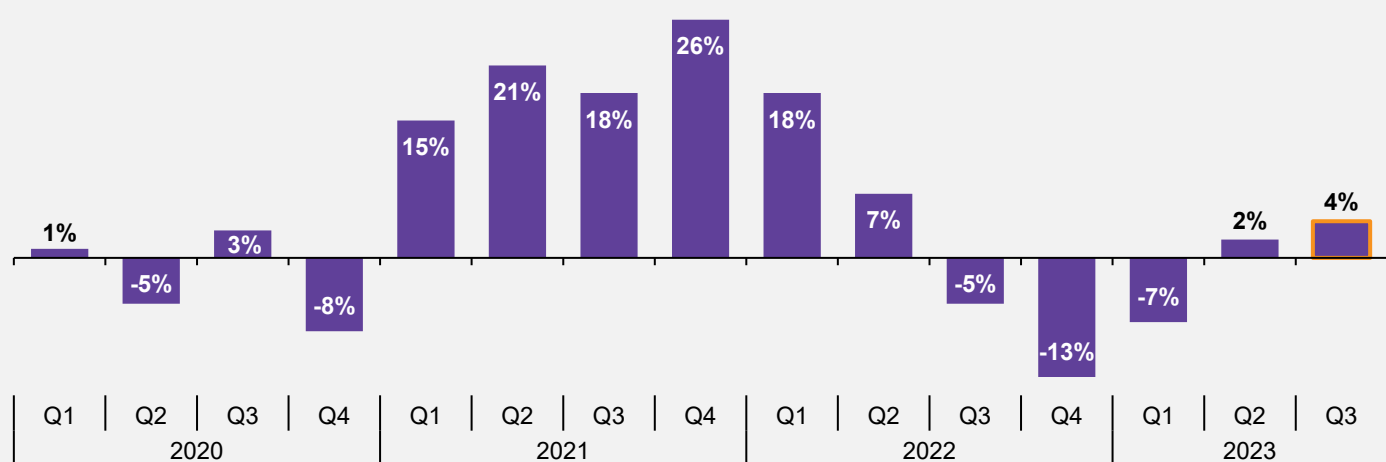


Individual Life Insurance Sales Rise 4% in Third Quarter 2023



Total new annualized premium was **\$3.7 billion** in the third quarter, reaching **\$11.5 billion** year-to-date.

Annualized Premium Growth Rate Trends

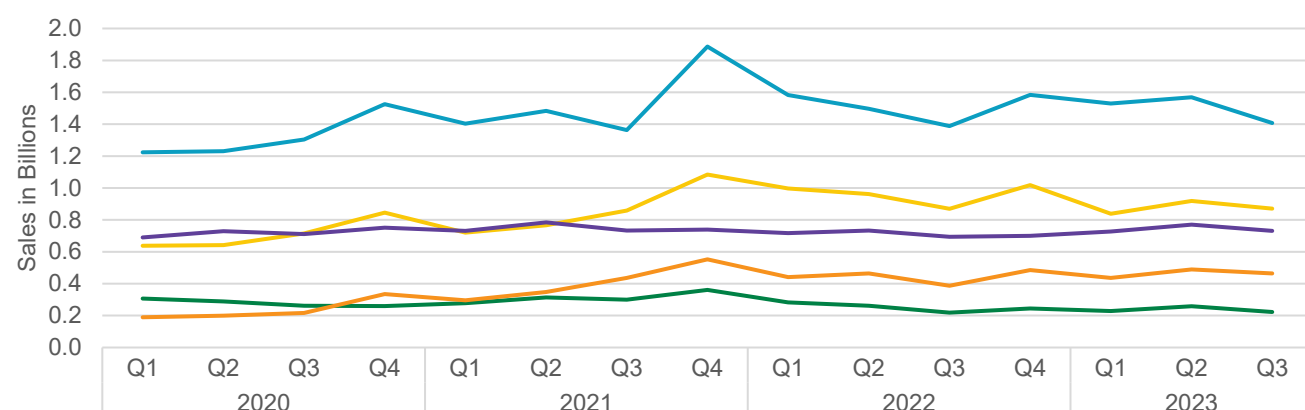


Source: LIMRA's U.S. Individual Life Insurance Sales Survey.

