



2026 LIMRA AND LOMA CANADA ANNUAL CONFERENCE

Delivering Value in a Changing Landscape

Beyond the Benchmark: Scaling Our Impact in Canada



Sales Benchmarks

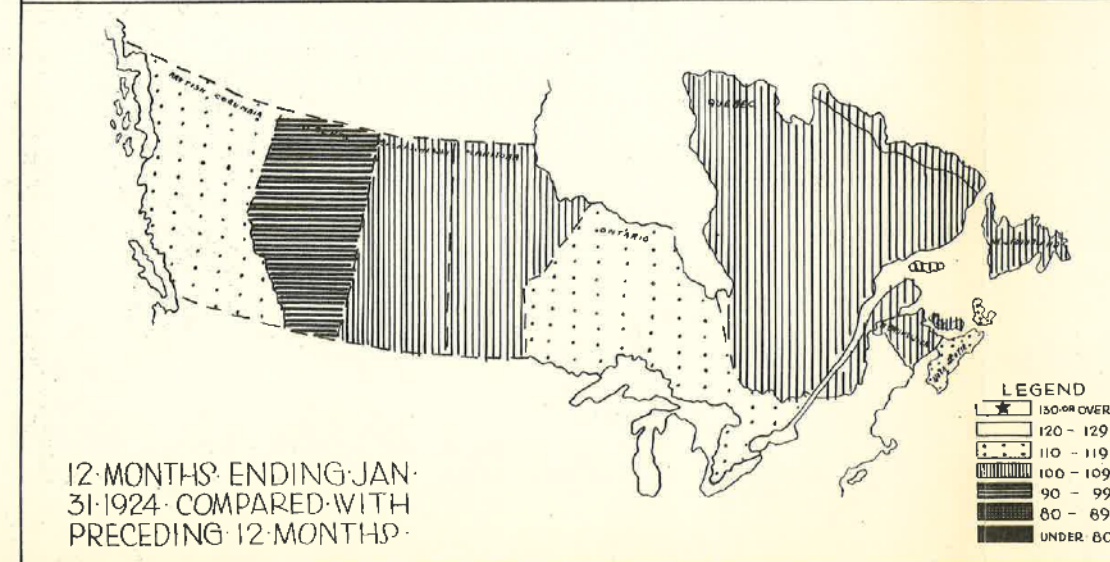
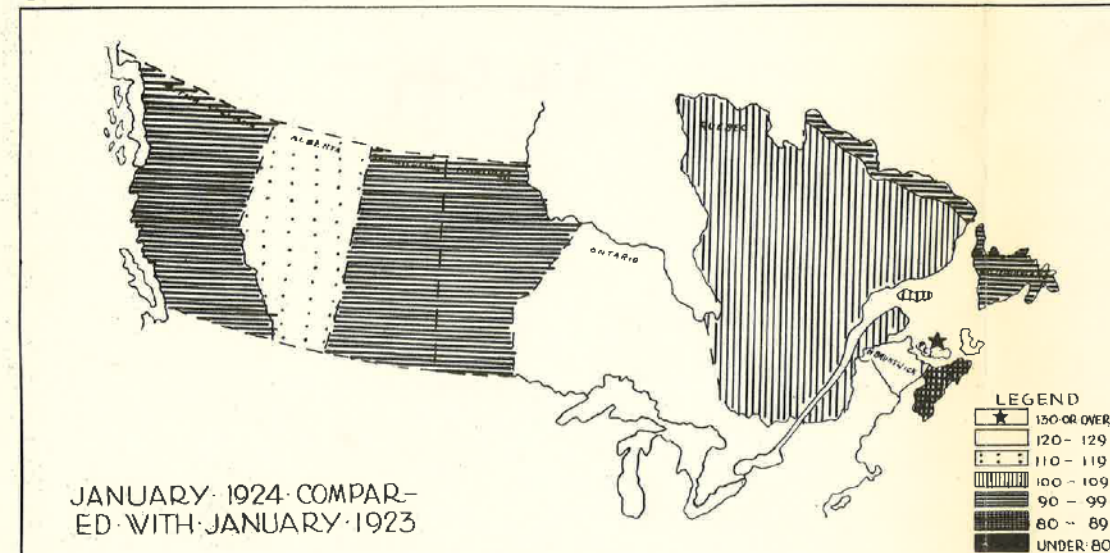
First Canadian Monthly Survey of Life Insurance Sales

