



Individual Life Insurance Growth Rates by Product

Percent Change 2014-2015				
		Annualized premiums	Face amount	Number of policies
Universal Life	Second Quarter 2015	13%	19%	9%
	Year-to-date	10	13	7
Variable Universal Life	Second Quarter 2015	-15	-2	6
	Year-to-date	0	3	4
Term	Second Quarter 2015	1	3	0
	Year-to-date	2	2	0
Whole Life	Second Quarter 2015	12	9	10
	Year-to-date	11	6	9
Total	Second Quarter 2015	8%	6%	6%
	Year-to-date	7%	5%	5%

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Second Quarter 2015**

Please attribute any reference to this material to LIMRA.