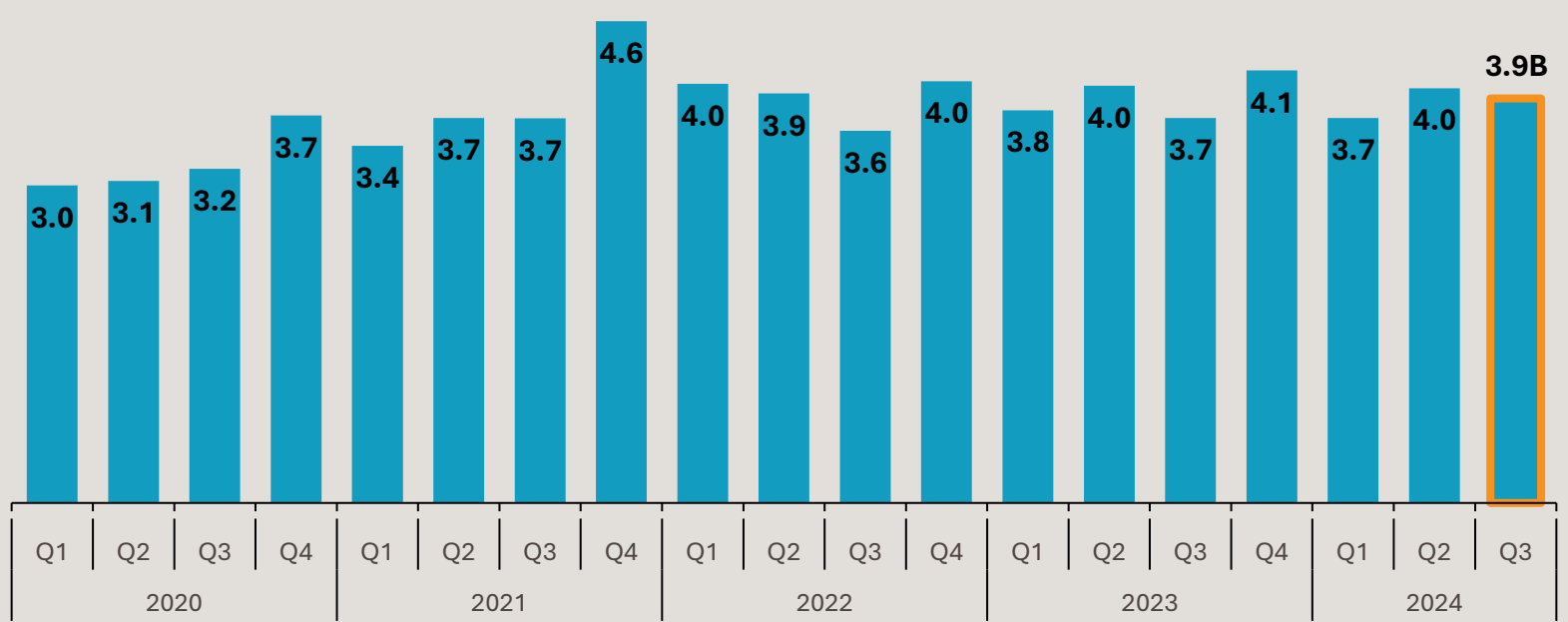


# Retail Life Insurance New Premium on Pace to Notch Another Record Year



Total new annualized premium increased **6%** to **\$3.9 billion**.