LIFE INSURANCE SALES RESEARCH BUREAU MONTHLY SURVEY OF LIFE INSURANCE SALES

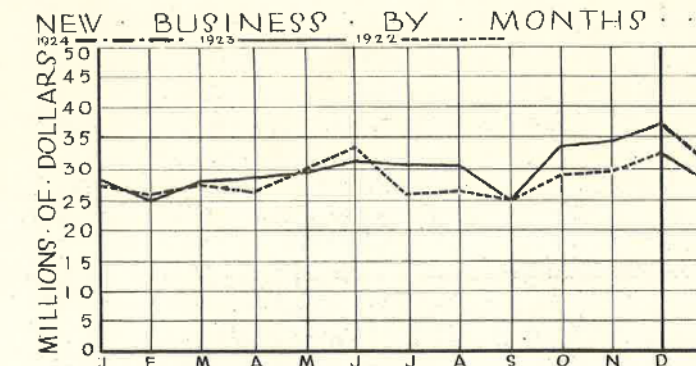
NEW PAID-FOR ORDINARY BUSINESS JANUARY 1924

THE COMPANIES WHOSE FIGURES ARE INCLUDED IN THIS REPORT HAD 83% OF THE TOTAL BUSINESS IN FORCE IN CANADA ON JANUARY 1, 1923.

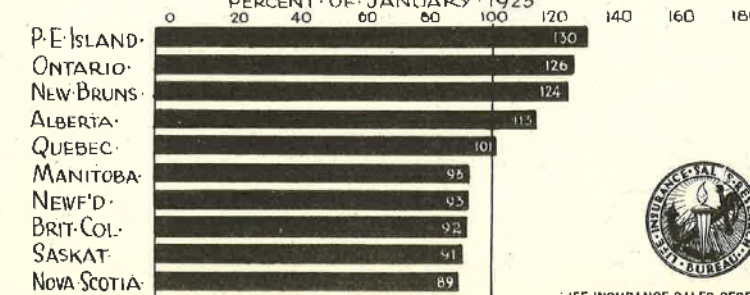
PERCENTAGES BASED ON TOTALS OF 15 COMPANIES.



CANADA TOTALS	RATIO OF FIRST MONTH JAN 1924 TO JAN 1923 WITH P.M.O. 23		RATIO OF LAST NEW JANUARY 12 MOS TO PRE-PAID BUSINESS ENDING 12 MOS IN THOUSANDS	
	109	108	108	50,873
Alberta	115		90	2,212
British Columbia	92		116	2,045
Manitoba	93		101	2,104
New Brunswick	124		108	910
Nova Scotia	89		113	1,145
Ontario	126		111	13,292
Prince Edward Island	130		102	112
Quebec	101		109	6,857
Saskatchewan	91		107	1,821
Newfoundland	93		109	155
Hamilton	134			
Montreal	107			
Ottawa	156			
Toronto	130			
Vancouver	111			
Winnipeg	85			
	105			



