

# Third Quarter 2020 U.S. Life Insurance Sales Results

## U.S. Individual Life Insurance Growth Rates by Product

		Percent Change 2019-2020			
		Annualized Premium	Face Amount	Number of Policies	Market Share by Premium
Universal Life	Third Quarter 2020	-5%	-4%	-2%	34%
	Year-to-date	-7%	-8%	-8%	34%
»Indexed UL	Third Quarter 2020	3%	8%	13%	26%
	Year-to-date	-2%	1%	4%	24%
»Fixed UL	Third Quarter 2020	-24%	-28%	-18%	8%
	Year-to-date	-17%	-24%	-20%	10%
Variable Universal Life	Third Quarter 2020	11%	13%	-2%	8%
	Year-to-date	10%	16%	0%	7%
Term	Third Quarter 2020	4%	5%	10%	23%
	Year-to-date	5%	7%	7%	24%
Whole Life	Third Quarter 2020	7%	9%	7%	35%
	Year-to-date	-1%	0%	1%	35%
Total	Third Quarter 2020	2%	5%	7%	100%
	Year-to-date	-1%	5%	2%	100%