



2026 LIFE INSURANCE AND ANNUITY CONFERENCE

The Power of Promise

Navigating the New Life
Insurance Landscape



LIMRA LOMA

Society of
Actuaries

ACLI



Billy Boutilier
Senior Director of Product
Life Innovators

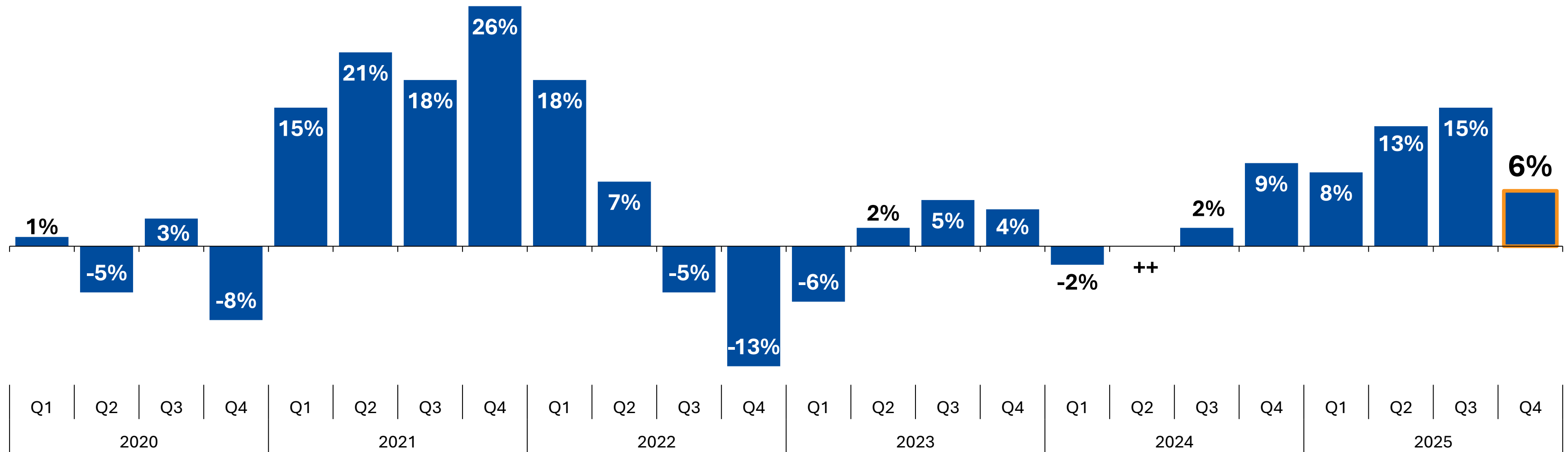


Karen Terry
Corporate Vice President
LIMRA



New Annualized Premium Up 10% in 2025

2025 premium growth was the highest since the pandemic recovery in 2021.



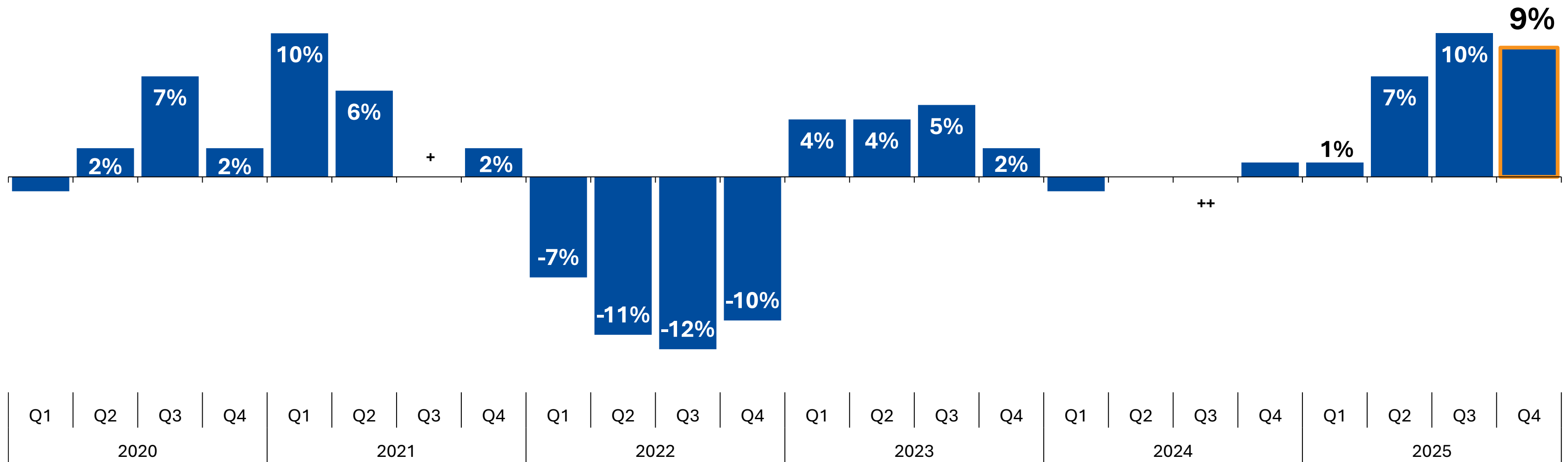
Source: U.S. Retail Individual Life Insurance Sales Survey and Industry Estimates, LIMRA.

