

ANNUITY MARKET ACTIVITY REPORT:

Fixed Annuity Sales Drive Inflows and Net Flows for First Half 2014

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In its latest Annuity Market Activity Report, The Depository Trust & Clearing Corporation's (DTCC) Insurance & Retirement Services (I&RS) identified key emerging trends in the annuities market from the first half of 2014 (H114).

Annuity Cash Flows First Half Comparison

\$53.7
BILLION

INFLOWS INTO ANNUITY PRODUCTS WERE UP 21% IN H114 FROM H113

150%
INCREASE

NET FLOWS INCREASED FROM \$1 BILLION TO \$2.7 BILLION BETWEEN Q114 AND Q214

Variable and Fixed Annuity Products Cash Flows Comparisons

130%
INCREASE

3%
INCREASE

FIXED ANNUITY INFLOWS INCREASED 130%. VARIABLE ANNUITY INFLOWS INCREASED 3%

** H114 compared to H113*

Product Share of Inflows

33%

WHILE THERE WAS MOVEMENT IN THE TOP 10 PRODUCTS RANKED BY INFLOWS, THE TOP 10 PRODUCTS CONTINUE TO CAPTURE A THIRD OF ALL INFLOWS

** H114 compared to H113*

Annuity Market Activity Report First Half 2014 ([Read full report here](#))

Analytic Reporting for Annuities (Analytic Reporting) is an award winning online information service offered by DTCC's Insurance & Retirement Services (I&RS) business. The service delivers data from millions of annuity transactions processed through and submitted to I&RS for insurance companies and broker/dealers, providing users with an in-depth and comprehensive view of the annuity marketplace with a particular concentration on non-proprietary distribution.

The Annuity Market Activity Report is compiled each quarter as a service to the industry-at-large. Firms that subscribe to the Analytic Reporting service gain exclusive access to customizable reports, which breakdown insights by carrier, distributor, product, product type, account type, state, MSA, city and zip code.