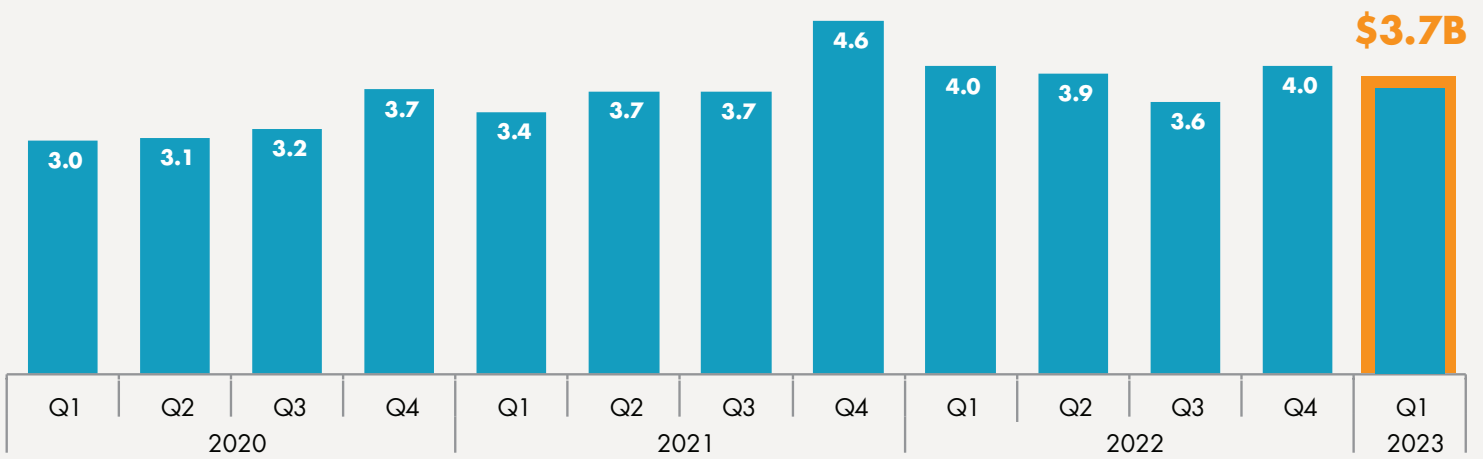


Life Policy Sales Increase and Premiums Decline in Q1 2023



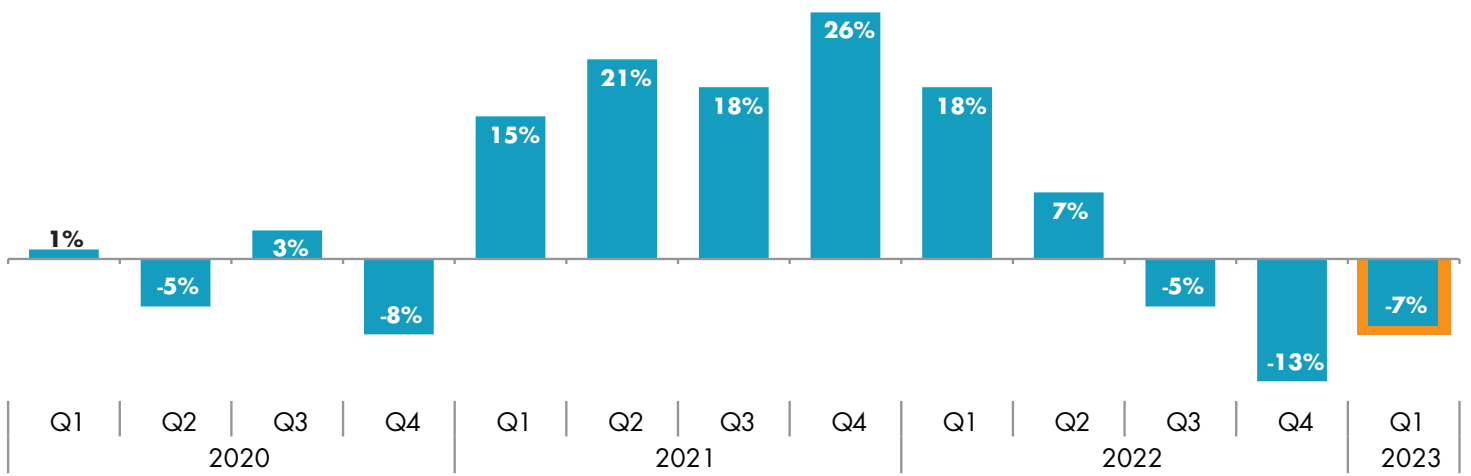
Total U.S. retail life insurance new annualized premium fell 7% in the first quarter of 2023 to **\$3.7 billion**.

Total Individual Life Annualized Premium Sales



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

Annualized Premium Growth Rate Trends



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

Annualized Premium Sales By Product

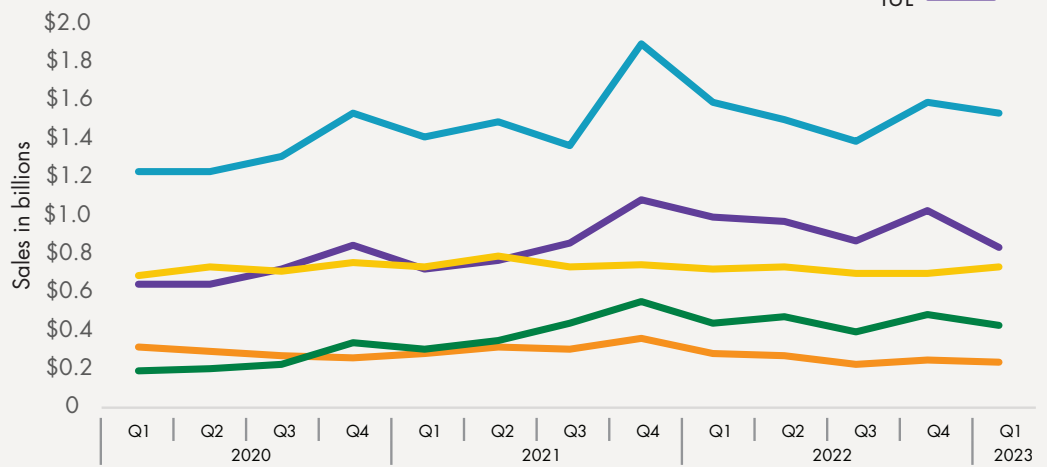
Whole life premium fell 4% and totaled \$1.5 billion