++ Less than 1/2 of negative one percent



Policy Sales Up 7% - Second Consecutive Year

Year-to-date, policy sales have increased 7%.



Source: U.S. Retail Individual Life Insurance Sales Survey, LIMRA.

+ Less than 1/2 of one percent

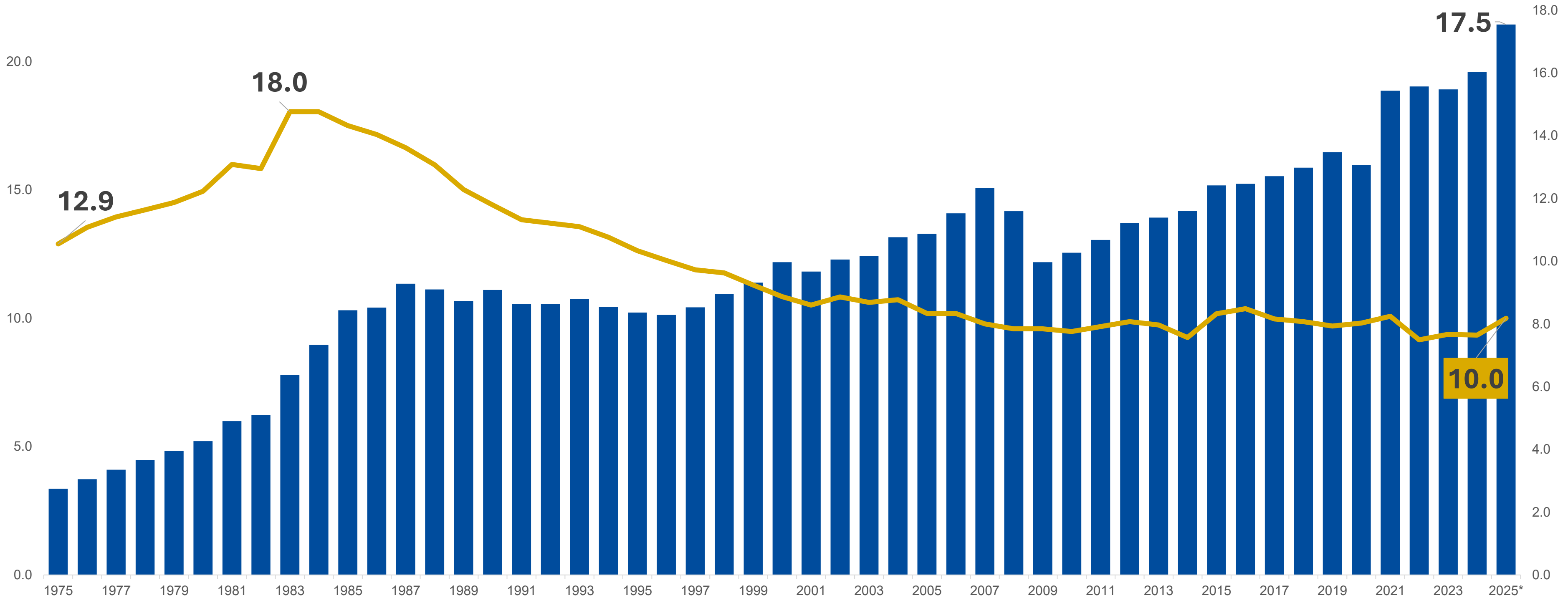
++ Less than 1/2 of negative one percent



