

All Non-Variable Universal Life Insurance Sales

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

Rank	Company	Universal Life	Company	Indexed Life
1	Nationwide	\$60,641	National Life Group	\$511,405
2	Pacific Life Companies	41,206	Transamerica	397,145
3	John Hancock	32,892	Pacific Life Companies	359,704
4	Prudential	31,841	Nationwide	250,505
5	Thrivent Financial	19,692	John Hancock	250,470
6	Protective Life Companies	19,449	Fidelity and Guaranty Life	189,864
7	Penn Mutual	12,538	Mutual of Omaha	180,635
8	Massachusetts Mutual Life Companies	12,395	Sammons Financial Companies	177,467
9	Americo	6,665	Allianz Life	158,467
10	Western-Southern Life Assurance Company	6,340	Lincoln National Life	118,748
	Top 10	\$243,659	Top 10	\$2,594,409
	Total Industry	\$309,827	Total Industry	\$3,276,752
	Top 10 Market Share	79%	Top 10 Market Share	79%
	Total Non-Variable Universal Life	\$3,576,765		
	Total Universal Life	\$4,854,011		
	Total All Life Insurance	\$11,736,082		

Wink's Sales & Market Report, 4th Quarter, 2025, target premium in thousand
 Indexed Life includes indexed whole life sales
 Single Premium Life is counted at 10%



All Variable Universal Life Insurance Sales

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

Rank	Company	VUL
1	Prudential	\$371,943
2	Pacific Life Companies	144,783
3	John Hancock	119,172
4	Nationwide	86,642
5	RiverSource Life	82,158
6	Lincoln National Life	60,585
7	Penn Mutual	47,741
8	Securian Financial	44,174
9	Protective Life Companies	39,844
10	Thrivent Financial	27,991
	Top 10	\$1,025,034
	Total Industry	\$1,277,246
	Top 10 Market Share	80%
	Total Universal Life Insurance	\$4,854,011
	Total All Life Insurance	\$11,736,082

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



Whole Life Insurance Sales

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

Rank	Company	Whole Life
1	Massachusetts Mutual Life Companies	\$566,653
2	Mutual of Omaha	322,642
3	Americo	199,932
4	Transamerica	141,377
5	Corebridge Financial	116,456
6	OneAmerica	62,909
7	Penn Mutual	61,294
8	Lafayette Life	42,378
9	CNO Companies	41,715
10	Ameritas	29,420
	Top 10	\$1,584,775
	Total Industry	\$4,534,739
	Top 10 Market Share	35%
	Total All Life Insurance	\$11,736,082

Wink's Sales & Market Report, 4th Quarter, 2025, in thousands
Whole Life sales include interest-sensitive whole life sales
Single Premium Life sales are counted at 10%



Term Life Insurance Sales

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

Rank	Company	Term Life
1	Prudential	\$135,483
2	Pacific Life Companies	124,423
3	Protective Life Companies	99,028
4	Corebridge Financial	97,690
5	National Life Group	78,053
6	Massachusetts Mutual Life Companies	76,354
7	Transamerica	58,989
8	Lincoln National Life	56,805
9	Symetra Financial	42,978
10	Sammons Financial Companies	37,249
Top 10		\$807,052
Total Industry		\$2,340,586
Top 10 Market Share		34%
Total All Life Insurance		\$11,736,082

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



Underwriting companies in the sales results:

- Allianz: Allianz Life of North America & Allianz Life of NY
- Corebridge Financial: American General Life Insurance Co. & The United States Life Insurance Co. in the City of NY
- CNO Companies: Bankers Life and Casualty Company
- John Hancock: John Hancock Life Insurance Company (USA) & John Hancock Life Insurance Company of New York
- Lincoln National Life: Lincoln National Life Insurance Company & Lincoln Life & Annuity Company of NY
- Massachusetts Mutual Life Companies: Massachusetts Mutual Life Insurance Company
- Mutual of Omaha: United of Omaha Life Insurance Company
- National Life Group: Life Insurance Company of the Southwest & National Life Insurance Company
- Nationwide: Nationwide Life & Annuity Insurance Company, Nationwide Life Insurance Company, & Jefferson National Life Insurance Company
- OneAmerica: American United Life Insurance Company & The State Life Insurance Company
- Penn Mutual: Penn Insurance and Annuity Company & Penn Mutual Life Insurance Company
- Protective Life Companies: Protective Life Insurance Company & Protective Life and Annuity 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
- Securian Financial: Minnesota Life Insurance Company & Securian Life Insurance Company
- Symetra Financial: Symetra Life Insurance Company
- Transamerica: Transamerica Financial Life Insurance Company & Transamerica Life Insurance Company

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

