

Market Share Life & Annuity

| | | | | |
|----------------------------|----------------------------|-------------------------|--------------------------|------------------------|
| <i>Selected Criteria -</i> | Year: 2023 | 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 |
|------------|--------|--------------------------------------|----------|-------------------------|--------------|-------------------------|
| 1348 | 69019 | Standard Ins Co | OR | 371,110,550 | 23.5544% | 23.5544% |
| 4734 | 61689 | Athene Ann & Life Co | IA | 105,076,917 | 6.6692% | 30.2236% |
| | 56014 | Thrivent Financial For Lutherans | WI | 92,059,232 | 5.843% | 36.0666% |
| 826 | 91596 | New York Life Ins & Ann Corp | DE | 70,720,985 | 4.4887% | 40.5553% |
| 20 | 65676 | Lincoln Natl Life Ins Co | IN | 67,753,559 | 4.3003% | 44.8556% |
| | 57541 | Modern Woodmen Of Amer | IL | 49,407,870 | 3.1359% | 47.9915% |
| 904 | 65838 | John Hancock Life Ins Co USA | MI | 38,854,361 | 2.4661% | 50.4576% |
| 761 | 90611 | Allianz Life Ins Co Of N Amer | MN | 37,974,389 | 2.4102% | 52.8678% |
| 869 | 66168 | Minnesota Life Ins Co | MN | 29,583,459 | 1.8777% | 54.7455% |
| 918 | 65056 | Jackson Natl Life Ins Co | MI | 29,058,564 | 1.8443% | 56.5899% |
| 4965 | 78077 | Equitable Financial Life Ins Co of A | AZ | 28,569,153 | 1.8133% | 58.4031% |
| 3891 | 91642 | Forethought Life Ins Co | IN | 27,531,038 | 1.7474% | 60.1505% |
| 670 | 63274 | Fidelity & Guar Life Ins Co | IA | 26,557,813 | 1.6856% | 61.8362% |
| 4932 | 87726 | Bighthouse Life Ins Co | DE | 25,398,786 | 1.6121% | 63.4482% |
| 12 | 60488 | American Gen Life Ins Co | TX | 25,268,061 | 1.6038% | 65.052% |
| 4 | 65005 | RiverSource Life Ins Co | MN | 25,190,560 | 1.5988% | 66.6508% |
| 435 | 65935 | Massachusetts Mut Life Ins Co | MA | 23,633,901 | 1.5% | 68.1509% |
| 4794 | 79065 | Delaware Life Ins Co | DE | 22,460,290 | 1.4256% | 69.5764% |
| 619 | 60895 | American United Life Ins Co | IN | 21,736,232 | 1.3796% | 70.956% |
| 304 | 79227 | Pruco Life Ins Co | AZ | 21,545,751 | 1.3675% | 72.3235% |
| 431 | 66044 | Midland Natl Life Ins Co | IA | 21,526,855 | 1.3663% | 73.6899% |
| 435 | 63312 | MassMutual Ascend Life Ins Co | OH | 20,797,246 | 1.32% | 75.0099% |
| 408 | 60739 | American Natl Ins Co | TX | 20,305,867 | 1.2888% | 76.2987% |
| 306 | 62626 | CMFG Life Ins Co | IA | 17,876,527 | 1.1346% | 77.4333% |
| 304 | 68241 | Prudential Ins Co Of Amer | NJ | 17,562,179 | 1.1147% | 78.548% |
| 2658 | 92738 | American Equity Invest Life Ins Co | IA | 16,249,270 | 1.0313% | 79.5793% |
| | 62510 | Equitrust Life Ins Co | AZ | 16,135,410 | 1.0241% | 80.6034% |
| 709 | 67466 | Pacific Life Ins Co | NE | 15,231,331 | 0.9667% | 81.5701% |
| 860 | 67091 | Northwestern Mut Life Ins Co | WI | 14,879,649 | 0.9444% | 82.5146% |
| 140 | 92657 | Nationwide Life & Ann Ins Co | OH | 13,932,854 | 0.8843% | 83.3989% |