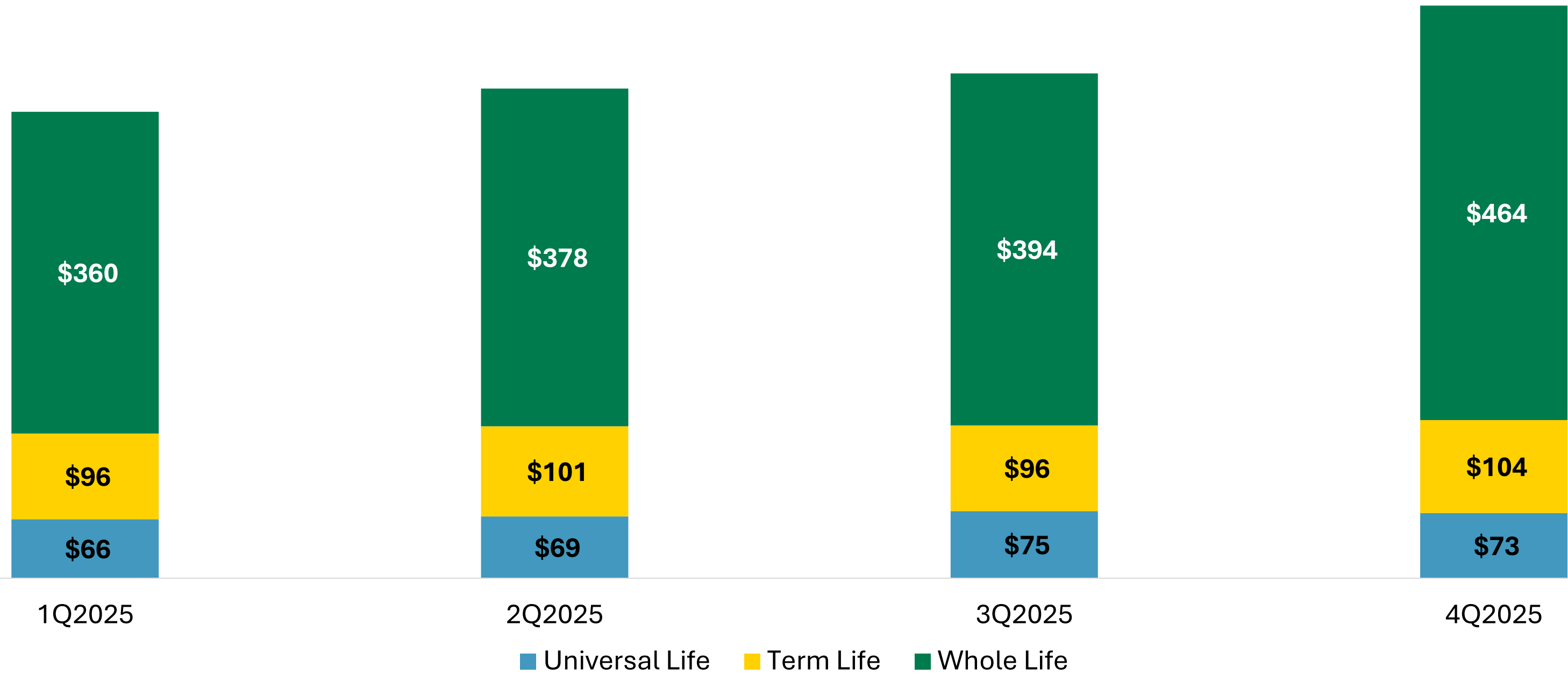
RANK OF PROVINCES IN JANUARY 1924



LIFE INSURANCE SALES RESEARCH BUREAU
50 East 42nd St., NEW YORK, N. Y.

Canadian Individual Life Insurance Sales

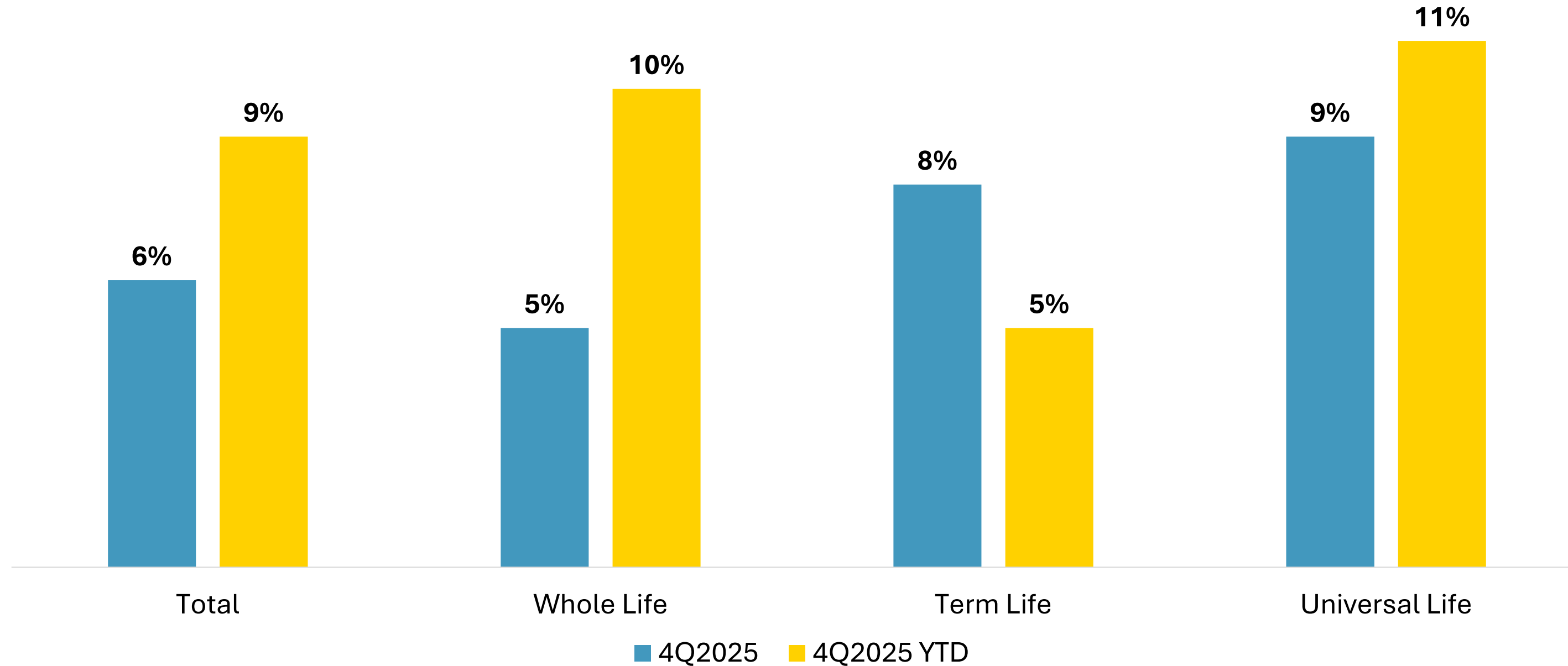
Annualized Premium Trends (\$millions)



