



Balfour Capital Group Voya Financial, Inc.

Voya Financial is an American financial services company specializing in retirement, investment, and insurance solutions. Originally operating as ING U.S., it became an independent entity in 2013 following an initial public offering and rebranded to Voya Financial in April 2014. The company serves approximately 14.8 million individual and institutional customers in the United States.

1. Top 5 Competitors

Voya Financial's primary competitors include:

- MetLife Inc.
- Prudential Financial Inc.
- American International Group Inc. (AIG)
- Equitable Holdings Inc.
- Principal Financial Group

These companies offer similar financial products and services, including insurance, retirement solutions, and investment management.

2. Largest Institutional Shareholders

As of the latest filings, major institutional shareholders of Voya Financial include:

- Vanguard Group Inc.
- BlackRock Inc.
- Wellington Management Group LLP
- Franklin Resources Inc.
- Bank of New York Mellon Corp

These institutions collectively hold significant portions of Voya's outstanding shares.

3. Management Team:

Key executives at Voya Financial include:

- Heather Lavalley – Chief Executive Officer
- Rodney O. Martin Jr. – Executive Chair
- Santhosh Keshavan – Chief Information Officer
- Christine Hurtsellers – CEO of Voya Investment Management

This leadership team guides Voya's strategic direction and operations.



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4. Revenue

Voya Financial's estimated annual revenue is approximately \$4.5 billion. However, other sources report revenues of \$6.24 billion in 2024. This discrepancy may arise from differences in reporting periods or accounting methods.

5. Institutions with Buy Recommendations:

On February 28, 2025, Morgan Stanley upgraded Voya Financial's rating from "Equal-Weight" to "Overweight," indicating a positive outlook on the company's stock.

6. Summary of Analyst Sentiment:

As of February 19, 2025, the average one-year price target for Voya Financial is \$81.97 per share, suggesting a potential upside of approximately 13.34% from the current price. The price targets range from a low of \$75.75 to a high of \$98.70, reflecting overall positive analyst sentiment.

7. Insider Buying and Selling Over the Last 24 Months:

Over the past 24 months, insiders have sold a total of 248,417 shares of Voya Financial, amounting to approximately \$18.26 million in transactions. Notable insider sales include:

- Rodney O. Martin Jr. – \$16.33 million
- Nancy Ferrara – \$680,000
- Michael S. Smith – \$524,628

There is no reported insider buying during this period.

Please note that financial data and analyst sentiments are subject to change. For the most current information, it's advisable to consult Voya Financial's official investor relations and recent financial reports.