| 769 | 68322 | Empower Ann Ins Co of Amer | CO | 13,237,061 | 0.8402% | 84.239% |
| 836 | 92622 | Western Southern Life Assur Co | OH | 12,819,388 | 0.8136% | 85.0527% |
| 140 | 66869 | Nationwide Life Ins Co | OH | 12,123,070 | 0.7695% | 85.8221% |
| 261 | 69868 | United Of Omaha Life Ins Co | NE | 11,313,730 | 0.7181% | 86.5402% |
| 458 | 68136 | Protective Life Ins Co | TN | 11,219,789 | 0.7121% | 87.2523% |
| 4832 | 86509 | Voya Retirement Ins & Ann Co | CT | 10,774,206 | 0.6838% | 87.9362% |
| 431 | 66974 | North Amer Co Life & Hlth Ins | IA | 10,397,606 | 0.6599% | 88.5961% |
| 826 | 66915 | New York Life Ins Co | NY | 9,322,122 | 0.5917% | 89.1878% |
| | 67423 | Aspida Life Ins Co | MI | 9,148,607 | 0.5807% | 89.7684% |
| 1216 | 69345 | Teachers Ins & Ann Assoc Of Amer | NY | 8,379,123 | 0.5318% | 90.3003% |
| 300 | 64513 | Horace Mann Life Ins Co | IL | 7,190,226 | 0.4564% | 90.7566% |
| 468 | 86231 | Transamerica Life Ins Co | IA | 7,094,981 | 0.4503% | 91.207% |
| 200 | 69663 | USAA Life Ins Co | TX | 6,726,168 | 0.4269% | 91.6339% |

| Group Code | Cocode | Company Name | Domicile | Direct Premiums Written | Market Share | Cumulative Market Share |
|------------|--------|--------------------------------------|----------|-------------------------|--------------|-------------------------|
| 4888 | 62952 | SILAC Ins Co | IN | 6,533,154 | 0.4147% | 92.0485% |
| 429 | 78778 | Guardian Ins & Ann Co Inc | DE | 6,342,291 | 0.4025% | 92.4511% |
| 332 | 61271 | Principal Life Ins Co | IA | 5,860,707 | 0.372% | 92.823% |
| 4855 | 68608 | Symetra Life Ins Co | IA | 5,809,667 | 0.3687% | 93.1918% |
| 4890 | 68675 | Security Benefit Life Ins Co | KS | 5,307,583 | 0.3369% | 93.5287% |
| 3098 | 68381 | Reliance Standard Life Ins Co | IL | 5,202,621 | 0.3302% | 93.8589% |
| 4925 | 64238 | Guaranty Income Life Ins Co | IA | 5,170,662 | 0.3282% | 94.1871% |
| 943 | 61301 | Ameritas Life Ins Corp | NE | 4,942,140 | 0.3137% | 94.5007% |
| 513 | 63088 | Farm Bureau Life Ins Co | IA | 4,939,855 | 0.3135% | 94.8143% |
| 4965 | 62944 | Equitable Financial Life Ins Co | NY | 4,934,553 | 0.3132% | 95.1275% |
| | 57487 | Catholic Order Of Foresters | IL | 4,795,189 | 0.3044% | 95.4318% |
| | 69272 | Ibexis Life & Ann Ins Co | MO | 4,360,431 | 0.2768% | 95.7086% |
| 4925 | 69973 | United Life Ins Co | IA | 4,298,200 | 0.2728% | 95.9814% |
| 4988 | 68446 | Oceanview Life & Annuity Co | AL | 4,155,254 | 0.2637% | 96.2451% |
| 373 | 88668 | Mutual Of Amer Life Ins Co | NY | 4,034,523 | 0.2561% | 96.5012% |
| 241 | 97136 | Metropolitan Tower Life Ins Co | NE | 3,789,382 | 0.2405% | 96.7417% |
| 4824 | 61115 | Atlantic Coast Life Ins Co | SC | 3,773,639 | 0.2395% | 96.9812% |
| 176 | 69108 | State Farm Life Ins Co | IL | 3,452,345 | 0.2191% | 97.2003% |
| 4736 | 93734 | Nassau Life & Ann Co | CT | 3,414,878 | 0.2167% | 97.4171% |
