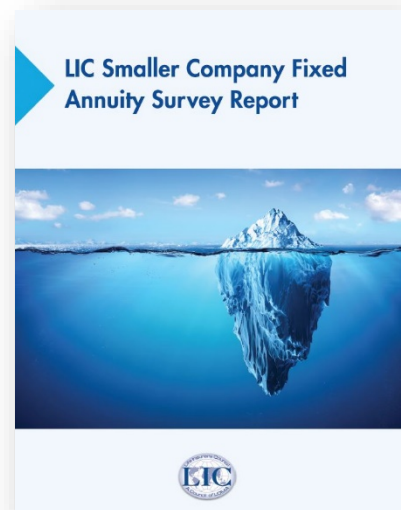


LIC Smaller Company Fixed Annuity Report (2019 Sales Data)

A significant majority of fixed annuity premium is written by the largest carriers. Sales for these carriers are reported and analyzed extensively by a variety of different sources. Although the percent of total premium produced by smaller companies is relatively small, their total premium volume is still significant. The Life Insurers Council (LIC) is the life insurance industry's recognized resource for smaller companies. Given the absence of any industry analysis of smaller company fixed annuity experience, we conducted the first such survey this year.

This year's survey included an industry overview plus detailed data from 16 companies smaller than \$5B in assets that actively market annuities. Survey topics included 2019 sales and in-force by product type, annuity operations, interest crediting, conservation, and a COVID-19 supplement.

The LIC Smaller Company Annuity Report will be available for sale in future years, but this inaugural report is available at no charge ([Order Form Link](#)). Contact lic@loma.org if you have any questions.



2019 Report Contents

- **Introduction**
- **Key Findings:** 2019 Sales, Renewal Premium, 2018-to-2019 Direct Sales, Interest Crediting, Conservation Strategies.
- **2019 Sales:** Industry Overview, Participating Company Data.
- **In-Force Premium:** Industry Overview, Participating Company Data.
- **2018 to 2019 Industry Data:** New Premium, Renewal Premium.
- **Administrative Practices:** Staffing, Interest Crediting, Conservation, Product Mix Objectives.
- **Net Yield**
- **COVID-19 Supplement**

Participating Companies

American Savings Life
Catholic Holy Family Society
Catholic Order of Foresters
Catholic United Financial
Cincinnati Equitable
ELCO Mutual
Equitable Life & Casualty
Greek Catholic Union

KSKJ Life
Liberty Bankers Insurance Group
Oxford Life Insurance Company
Physicians Mutual
Royal Neighbors of America
Slovene National Benefit Society
Trinity Life Insurance Company
Upstream Life Insurance Company

About LIC

The Life Insurers Council (www.loma.org/lic) is a council of LOMA that provides networking and practical business solutions for small-to-midsize life insurance companies, improving performance through shared excellence.