



Individual Life Insurance Growth Rates by Product

Percent Change 2012-2013				
		Annualized premiums	Face amount	Number of policies
Universal Life	Fourth Quarter 2013	-23%	-27%	-16%
	Year-to-date	-7	-19	-16
Variable Universal Life	Fourth Quarter 2013	36	24	25
	Year-to-date	24	17	12
Term	Fourth Quarter 2013	-1	-1	-3
	Year-to-date	3	1	+
Whole Life	Fourth Quarter 2013	3	+	+
	Year-to-date	4	2	-2
Total	Fourth Quarter 2013	-8%	-6%	-4%
	Year-to-date	+	-3%	-3%

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, Fourth Quarter 2013.

Please attribute any reference to this material to LIMRA.