| 4926 | 88072 | Talcott Resolution Life Ins Co | CT | 3,389,473 | 0.2151% | 97.6322% |
| 4794 | 83607 | Clear Spring Life & Ann Co | DE | 2,912,486 | 0.1849% | 97.8171% |
| 449 | 61999 | Americo Fin Life & Ann Ins Co | TX | 2,906,718 | 0.1845% | 98.0015% |
| | 60445 | Sagicor Life Ins Co | TX | 2,250,608 | 0.1428% | 98.1444% |
| 233 | 61263 | Bankers Life & Cas Co | IL | 2,000,780 | 0.127% | 98.2714% |
| | 56685 | GBU Financial Life | PA | 1,823,621 | 0.1157% | 98.3871% |
| 169 | 68810 | Sentry Life Ins Co | WI | 1,798,837 | 0.1142% | 98.5013% |
| 241 | 65978 | Metropolitan Life Ins Co | NY | 1,751,966 | 0.1112% | 98.6125% |
| 2658 | 13183 | Eagle Life Ins Co | IA | 1,601,938 | 0.1017% | 98.7142% |
| 140 | 64017 | Jefferson Natl Life Ins Co | TX | 1,544,790 | 0.098% | 98.8122% |
| | 58017 | BetterLife | WI | 1,333,945 | 0.0847% | 98.8969% |
| 5038 | 67253 | American Life & Security Corp | NE | 1,290,377 | 0.0819% | 98.9788% |
| 850 | 67644 | Penn Mut Life Ins Co | PA | 1,106,928 | 0.0703% | 99.049% |
| 801 | 99775 | Funeral Directors Life Ins Co | TX | 1,019,440 | 0.0647% | 99.1137% |
| 4824 | 68802 | Sentinel Security Life Ins Co | UT | 968,715 | 0.0615% | 99.1752% |
| 5016 | 64904 | Investors Heritage Life Ins Co | KY | 901,983 | 0.0572% | 99.2325% |
| | 57053 | Catholic United Financial | MN | 809,115 | 0.0514% | 99.2838% |
| 468 | 70688 | Transamerica Financial Life Ins Co | NY | 702,215 | 0.0446% | 99.3284% |
| | 15313 | Investors Preferred Life Ins Co | SD | 648,882 | 0.0412% | 99.3696% |
| 12 | 70238 | Variable Ann Life Ins Co | TX | 639,592 | 0.0406% | 99.4102% |
| 619 | 69116 | State Life Ins Co | IN | 566,034 | 0.0359% | 99.4461% |
| 4926 | 71153 | Talcott Resolution Life & Ann Ins Co | CT | 538,948 | 0.0342% | 99.4803% |
| 981 | 93696 | Fidelity Investments Life Ins Co | UT | 512,934 | 0.0326% | 99.5129% |
| 634 | 65528 | Life Ins Co Of The Southwest | TX | 500,773 | 0.0318% | 99.5447% |
| 574 | 76112 | Oxford Life Ins Co | AZ | 498,164 | 0.0316% | 99.5763% |
| 244 | 76236 | The Cincinnati Life Ins Co | OH | 485,393 | 0.0308% | 99.6071% |
| | 67180 | Ohio State Life Ins Co | TX | 464,783 | 0.0295% | 99.6366% |
| | 84174 | ELCO Mut Life & Ann | IL | 441,358 | 0.028% | 99.6646% |
| 1117 | 85189 | Western United Life Assur Co | WA | 394,160 | 0.025% | 99.6896% |
| 872 | 94250 | Banner Life Ins Co | MD | 371,666 | 0.0236% | 99.7132% |

| Group Code | Cocode | Company Name | Domicile | Direct Premiums Written | Market Share | Cumulative Market Share |
|------------|--------|--------------------------------------|----------|-------------------------|--------------|-------------------------|
| | 56456 | United States Letter Carriers Mut Be | TN | 350,758 | 0.0223% | 99.7355% |
| 4900 | 14165 | US Alliance Life & Security Co | ND | 348,055 | 0.0221% | 99.7576% |
| | 57657 | Royal Neighbors Of Amer | IL | 338,742 | 0.0215% | 99.7791% |