Term premium grew 1% to reach \$0.7 billion

Variable universal life premium fell by 4% to \$0.4 billion

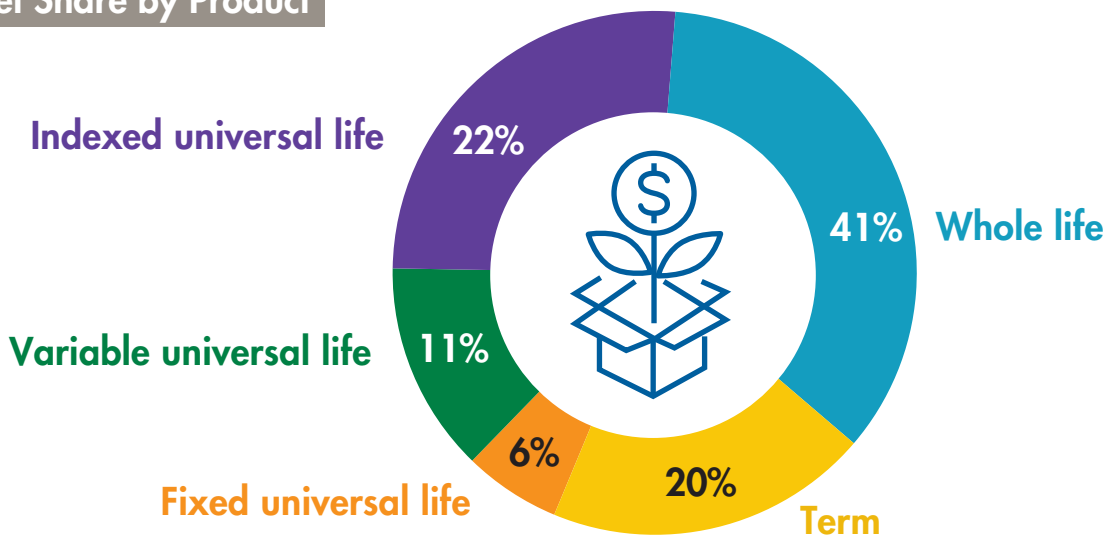
Fixed universal life premium totaled \$0.2 billion, a decline of 16%

Indexed universal life premium totaled \$0.8 billion, down 16%



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

1Q 2023 Market Share by Product

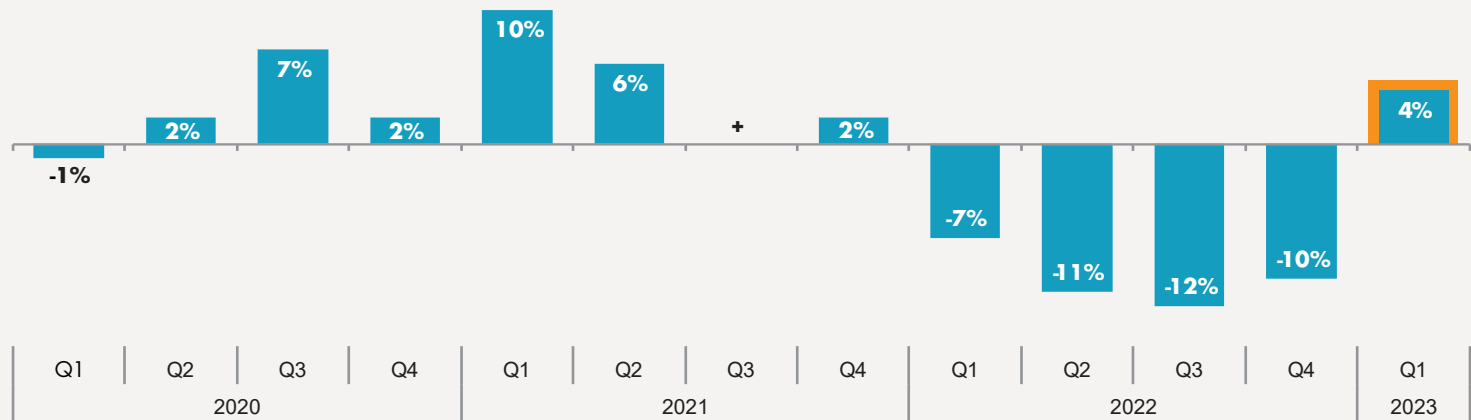


Based on annualized premium.

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

Highest policy sales growth since the second quarter 2021.

Policy Growth Rate Trends



+ = Less than 1/2 of 1 percent.

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

"Sixty-one percent of the total policy growth was from whole life and term sales and driven primarily by small to mid-sized companies," said John Carroll, senior vice president, LIMRA and LOMA.

"It is encouraging to see an increase in policies sold with smaller face amount, possibly signaling continued interest from middle-market consumers."

It is critical for our industry to continue to highlight the important role life insurance plays in a family's overall financial security and innovative ways to help consumers get the coverage they need.

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

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