Retail Individual Life Sales Trends

Policies (millions)

Annualized Premium (\$billions)



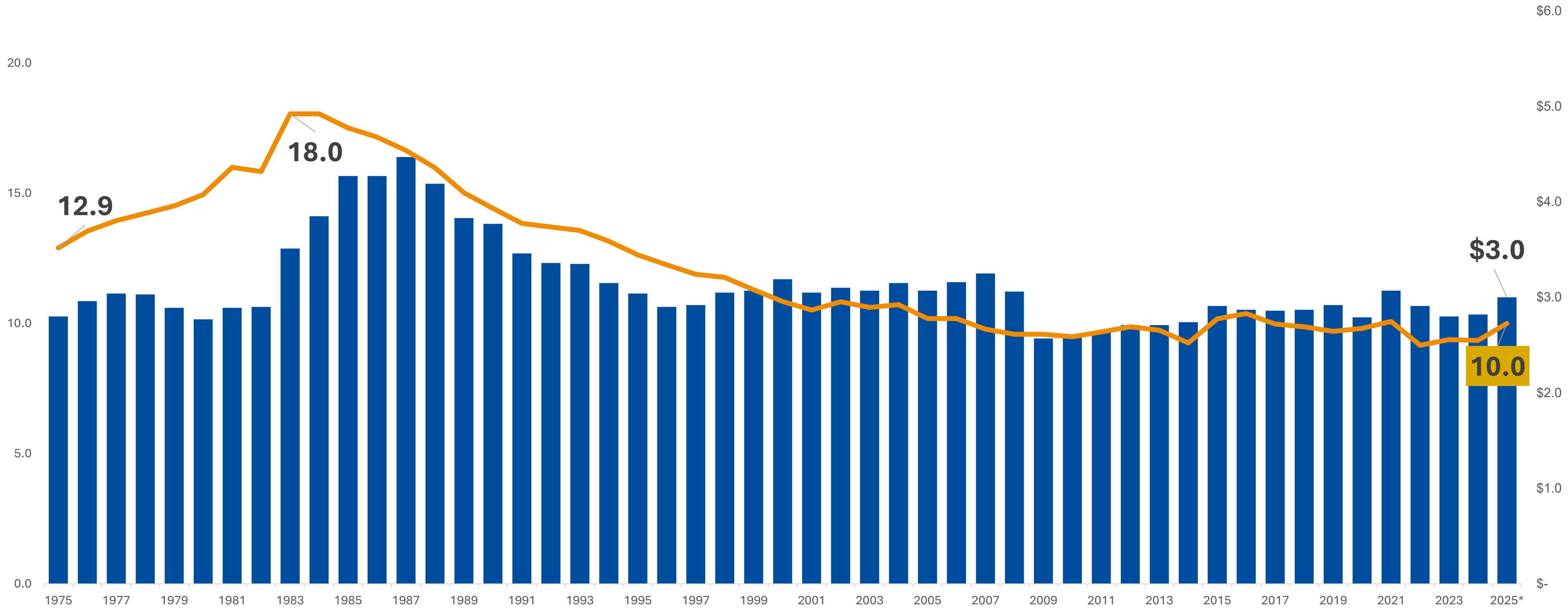
Source: U.S. Retail Individual Life Insurance Sales Survey, LIMRA. *Preliminary estimates



Retail Individual Life Sales Trends – Constant Dollars

Policies (millions)

Annualized Premium (\$ billions)



Source: U.S. Retail Individual Life Insurance Sales Survey, LIMRA. *Preliminary estimates

2021 to 2025 Inflation Adjusted Growth

Whole Life

- 2021 – Estimated between \$6.5B - 7B adjusted for inflation
- 2025 – \$6.4B
- **ADJUSTED TREND: Slightly Down**

IUL

- 2021 – Estimated between \$4B - 4.7B adjusted for inflation
- 2025 – \$4.4B
- **ADJUSTED TREND: Flat to Slightly Up**

VUL

- 2021 – Estimated between \$1.9B - \$2.2B adjusted for inflation
- 2025 – \$2.6B
- **ADJUSTED TREND: Up significantly**

Fixed UL

- 2021 – Estimated between \$1.4B - \$1.6B adjusted for inflation
- 2025 – \$1B
- **ADJUSTED TREND: Down significantly**