| 435 | 93432 | CM Life Ins Co | CT | 333,201 | 0.0211% | 99.8002% |
| 1348 | 64343 | Pacific Guardian Life Ins Co Ltd | HI | 293,684 | 0.0186% | 99.8188% |
| | 57142 | Sons Of Norway | MN | 271,996 | 0.0173% | 99.8361% |
| 473 | 60399 | American Family Life Ins Co | WI | 260,881 | 0.0166% | 99.8527% |
| 3891 | 84824 | Commonwealth Ann & Life Ins Co | MA | 247,849 | 0.0157% | 99.8684% |
| 3436 | 68543 | Liberty Bankers Life Ins Co | OK | 209,871 | 0.0133% | 99.8817% |
| 4639 | 93572 | RGA Reins Co | MO | 187,686 | 0.0119% | 99.8936% |
| | 56030 | Catholic Financial Life | WI | 180,958 | 0.0115% | 99.9051% |
| 4752 | 60227 | Trinity Life Ins Co | OK | 179,360 | 0.0114% | 99.9165% |
| 280 | 61190 | Auto Owners Life Ins Co | MI | 127,436 | 0.0081% | 99.9246% |
| 7 | 63258 | Federated Life Ins Co | MN | 115,000 | 0.0073% | 99.9319% |
| | 57568 | 1891 Financial Life | IL | 95,918 | 0.0061% | 99.938% |
| 869 | 93742 | Securian Life Ins Co | MN | 95,645 | 0.0061% | 99.944% |
| 769 | 93629 | Empower Ann Ins Co | CT | 93,935 | 0.006% | 99.95% |
| 4616 | 57991 | Everence Assn Inc | IN | 74,081 | 0.0047% | 99.9547% |
| 315 | 67148 | Occidental Life Ins Co Of NC | TX | 70,545 | 0.0045% | 99.9592% |
| | 56332 | First Cath Slovak Ladies Assn USA | OH | 69,644 | 0.0044% | 99.9636% |
| | 62928 | EMC Natl Life Co | IA | 59,669 | 0.0038% | 99.9674% |
| 836 | 74780 | Integrity Life Ins Co | OH | 55,377 | 0.0035% | 99.9709% |
| 836 | 65242 | Lafayette Life Ins Co | OH | 50,200 | 0.0032% | 99.9741% |
| 4925 | 65595 | Lincoln Benefit Life Co | NE | 49,972 | 0.0032% | 99.9773% |
| 704 | 67172 | Augustar Life Ins Co | OH | 41,747 | 0.0026% | 99.9799% |
| 306 | 70408 | Union Security Ins Co | KS | 40,158 | 0.0025% | 99.9825% |
| 4877 | 60429 | American Fidelity Life Ins Co | FL | 35,052 | 0.0022% | 99.9847% |
| | 57320 | Woodmen World Life Ins Soc | NE | 30,600 | 0.0019% | 99.9866% |
| 212 | 63177 | Farmers New World Life Ins Co | WA | 27,645 | 0.0018% | 99.9884% |
| 4734 | 80942 | Venerable Ins & Ann Co | IA | 24,868 | 0.0016% | 99.99% |
| | 64505 | Homesteaders Life Co | IA | 21,611 | 0.0014% | 99.9913% |
| 435 | 93661 | Annuity Investors Life Ins Co | OH | 19,225 | 0.0012% | 99.9926% |
| 588 | 65129 | Kansas City Life Ins Co | MO | 15,814 | 0.001% | 99.9936% |
| | 60542 | American Home Life Ins Co | KS | 14,800 | 0.0009% | 99.9945% |
| 4941 | 66850 | National Western Life Ins Co | CO | 14,214 | 0.0009% | 99.9954% |
| 315 | 68594 | American Amicable Life Ins Co Of TX | TX | 13,973 | 0.0009% | 99.9963% |
| | 64580 | Illinois Mut Life Ins Co | IL | 13,600 | 0.0009% | 99.9971% |
| 619 | 67911 | Pioneer Mut Life Ins Co | ND | 8,600 | 0.0005% | 99.9977% |
| 20 | 62057 | Lincoln Life & Ann Co of NY | NY | 7,801 | 0.0005% | 99.9982% |
| 4734 | 68039 | Athene Ann & Life Assur Co of NY | NY | 7,470 | 0.0005% | 99.9987% |
| 1211 | 66583 | National Guardian Life Ins Co | WI | 7,280 | 0.0005% | 99.9991% |