Source: LIMRA's Canadian Individual Life Sales Survey, 2025.

Canadian Individual Life Insurance Sales

Annualized Premium Growth Rate by Product



Source: LIMRA's Canadian Individual Life Sales Survey, 2025.

Advancing the financial services industry by empowering our members with





Knowledge

Knowledge That Powers Your Career



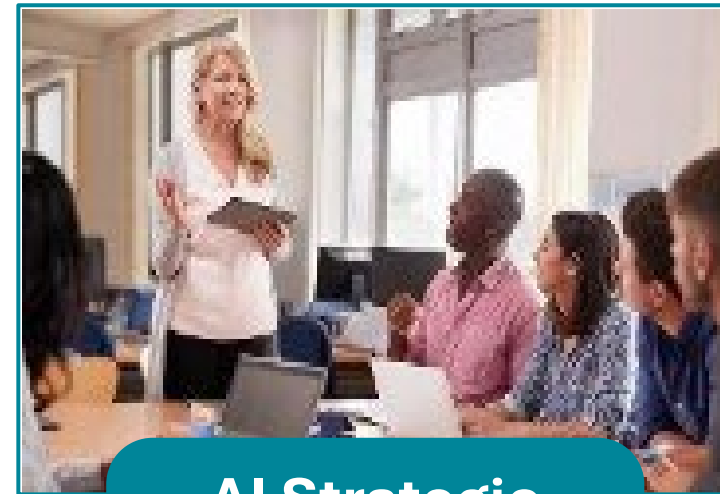
**Insurance
Immersion**



**Industry
Advantage**



Designations



**AI Strategic
Leadership
Experience**



**Strategic
Leadership
Experience**

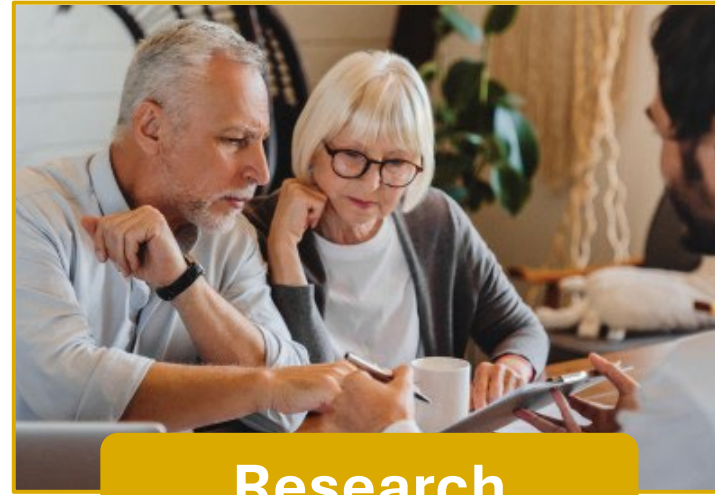


Insights

Insights That Move You Forward



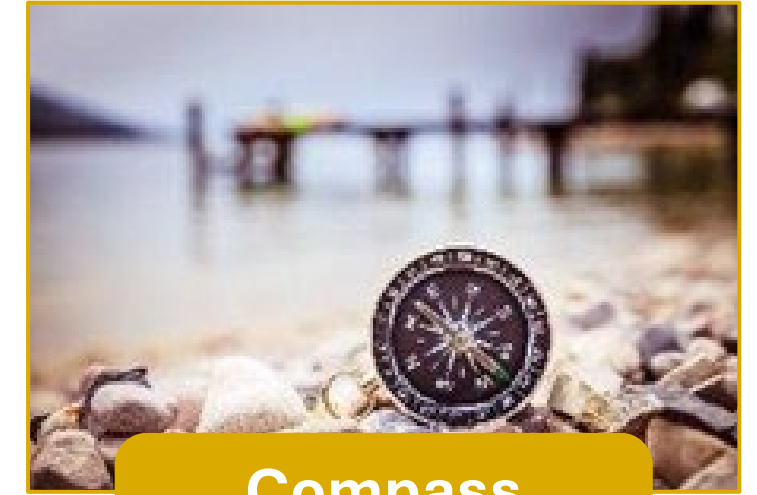
Benchmarks



Research



Publications



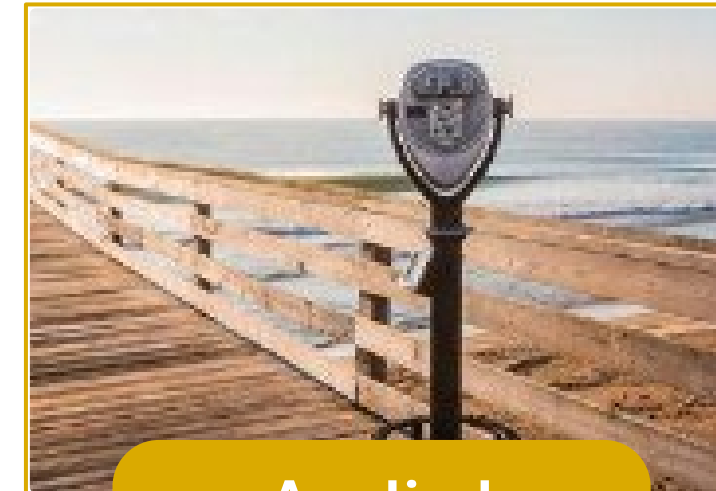
Compass Programs