Term

- 2021 - Estimated between \$3.5B – \$3.8B adjusted for inflation
- 2025 - \$3.1B
- **ADJUSTED TREND: Down**

Source: LIMRA Fact Tank

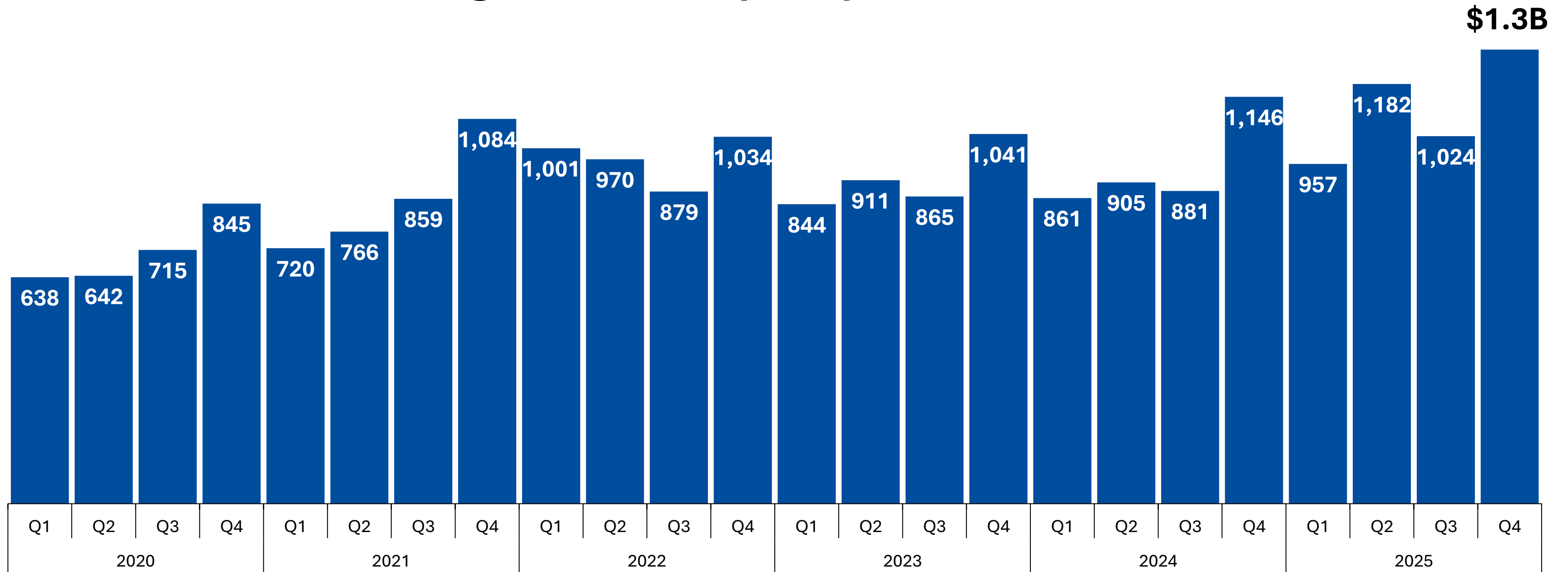
Estimated Sales Data calculated working back through LIMRA Fact Tank data

Inflation adjustment calculated using CPI Cumulative Inflation 2021-2025 of 17%-19%



IUL New Premium Up 12% in 4Q 2025

IUL new premium totaled another record-high at \$4.5 billion, 17% higher than the prior year's results.



Source: U.S. Retail Individual Life Insurance Sales Survey and Industry Estimates — Annualized Premium, LIMRA.



