

All Non-Variable Annuity Sales

4th Quarter, 2025 Year-to-Date Company Rankings

Rank	Company	MYG	Company	Traditional Fixed	Company	Indexed
1	Athene USA	\$18,634,157	Global Atlantic Financial Group	\$337,388	Athene USA	\$15,357,416
2	New York Life	16,960,495	Nationwide	199,004	Allianz Life	11,759,802
3	Massachusetts Mutual Life Companies	15,781,121	CNO Companies	179,031	Corebridge Financial	10,151,095
4	Corebridge Financial	9,900,420	Modern Woodmen of America	177,677	Sammons Financial Companies	9,554,074
5	Nationwide	7,054,196	National Life Group	158,039	American Equity Companies	7,994,298
6	Pacific Life Companies	5,426,871	EquiTrust	148,178	Fidelity & Guaranty Life	6,649,872
7	American National	5,114,185	Equitable Financial	141,976	Nationwide	6,252,000
8	Symetra Financial	5,088,761	CL Life	117,717	Global Atlantic Financial Group	5,742,628
9	Global Atlantic Financial Group	4,740,721	Western-Southern Life Assurance Company	116,025	Delaware Life	5,576,230
10	Western-Southern Life Assurance Company	4,724,410	OneAmerica	69,572	Security Benefit Life	5,256,877
	Top 10	\$93,425,335	Top 10	\$1,644,607	Top 10	\$84,294,290
	Total Industry	\$162,551,892	Total Industry	\$2,080,888	Total Industry	\$126,711,915
	Top 10 Market Share	57%	Top 10 Market Share	79%	Top 10 Market Share	67%
	Total Non-Variable Deferred Annuity	\$291,344,694				
	Total Deferred Annuity	\$434,962,766				
	Total All Annuity	\$448,931,384				

Wink's Sales & Market Report, 4th Quarter, 2025, in thousands



All Variable Annuity Sales

4th Quarter, 2025 Year-to-Date Company Rankings

Rank	Company	Structured	Company	Variable
1	Equitable Financial	\$15,365,649	Jackson National Life	\$13,882,197
2	Allianz Life	10,825,043	Equitable Financial	7,425,226
3	Brighthouse Financial	8,009,287	Nationwide	6,673,800
4	Prudential	7,577,585	Lincoln National Life	6,535,920
5	Jackson National Life	6,926,296	New York Life	6,517,579
6	Lincoln National Life	6,071,134	Pacific Life Companies	4,113,208
7	RiverSource Life	3,814,828	Thrivent Financial	2,887,980
8	Transamerica	2,449,722	Fidelity Investments	1,812,216
9	Pacific Life Companies	2,364,681	Corebridge Financial	1,715,246
10	Corebridge Financial	2,358,078	Transamerica	1,521,335
	Top 10	\$65,762,303	Top 10	\$53,084,708
	Total Industry	\$75,942,195	Total Industry	\$67,675,876
	Top 10 Market Share	87%	Top 10 Market Share	78%
	Total Variable Deferred Annuity	\$143,618,072		
	Total Deferred Annuity	\$434,962,766		
	Total All Annuity	\$448,931,384		

Wink's Sales & Market Report, 4th Quarter, 2025, in thousands

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Income Annuity Sales

4th Quarter, 2025 Year-to-Date Company Rankings

Rank	Company	SPIA	Company	DIA
1	New York Life	\$4,750,844	New York Life	\$1,219,838
2	Massachusetts Mutual Life Companies	1,201,703	Massachusetts Mutual Life Companies	604,074
3	Nationwide	810,600	Western-Southern Life Assurance Company	392,961
4	Western-Southern Life Assurance Company	620,129	USAA	141,800
5	Penn Mutual	368,468	Integrity Life Companies	58,640
6	American National	237,172	Global Atlantic Financial Group	29,386
7	USAA	231,400	Corebridge Financial	17,351
8	Athene USA	203,657	Mutual of Omaha	16,130
9	Integrity Life Companies	203,517	Brighthouse Financial	9,765
10	Pacific Life Companies	159,859	Symetra Financial	8,932
	Top 10	\$8,787,349	Top 10	\$2,498,877
	Total Industry	\$10,960,009	Total Industry	\$3,008,610
	Top 10 Market Share	80%	Top 10 Market Share	83%
	Total Income Annuity	\$13,968,619		
	Total All Annuity	\$448,931,384		

Wink's Sales & Market Report, 4th Quarter, 2025, in thousands



Underwriting companies combined in the sales results:

- Allianz: Allianz Life of North America & Allianz Life of NY American Equity Companies: American Equity Investment Life, American Equity Investment Life of NY & Eagle Life Insurance Co.
- American National Insurance Company: American National Insurance Company & American National Life Insurance Company of NY
- Athene USA: Athene Annuity and Life Company & Athene Annuity & Life Assurance Company of NY
- Corebridge Financial: American General Life Insurance Co., The United States Life Insurance Co. in the City of NY, & The Variable Annuity Life Insurance Company
- CNO Companies: Bankers Life and Casualty Company
- Equitable Financial: Equitable Financial Life Insurance Company & Equitable Financial Life Insurance Company of America
- Fidelity & Guaranty Life: Fidelity & Guaranty Life and Fidelity & Guaranty Life of New York
- Fidelity Investments: Fidelity Investments Life Insurance Company & Empire Fidelity Investments Life Insurance Company
- Global Atlantic Financial Group: Forethought Life Insurance Company & Commonwealth Annuity and Life Insurance Company
- Integrity Life Companies: Integrity Life Insurance Company & National Integrity Life Insurance Company
- Jackson National Life: Jackson National Life Insurance Company & Jackson National Life of NY
- Lincoln National Life: Lincoln National Life Insurance Company & Lincoln Life & Annuity Company of NY
- Massachusetts Mutual Life Companies: MassMutual Ascend Life Insurance Company & Massachusetts Mutual Life Insurance Company
- Nationwide: Nationwide Life & Annuity Insurance Company, Nationwide Life Insurance Company, & Jefferson National Life Insurance Company
- Penn Mutual: Penn Insurance and Annuity Company & Penn Mutual Life Insurance Company
- Prudential: Pruco Life Insurance Company of New Jersey & Pruco Life Insurance Company
- RiverSource Life: RiverSource Life Insurance Company & RiverSource Life Insurance Company of NY
- Sammons Financial Companies: Midland National Life Insurance Company & North American Company for Life and Health
- Symetra Financial: Symetra Life Insurance Company & First Symetra National Life Insurance Company of NY
- Transamerica: Transamerica Financial Life Insurance Company & Transamerica Life Insurance Company

Source: Wink's Sales & Market Report, 4th Quarter, 2025

