

VA sales leaders - Participating issuers, ranked by new sales - February 3, 2013

Rank	Issuer	New sales (\$M)	% change vs. 2011	Market share	% change vs. 2011	Financial strength rating
1	Prudential Financial	\$5,908.8	32.0%	16.4%	41.4%	A+
2	Jackson National	\$5,656.0	34.3%	15.8%	45.0%	A+
3	MetLife	\$4,597.2	-46.3%	12.8%	-42.3%	A+
4	TIAA-CREF	\$3,201.7	-2.0%	8.9%	4.7%	A++
5	Lincoln Financial Group	\$2,337.0	1.8%	6.5%	8.3%	A+
6	SunAmerica/VALIC	\$2,022.1	-8.4%	5.6%	-1.8%	A
7	Axa Equitable	\$1,844.6	13.6%	5.1%	21.4%	A+
8	AEGON/Transamerica	\$1,370.1	3.5%	3.8%	11.8%	A+
9	Ameriprise Financial	\$1,121.8	-27.7%	3.1%	-22.5%	A+
10	Pacific Life	\$984.9	15.4%	2.7%	22.7%	A+
11	Protective	\$853.9	48.1%	2.4%	60.0%	A+
12	Nationwide	\$827.0	-51.8%	2.3%	-47.7%	A+
13	Allianz Life	\$719.1	-23.2%	2.0%	-16.7%	A
14	Ohio National	\$684.4	84.8%	1.9%	90.0%	A+
15	Thrivent Financial	\$617.9	7.8%	1.7%	13.3%	A++
16	New York Life	\$579.1	-2.0%	1.6%	6.7%	A++
17	Fidelity Investments Life	\$434.2	8.1%	1.2%	20.0%	A+
18	ING Group	\$401.3	-13.0%	1.1%	-8.3%	A
19	Northwestern Mutual	\$330.4	2.9%	0.9%	12.5%	A++
20	Guardian	\$311.3	1.6%	0.9%	12.5%	A++
21	Massachusetts Mutual	\$191.9	3.2%	0.5%	0.0%	A++
22	John Hancock	\$142.0	-65.2%	0.4%	-63.6%	A+
23	Hartford	\$130.6	-32.9%	0.4%	-20.0%	A
24	Minnesota Life	\$110.3	72.1%	0.3%	50.0%	A+
25	Mutual of America	\$104.9	-9.0%	0.3%	0.0%	A+

As of Sept. 30; 1 As of Jan 18. 2The bulk of TIAA-CREF's VA assets are generated from group annuity sales within retirement plans, rather than retail sales. Sources: Morningstar Inc., A.M. Best Co. Inc.