## New annualized premium reached \$11.6 billion, up 1% from 2023

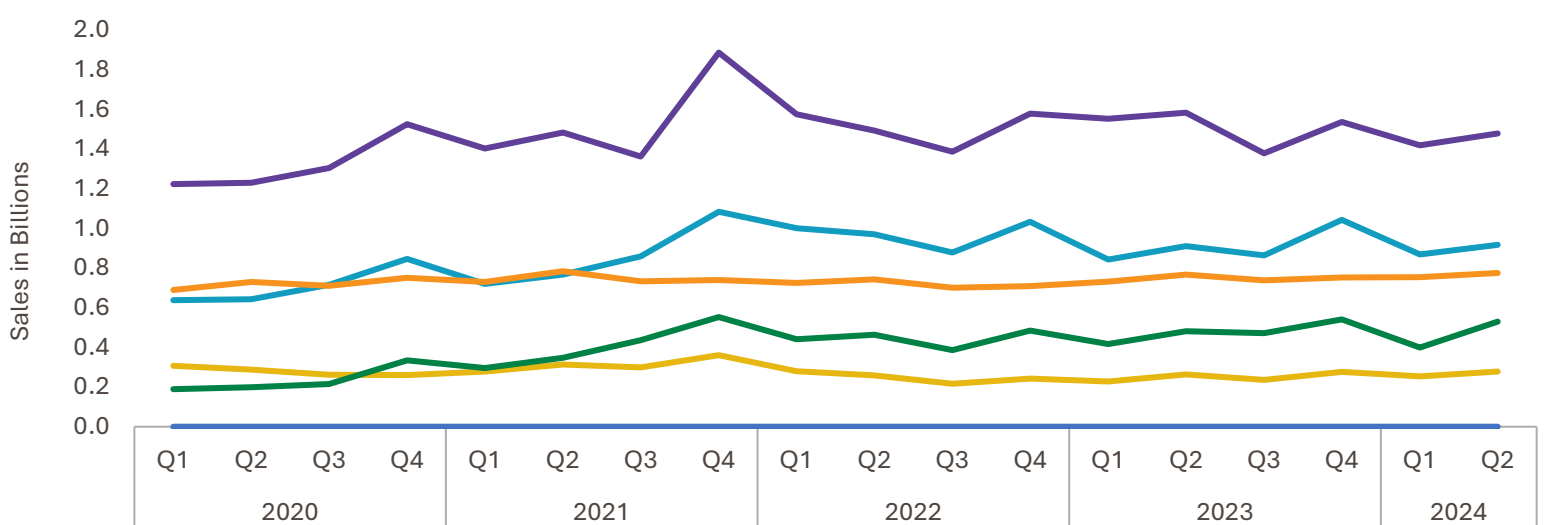


“Following solid third quarter results and strong preliminary October sales figures, LIMRA expects 2024 will mark the fourth year of record-high new premium collected for the industry,” said John Carroll, senior vice president and head of Life & Annuities, LIMRA and LOMA. “Barring an unforeseen economic downturn, LIMRA is forecasting life sales to grow in 2025.”

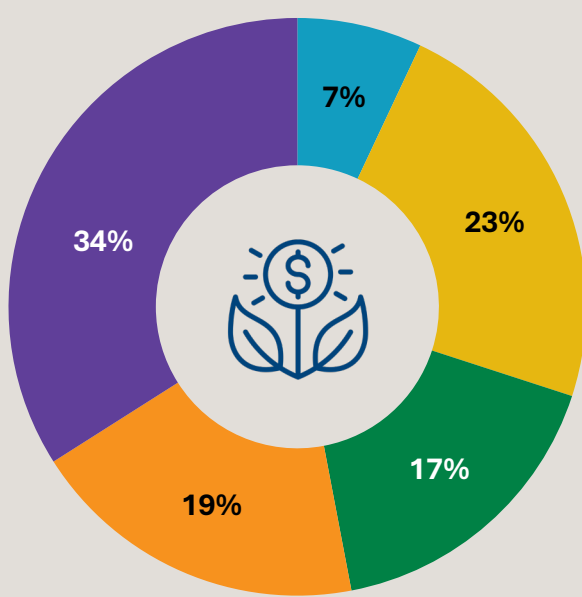
## Annualized Premium Sales by Product

- Indexed universal life** premium sales were \$882M, a 2% increase from the prior year
- Fixed universal life** sales were up 11% year over year to \$260M
- Variable universal life** premium was up 41% from the prior year’s results to \$668M
- Term** premium down 1% year over year to reach \$727M
- Whole life** premium sales were down 3% from the prior year’s results and totaled \$1.3B

