



## Individual Life Insurance Growth Rates by Product

Percent Change 2014-2015				
		Annualized premiums	Face amount	Number of policies
<b>Universal Life</b>	Third Quarter 2015	11%	16%	7%
	Year-end	10	14	8
<b>Variable Universal Life</b>	Third Quarter 2015	2	-10	-5
	Year-end	1	-1	1
<b>Term</b>	Third Quarter 2015	2	3	0
	Year-end	1	2	0
<b>Whole Life</b>	Third Quarter 2015	9	3	7
	Year-end	10	5	8
<b>Total</b>	Third Quarter 2015	8%	5%	4%
	Year-end	<b>7%</b>	<b>4%</b>	<b>5%</b>
Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, <b>Third Quarter 2015</b>				

Please attribute any reference to this material to LIMRA.