



Individual Life Insurance Growth Rates by Product

		Percent Change 2014-2015		
		Annualized premiums	Face amount	Number of policies
Universal Life	First Quarter 2015	7%	8%	4%
Variable Universal Life	First Quarter 2015	21%	10%	2%
Term	First Quarter 2015	2%	2%	1%
Whole Life	First Quarter 2015	9%	4%	8%
Total	First Quarter 2015	8%	3%	5%

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, First Quarter, 2015

Please attribute any reference to this material to LIMRA.