**McKinsey LIMRA
360 Performance
Benchmarking
Survey**



**Experience
Studies Pro**



**Applied
Research
Solutions**



**Lifetime Income
Initiative**



Connections

Form Connections That Matter



Conferences



Committees



Webinars

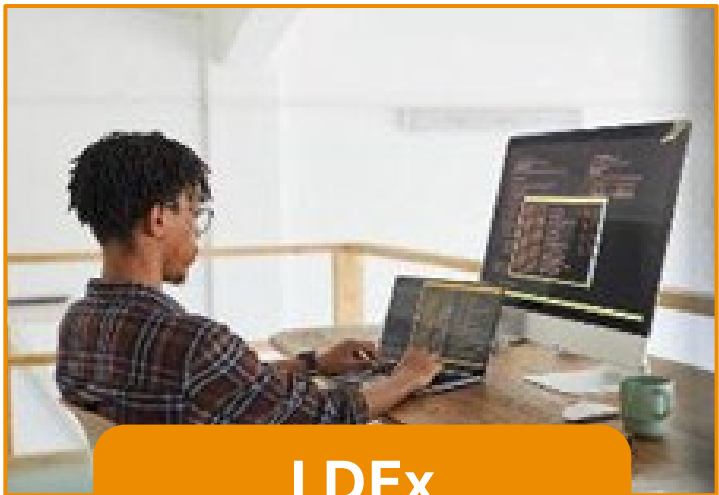


**Executive
Advisory Boards**

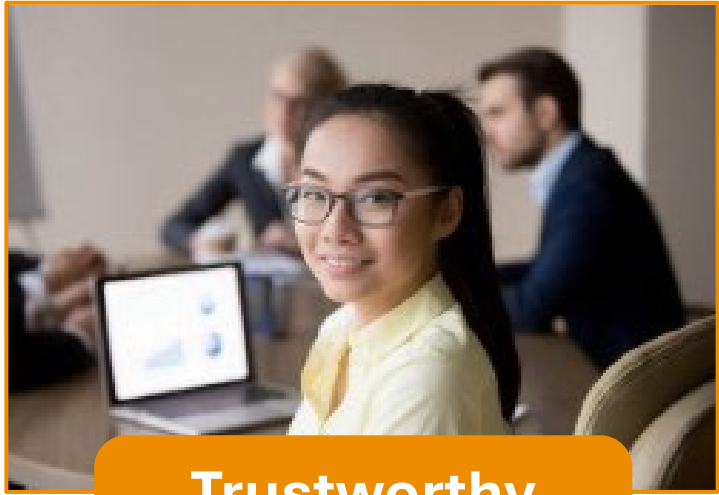


Solutions

Solutions That Drive Success



**LDEX
Standards**



**Trustworthy
Selling**



**Hiring
Assessments**

Advancing the financial services industry by empowering our members with



LIMRA Annual Conference 2027

Hosted at the **Sheraton Centre Toronto Hotel**, marking a major milestone for our Association and our Canadian members



Thank You



Navigate With Confidence

