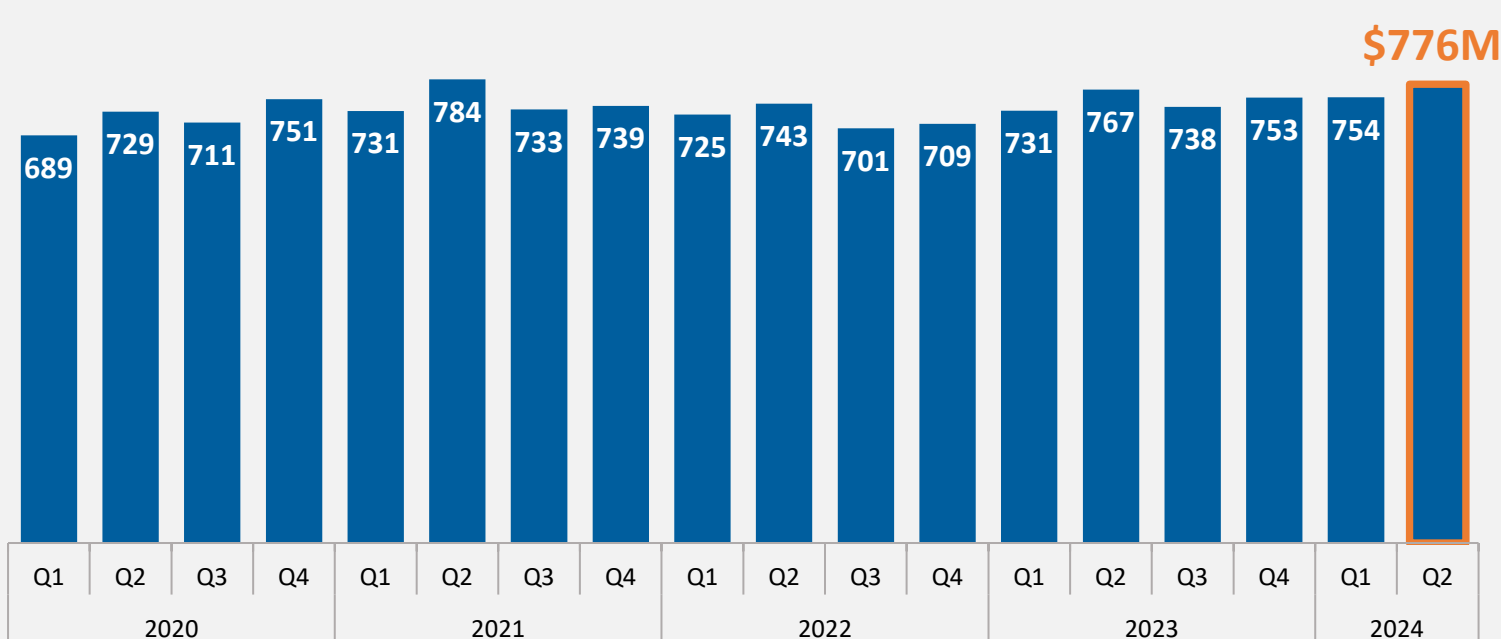


Term Life Sales Mark Sixth Consecutive Quarter of Growth in the Second Quarter 2024 — On Pace for a Record Year



Total new annualized premium level with prior year results at **\$3.98 billion**.