- IUL
- Fixed UL
- VUL
- Term
- WL



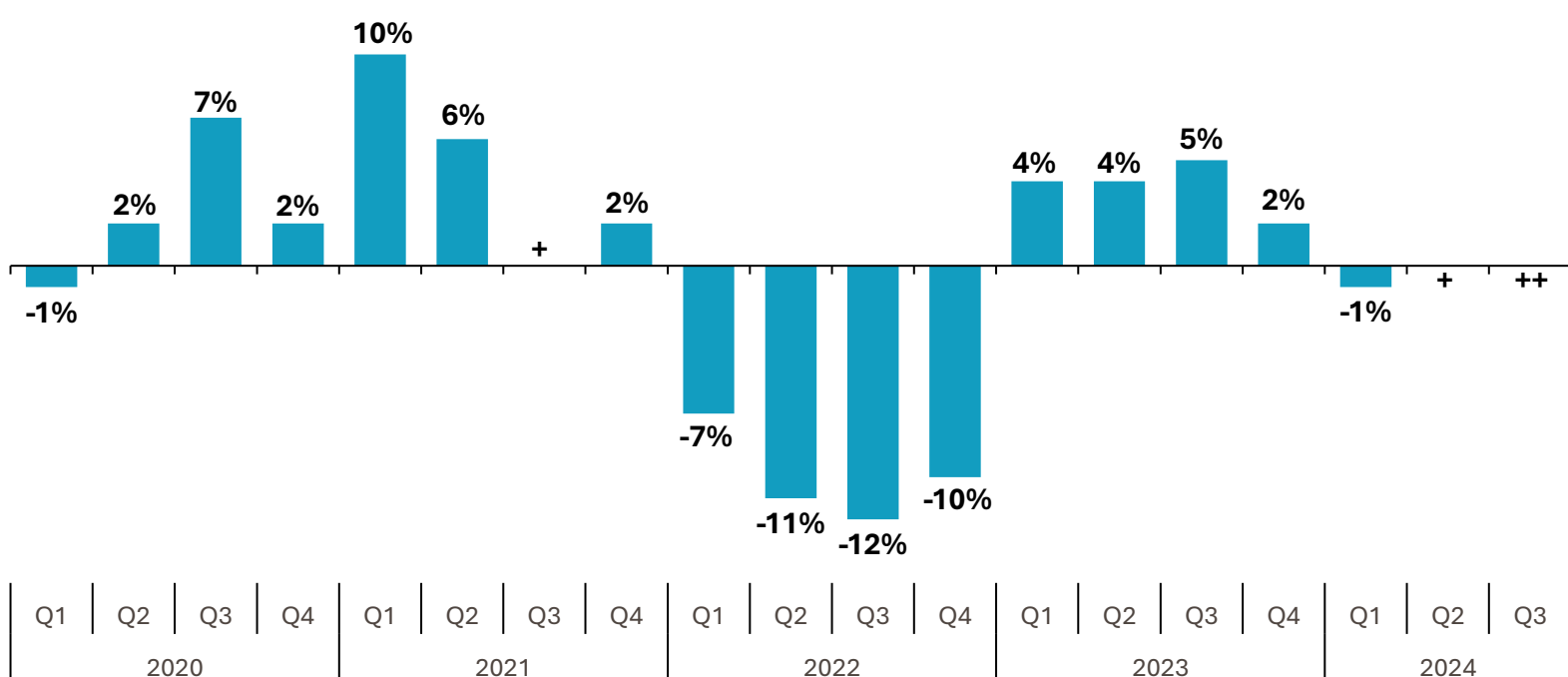
## Market Share by Product – Year to Date



- Fixed Universal Life
- Indexed Universal Life
- Variable Universal Life
- Term
- Whole Life

\*Based on annualized premium.

## Total Life Insurance Policy Sales Level With 2023



+ Less than ½ of one percent  
++ Less than ½ of negative one percent