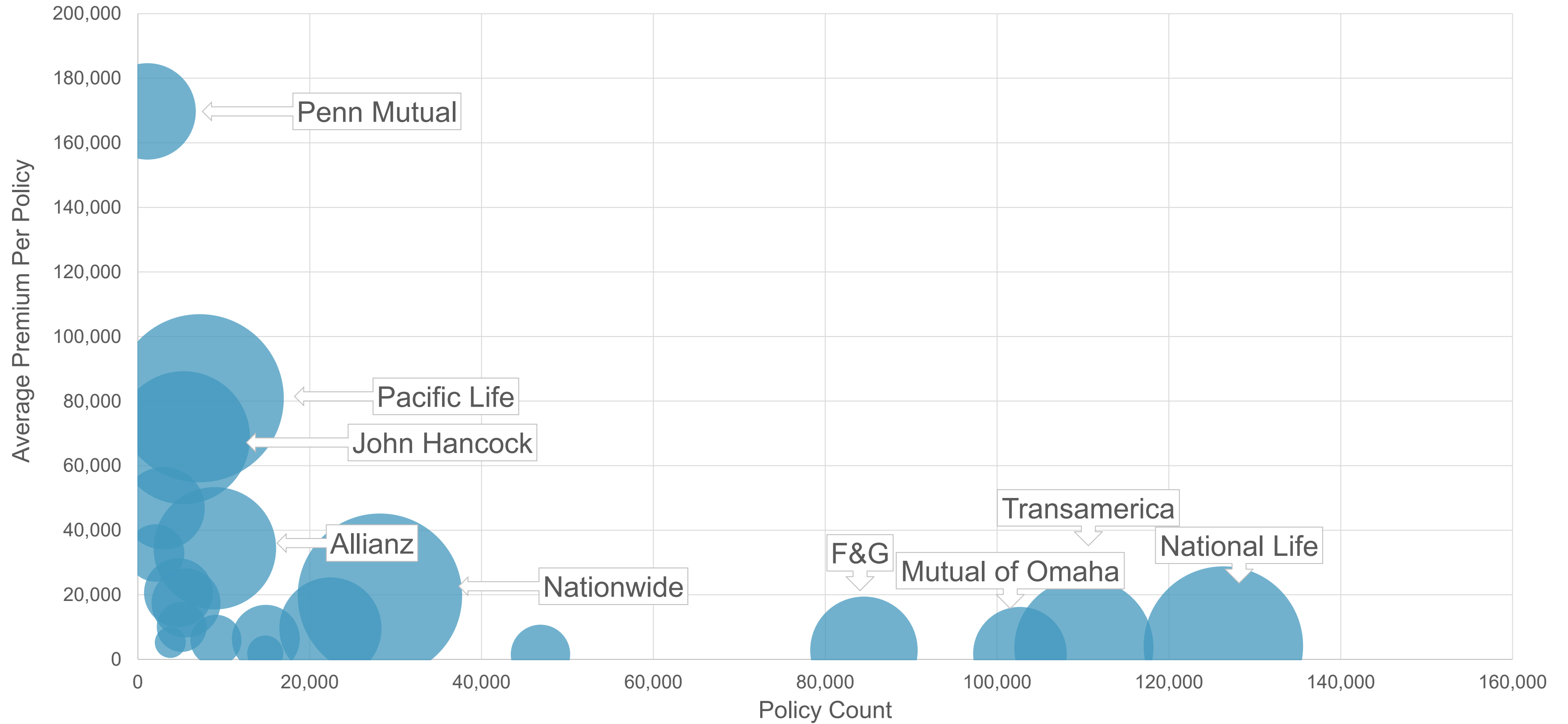
IUL Sales Deep Dive

Record \$4.4B in IUL Premium — But the Growth Isn't Even

- **Top 20 Carriers Stats**
 - Premium YOY Growth: 18% (\$3.63B to \$4.27B)
 - Policy Count Growth: 8% (563.7K to 606.7K Policies)
 - Average Premium Per Policy Growth: 24% (\$22K to \$27.2K Avg PPP)

This is a HUGE jump in Average PPP considering Policy Count Growth fell far behind Premium Growth.