Term New Life Annualized Premium Sales Up 1%



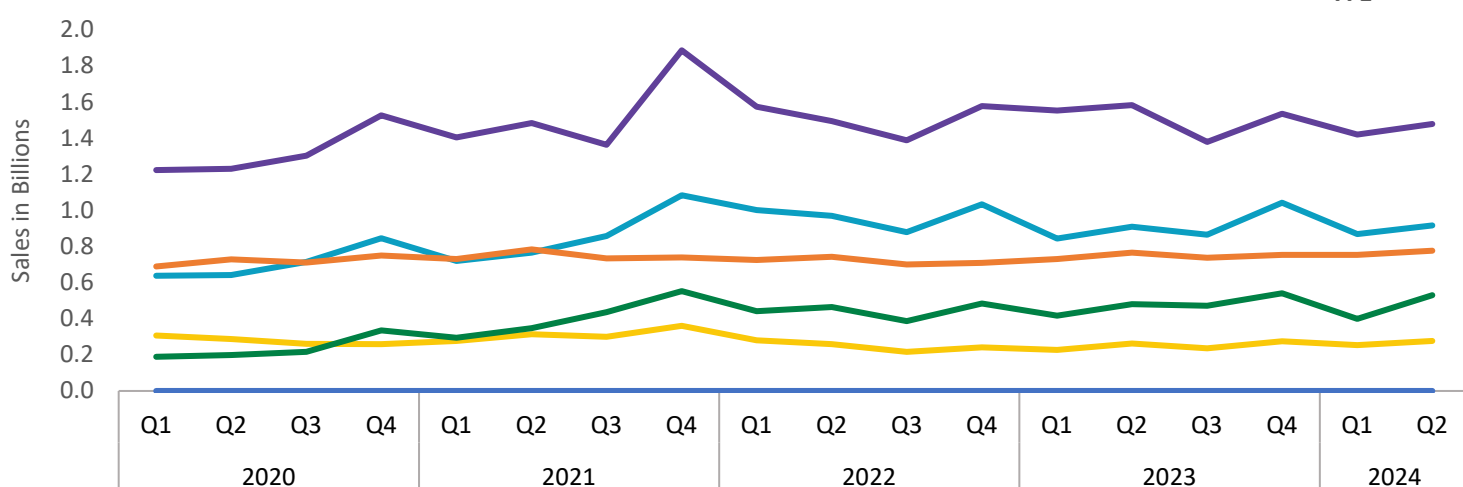
Source: LIMRA's U.S. Individual Life Insurance Sales Survey and LIMRA estimates.

“Term life premium is on pace to reach \$3 billion in 2024, a new sales record for the product,” said John Carroll, senior vice president and head of Life & Annuities, LIMRA and LOMA. “The need for life insurance continues to grow, with more than 100 million Americans — and more than half are younger and middle-income adults — acknowledging they live with a life insurance coverage gap. Term offers an affordable, easily accessible option for those who want to get coverage to protect their loved ones. LIMRA is forecasting term sales to continue to tick up slowly in 2024 and 2025.”

Annualized Premium Sales by Product

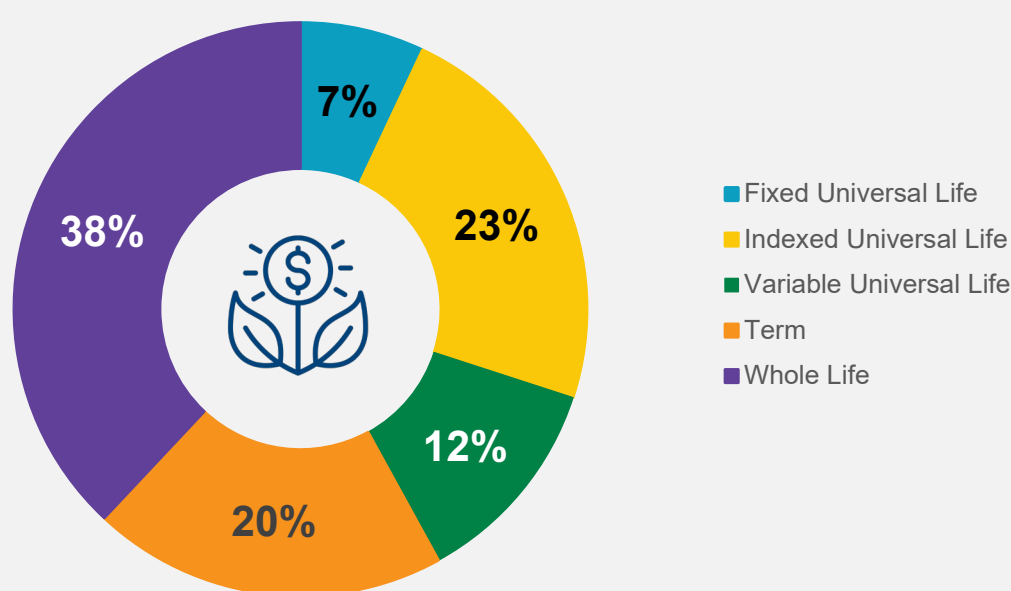
- Indexed universal life** premium sales were \$917M, a 1% increase from 2023
- Fixed universal life** sales were up 5% year over year at \$277M
- Variable universal life** premium was up 10% to \$530M
- Term** premium ticked up 1% to reach \$776M
- Whole life** premium sales were down 7% and totaled \$1.48B

