholic Financial Life	WI	255,272	0.0382%	99.6805%
4734	80942	Voya Ins & Ann Co	IA	205,772	0.0308%	99.7113%
4925	64238	Guaranty Income Life Ins Co	IA	200,000	0.03%	99.7413%
	56332	First Cath Slovak Ladies Assn USA	OH	187,611	0.0281%	99.7694%
4832	67105	Reliastar Life Ins Co	MN	152,289	0.0228%	99.7922%
1117	85189	Western United Life Assur Co	WA	137,139	0.0205%	99.8127%
	84174	ELCO Mut Life & Ann	IL	136,850	0.0205%	99.8332%
850	67644	Penn Mut Life Ins Co	PA	133,597	0.02%	99.8532%
	64904	Investors Heritage Life Ins Co	KY	100,000	0.015%	99.8682%
3098	68381	Reliance Standard Life Ins Co	IL	99,113	0.0148%	99.883%
904	65838	John Hancock Life Ins Co USA	MI	72,021	0.0108%	99.8938%
451	71870	Fidelity Security Life Ins Co	MO	68,125	0.0102%	99.904%
1211	66583	National Guardian Life Ins Co	WI	54,422	0.0082%	99.9122%
4616	57991	Everence Assn Inc	IN	36,940	0.0055%	99.9177%
84	93661	Annuity Investors Life Ins Co	OH	35,323	0.0053%	99.923%
	58017	Western Fraternal Life Assn	IA	33,480	0.005%	99.928%
	56480	Wsa Fraternal Life	CO	31,103	0.0047%	99.9327%
19	70408	Union Security Ins Co	KS	30,192	0.0045%	99.9372%
704	67172	Ohio Natl Life Ins Co	OH	28,325	0.0042%	99.9415%
4862	71439	Assurity Life Ins Co	NE	27,209	0.0041%	99.9455%
4925	65595	Lincoln Benefit Life Co	NE	25,969	0.0039%	99.9494%
1216	60142	TIAA Cref Life Ins Co	NY	25,487	0.0038%	99.9532%
	64505	Homesteaders Life Co	IA	24,269	0.0036%	99.9569%
850	68632	Vantis Life Ins Co	CT	22,416	0.0034%	99.9602%
8	60186	Allstate Life Ins Co	IL	22,158	0.0033%	99.9636%
707	62286	Golden Rule Ins Co	IN	20,710	0.0031%	99.9667%
2658	13183	Eagle Life Ins Co	IA	20,000	0.003%	99.9696%
	64580	Illinois Mut Life Ins Co	IL	19,600	0.0029%	99.9726%
634	65528	Life Ins Co Of The Southwest	TX	19,098	0.0029%	99.9754%
7	63258	Federated Life Ins Co	MN	14,000	0.0021%	99.9775%
2878	63983	United Heritage Life Ins Co	ID	10,500	0.0016%	99.9791%
4734	68039	Athene Ann & Life Assur Co of NY	NY	10,420	0.0016%	99.9807%
330	60410	American Fidelity Assur Co	OK	10,000	0.0015%	99.9822%
315	67148	Occidental Life Ins Co Of NC	TX	9,556	0.0014%	99.9836%
306	62626	CMFG Life Ins Co	IA	8,583	0.0013%	99.9849%
	58068	Independent Order Of Foresters Us Br	NY	7,900	0.0012%	99.9861%
4011	65536	Genworth Life & Ann Ins Co	VA	7,000	0.001%	99.9871%

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233	70319	Washington Natl Ins Co	IN	6,700	0.001%	99.9881%
8	60534	American Heritage Life Ins Co	FL	6,500	0.001%	99.9891%
3527	71480	Great Western Ins Co	IA	6,296	0.0009%	99.99%
290	92916	United Amer Ins Co	NE	6,194	0.0009%	99.991%
4932	91626	New England Life Ins Co	MA	5,997	0.0009%	99.9919%
3527	60836	American Republic Ins Co	IA	5,907	0.0009%	99.9928%
	57320	Woodmen World Life Ins Soc	NE	5,600	0.0008%	99.9936%
619	67911	Pioneer Mut Life Ins Co	ND	4,850	0.0007%	99.9943%
315	68594	American Amicable Life Ins Co Of TX	TX	4,705	0.0007%	99.995%
	56456	United States Letter Carriers Mut Be	TN	4,431	0.0007%	99.9957%
	71404	Continental Gen Ins Co	TX	3,800	0.0006%	99.9963%
	60542	American Home Life Ins Co	KS	3,125	0.0005%	99.9967%
450	65781	Madison Natl Life Ins Co Inc	WI	3,022	0.0005%	99.9972%
	11121	Unified Life Ins Co	TX	2,867	0.0004%	99.9976%
	65927	Lincoln Heritage Life Ins Co	IL	2,108	0.0003%	99.9979%
449	66540	National Farmers Union Life Ins Co	TX	2,100	0.0003%	99.9982%
213	70769	Erie Family Life Ins Co	PA	2,000	0.0003%	99.9985%
212	90557	Zurich Amer Life Ins Co	IL	1,367	0.0002%	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%
315	67873	Pioneer Amer Ins Co	TX	1,002	0.0002%	99.9993%
19	67989	American Memorial Life Ins Co	SD	877	0.0001%	99.9994%
	69132	State Mut Ins Co	GA	874	0.0001%	99.9995%
1117	63053	Family Life Ins Co	TX	765	0.0001%	99.9996%
4213	65900	Wilco Life Ins Co	IN	325	0%	99.9997%
687	64211	Guarantee Trust Life Ins Co	IL	311	0%	99.9997%
525	66427	Mutual Trust Life Ins Co a Pan Amer	IL	300	0%	99.9998%
449	87645	United Fidelity Life Ins Co	TX	272	0%	99.9998%
458	70335	West Coast Life Ins Co	NE	247	0%	99.9998%
4877	60429	American Fidelity Life Ins Co	FL	240	0%	99.9999%
	57010	William Penn Assn	PA	240	0%	99.9999%
84	67083	Manhattan Natl Life Ins Co	OH	200	0%	99.9999%
4947	68845	Shenandoah Life Ins Co	VA	120	0%	100%
4750	65919	Primerica Life Ins Co	TN	120	0%	100%
	70130	Universal Guar Life Ins Co	OH	80	0%	100%
3891	84824	Commonwealth Ann & Life Ins Co	MA	30	0%	100%
	169	Companies in Report		667,606,996	100%	100%