2025 IUL Sales (Annualized)

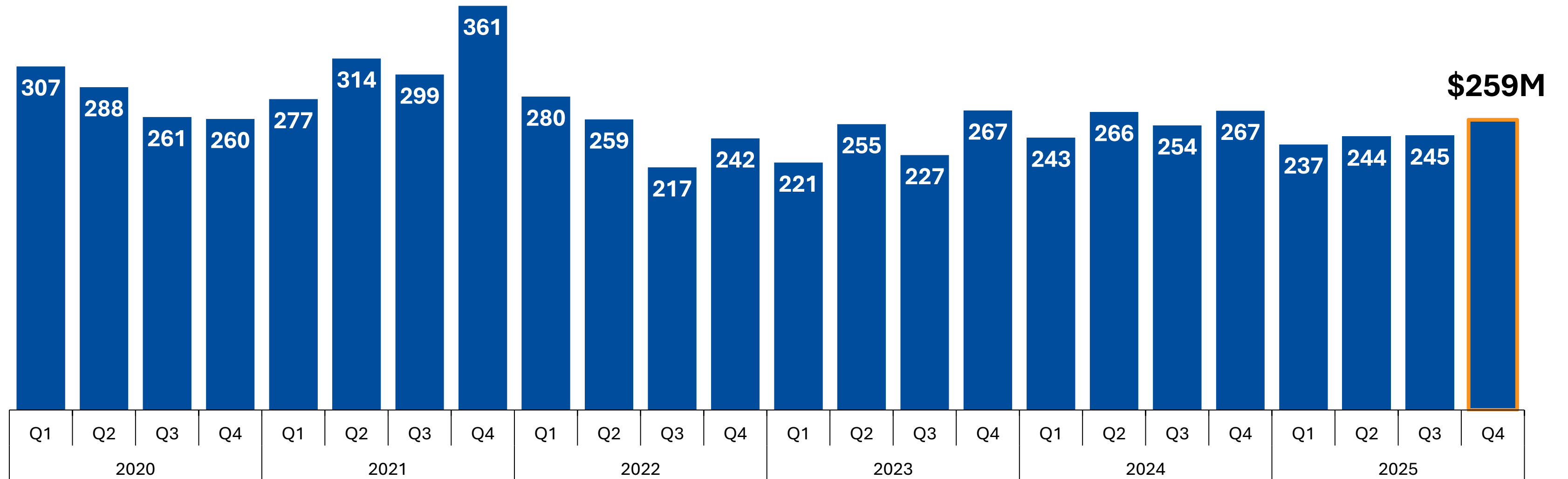


What is Driving IUL Sales?

Rank by Annualized Premium	Company	2025 Annualized Premium (000)	Annualized % Growth	2025 Policies	Policies % Growth	2025 Average Premium Per Policy	PPP % Growth
1	Pacific Life	581,709	8	7,192	-10	80,883	19
2	Nationwide	555,706	56	28,169	-11	19,728	76
3	National Life Group	522,386	7	126,346	-5	4,135	13
4	Transamerica	397,483	19	110,114	21	3,610	-1
5	John Hancock	364,095	34	5,304	6	68,645	27
6	Allianz Life of NA	308,282	11	8,960	-4	34,406	16
7	F&G Annuities and Life	237,520	18	84,509	9	2,811	8
8	Sammons Financial	214,548	38	22,409	38	9,574	1
9	Penn Mutual	191,291	15	1,127	-15	169,735	36
10	Mutual of Omaha	180,128	22	102,664	22	1,755	0

Fixed UL Premium Sales Fell 3% in 4Q 2025

Fixed UL new premium declined 4% in 2025.



Source: U.S. Retail Individual Life Insurance Sales Survey and Industry Estimates — Annualized Premium, LIMRA.



Fixed UL Declines Again... But is Growth on the Horizon?

Steady Decline Since 2018 – With Multiple Factors Driving This

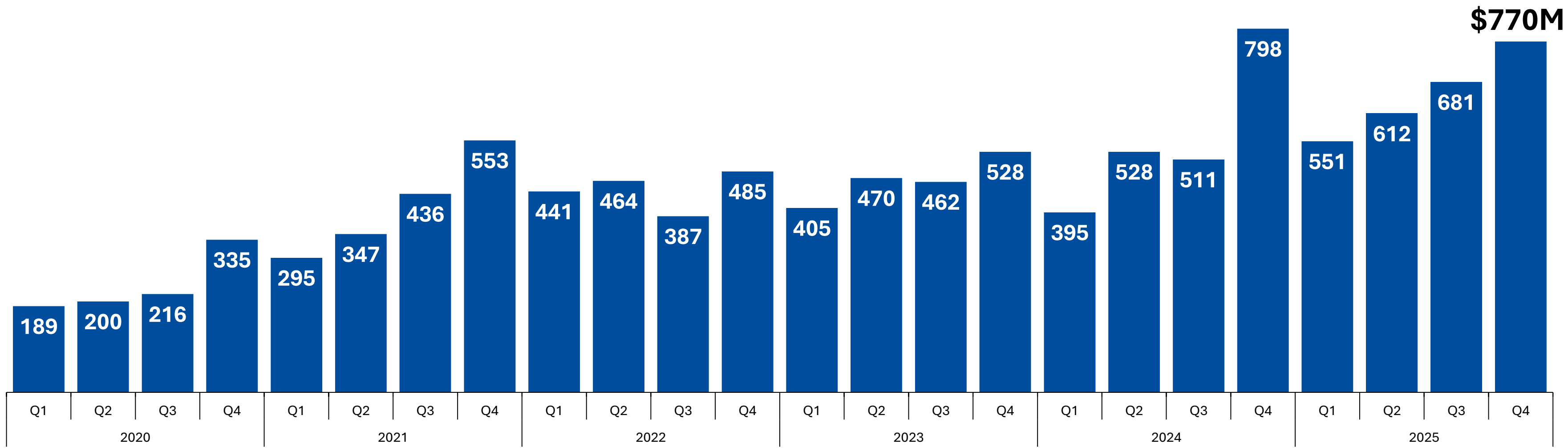
- Interest rates
- Reserving challenges
- Estate tax exemption increase
- Scar tissue from persistency on old blocks with high lapse assumptions

