



**RETENTION**

**2023 Top 25 Companies – Percentage of Members Who Rejoined\*  
(as of July 1, 2023)**

<b><u>RANK</u></b>	<b><u>COMPANY</u></b>	<b><u>MARKET</u></b>	<b><u>RETENTION</u></b>
1	Sony Life Insurance Co	Japan	86.0%
2	MetLife Insurance KK	Japan	85.7%
3	AIA Singapore Private Limited	Singapore	81.9%
4	AIA Co., Ltd	Thailand	77.8%
5	Prudential Assurance Company Singapore (PTE) Limited	Singapore	77.6%
6	Seguros Monterrey New York Life SA de CV	Mexico	77.1%
7	Prudential Life Ins Co Ltd	Japan	76.9%
8	AXA Life Insurance Co Ltd	Japan	76.8%
9	Northwestern Mutual	United States	74.2%
10	Gibraltar Life Insurance Company Ltd	Japan	73.8%
10	Mingya Insurance Brokers Ltd	China	73.8%
12	Prudential Vietnam Assurance Private Limited	Vietnam	73.3%
13	AIA International Limited	Hong Kong, China	67.5%
14	New York Life	United States	67.3%
15	Great Eastern Life - Singapore	Singapore	64.6%
16	State Farm Life	United States	63.8%
17	Prudential Hong Kong Limited	Hong Kong, China	63.2%
18	DaTong Insurance Sales & Services	China	62.8%
19	MetLife Korea	Republic of Korea	62.5%
20	AIA Bhd	Malaysia	61.4%
21	CITIC Prudential Life Insurance Co Ltd	China	60.9%
22	AIA-Macau	Macau, China	59.3%
23	Sino-US United Metlife Ins Co Ltd	China	59.2%
24	Fubon Life Insurance Co	Chinese Taiwan	57.6%
25	LIC India	India	56.7%

*\*Measures retained members from the previous membership year.*