Annualized Premium Sales by Product

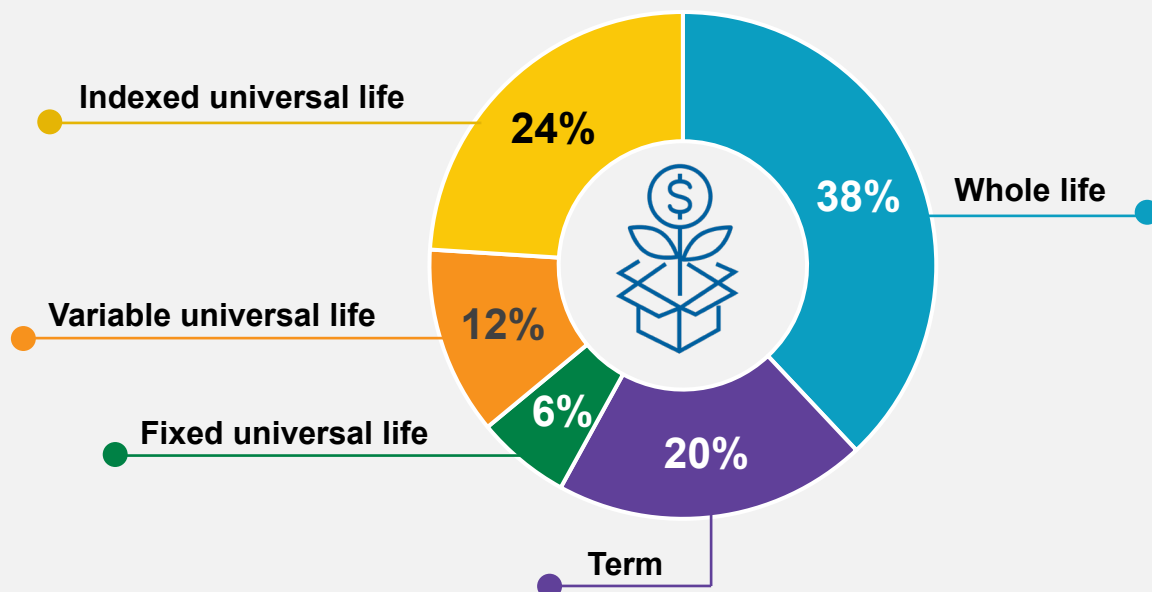
- Indexed universal life** premium sales were flat at \$.87 billion
- Fixed universal life** sales were up 2% at \$.22 billion
- Variable universal life** premium increased by 20% to \$.46 billion
- Term** premium grew 5% to reach \$.73 billion
- Whole life** premium increased 1% and totaled \$1.4 billion

- IUL
- Fixed UL
- VUL
- Term
- WL



Source: LIMRA's U.S. Individual Life Insurance Sales Survey and LIMRA estimates.

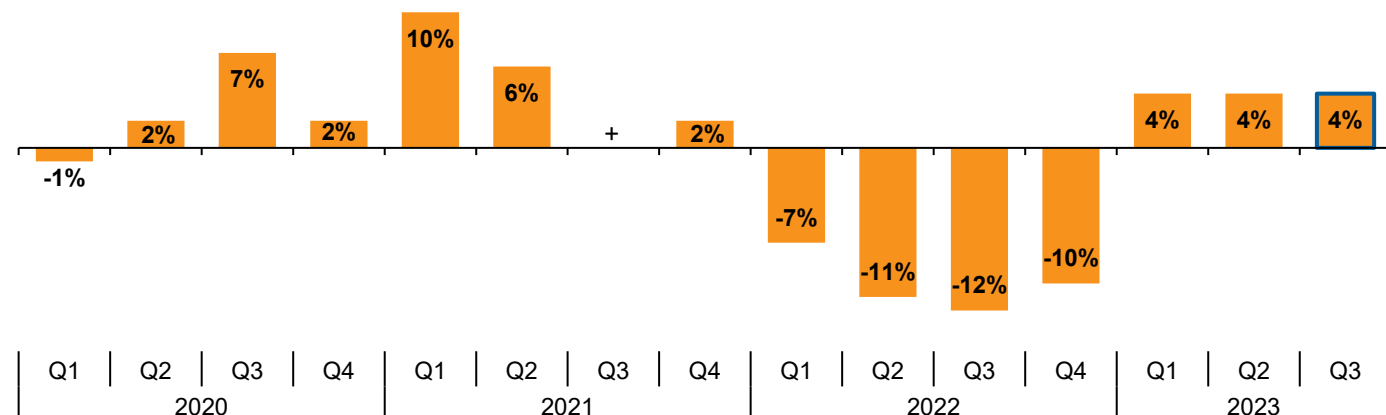
3Q 2023 Market Share by Product



Based on annualized premium.

Source: LIMRA's U.S. Individual Life Insurance Sales Survey and LIMRA estimates.

Policy Growth Rate Trends



+ = Less than 1/2 of 1 percent.

Source: LIMRA's U.S. Individual Life Insurance Sales Survey.

Given the strong economy and falling inflation, demand for life insurance increased mid-year," noted Karen Terry, assistant vice president and head of LIMRA Insurance Product Research.

LIMRA is projecting total 2023 life sales will match or slightly exceed the record premium collected in 2022.