Could There Be Fixed UL Growth Coming?

- Secondary GUL space has started to see some increased focus (albeit slowly)
- Could innovation in showing some level of cash value help e.g. Nationwide and Protective?
- Is there a world where Current Assumption UL makes a resurgence?

VUL Premium Growth Stalled in 4Q 2025

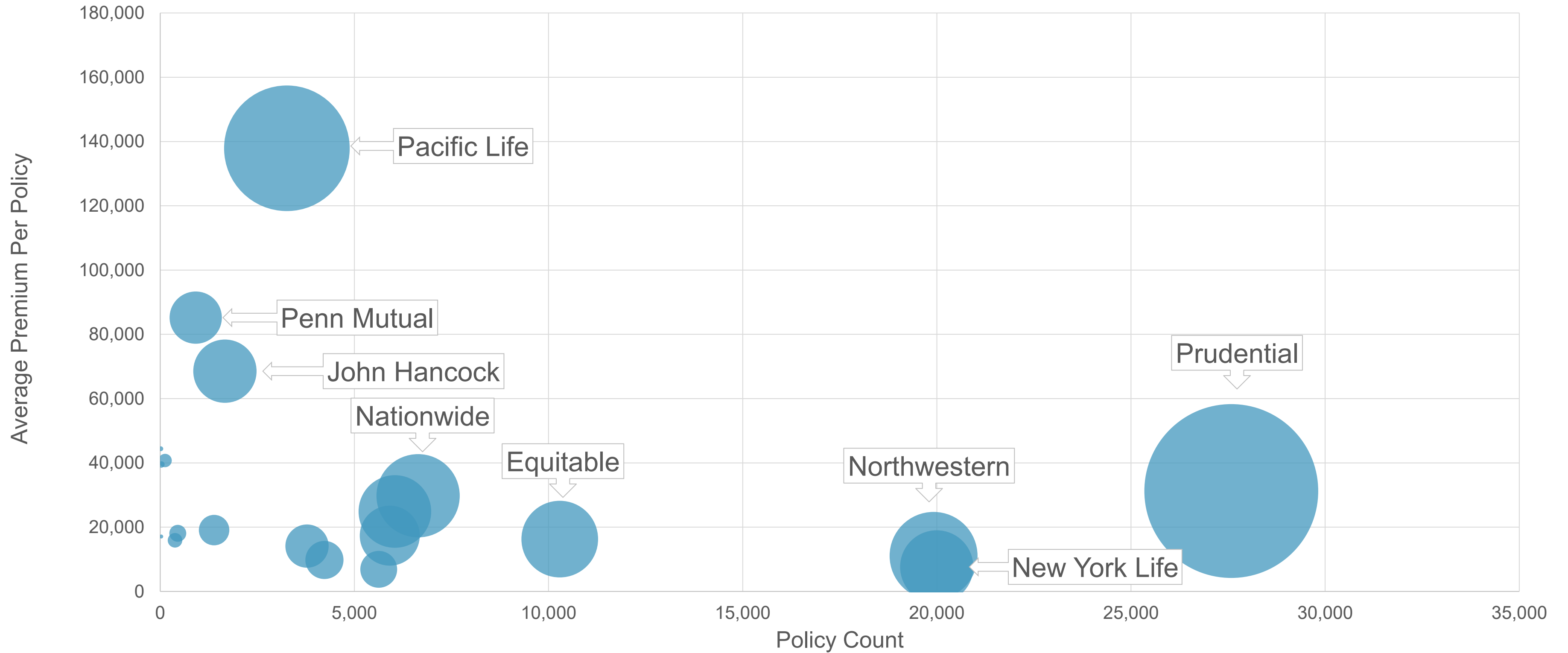
VUL new premium totaled \$2.6 billion in 2025, up 17% year over year, and policy count improved 5%.