- IUL
- Fixed UL
- VUL
- Term
- WL



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

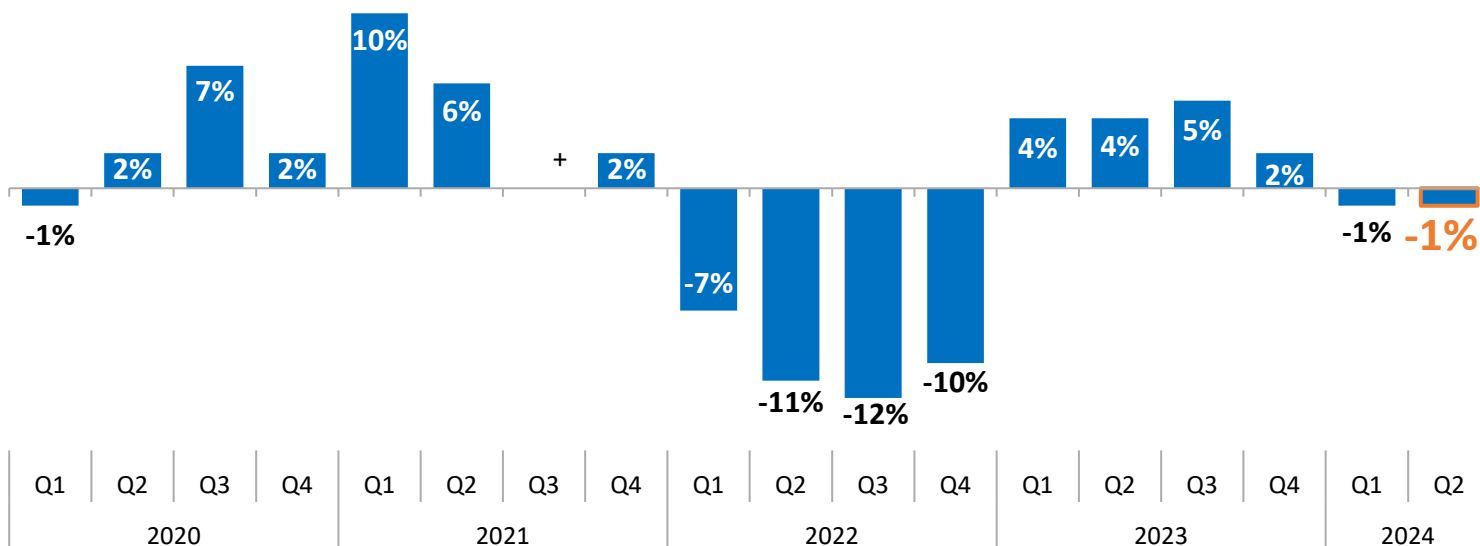
Market Share by Product – Year to Date



Based on annualized premium.

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

Total Life Insurance Policy Sales Level With 2023



Source: LIMRA's U.S. Individual Life Insurance Sales Survey.
+ Less than 1/2 of one percent.