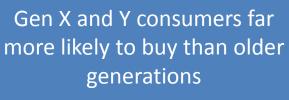
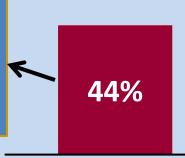
Awareness of Life Insurance in Banks



(50% and 55% respectively)



54%

Consumers who would consider buying life insurance from a bank

Consumer who are aware that banks sell life insurance products



Seven in ten consumers who said they would consider buying life insurance from a bank were interested in simple products.

30 million

Gen X and Y consumers who say they need more life insurance



Sources: Bank on It! Opportunities With Today's Bank Customer, LIMRA (2012)

Trillion Dollar Baby – Growing Up, LIMRA (2011)