| 315 | 91693 | IA Amer Life Ins Co | TX | 5,507 | 0.0003% | 99.9995% |
| 5024 | 86630 | Fortitude Life Ins & Ann Co | AZ | 5,341 | 0.0003% | 99.9998% |
| | 56480 | Wsa Fraternal Life | CO | 5,000 | 0.0003% | 100.0001% |
| 4932 | 91626 | New England Life Ins Co | MA | 4,500 | 0.0003% | 100.0004% |
| 451 | 71870 | Fidelity Security Life Ins Co | MO | 4,500 | 0.0003% | 100.0007% |
| 233 | 70319 | Washington Natl Ins Co | IN | 4,340 | 0.0003% | 100.001% |
| 290 | 92916 | United Amer Ins Company | NE | 3,628 | 0.0002% | 100.0012% |
| 3527 | 60836 | American Republic Ins Co | IA | 3,240 | 0.0002% | 100.0014% |

| Group Code | Cocode | Company Name | Domicile | Direct Premiums Written | Market Share | Cumulative Market Share |
|------------|--------|--------------------------------------|----------|-------------------------|--------------|-------------------------|
| | 11121 | Unified Life Ins Co | TX | 2,180 | 0.0001% | 100.0016% |
| 300 | 65781 | Madison Natl Life Ins Co Inc | WI | 2,027 | 0.0001% | 100.0017% |
| 5014 | 60186 | Everlake Life Ins Co | IL | 2,000 | 0.0001% | 100.0018% |
| 1216 | 60142 | TIAA Cref Life Ins Co | NY | 2,000 | 0.0001% | 100.0019% |
| 4862 | 71439 | Assurity Life Ins Co | NE | 1,940 | 0.0001% | 100.0021% |
| 4877 | 69566 | Trans World Assur Co | CA | 1,440 | 0.0001% | 100.0021% |
| 458 | 70335 | West Coast Life Ins Co | NE | 1,247 | 0.0001% | 100.0022% |
| 4011 | 70025 | Genworth Life Ins Co | DE | 1,200 | 0.0001% | 100.0023% |
| 4736 | 67814 | Nassau Life Ins Co | NY | 1,200 | 0.0001% | 100.0024% |
| | 65927 | Lincoln Heritage Life Ins Co | IL | 1,195 | 0.0001% | 100.0025% |
| 212 | 90557 | Zurich Amer Life Ins Co | IL | 1,164 | 0.0001% | 100.0025% |
| 306 | 67989 | American Memorial Life Ins Co | SD | 986 | 0.0001% | 100.0026% |
| | 69132 | State Mut Ins Company | GA | 829 | 0.0001% | 100.0026% |
| | 58068 | Independent Order Of Foresters Us Br | TX | 600 | 0% | 100.0027% |
| 535 | 76023 | Columbian Life Ins Co | IL | 500 | 0% | 100.0027% |
| | 71404 | Continental Gen Ins Co | TX | 457 | 0% | 100.0027% |
| 525 | 67539 | Pan Amer Life Ins Co | LA | 300 | 0% | 100.0028% |
| 4213 | 62413 | Wilcac Life Ins Co | IL | 250 | 0% | 100.0028% |
| 449 | 87645 | United Fidelity Life Ins Co | TX | 180 | 0% | 100.0028% |
| 687 | 64211 | Guarantee Trust Life Ins Co | IL | 162 | 0% | 100.0028% |
| 2878 | 63983 | United Heritage Life Ins Co | ID | 120 | 0% | 100.0028% |
| 4750 | 65919 | Primerica Life Ins Co | TN | 120 | 0% | 100.0028% |
| 634 | 66680 | National Life Ins Co | VT | 100 | 0% | 100.0028% |
| | 70130 | Universal Guar Life Ins Co | OH | 80 | 0% | 100.0028% |
| 449 | 66540 | National Farmers Union Life Ins Co | TX | 75 | 0% | 100.0028% |
| 4832 | 67105 | Reliastar Life Ins Co | MN | -44,623 | -0.0028% | 100% |
| | 167 | Companies in Report | | 1,575,547,138 | 100% | 100% |