Source: U.S. Retail Individual Life Insurance Sales Survey and Industry Estimates — Annualized Premium, LIMRA.



2025 VUL Sales (Annualized)



Source: LIMRA Fact Tank

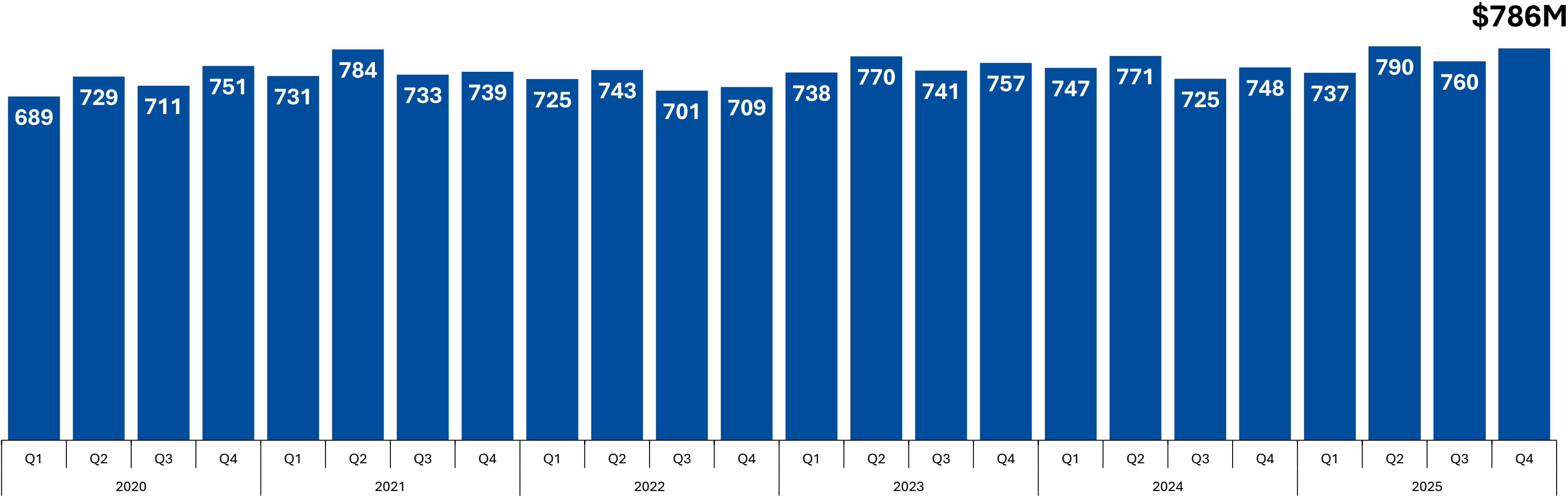


What's Driving VUL Sales?

Rank by Policy Count	Company	2025 Policies	Policies % Growth	2025 Annualized Premium (000)	Annualized % Growth	2025 Average Premium Per Policy	PPP % Growth
1	Prudential	27,583	-6	861,755	0	31,242	6
2	New York Life	19,997	27	152,683	54	7,635	21
3	Northwestern	19,916	20	220,374	24	11,065	3
4	Equitable	10,289	-7	167,517	-12	16,281	-6
5	Nationwide	6,641	45	197,713	100	29,772	38
6	RiverSource	6,043	-10	150,338	-4	24,878	7
7	Lincoln	5,911	-25	102,586	-5	17,355	26
8	Thrivent	5,627	6	38,690	-4	6,876	-10
9	Protective	4,229	-10	41,411	-4	9,792	6
10	Securian	3,780	7	53,337	-11	14,110	-17

Term Life Up 5% in 4Q 2025

New premium reached \$3.1 billion, up 3% year over year.

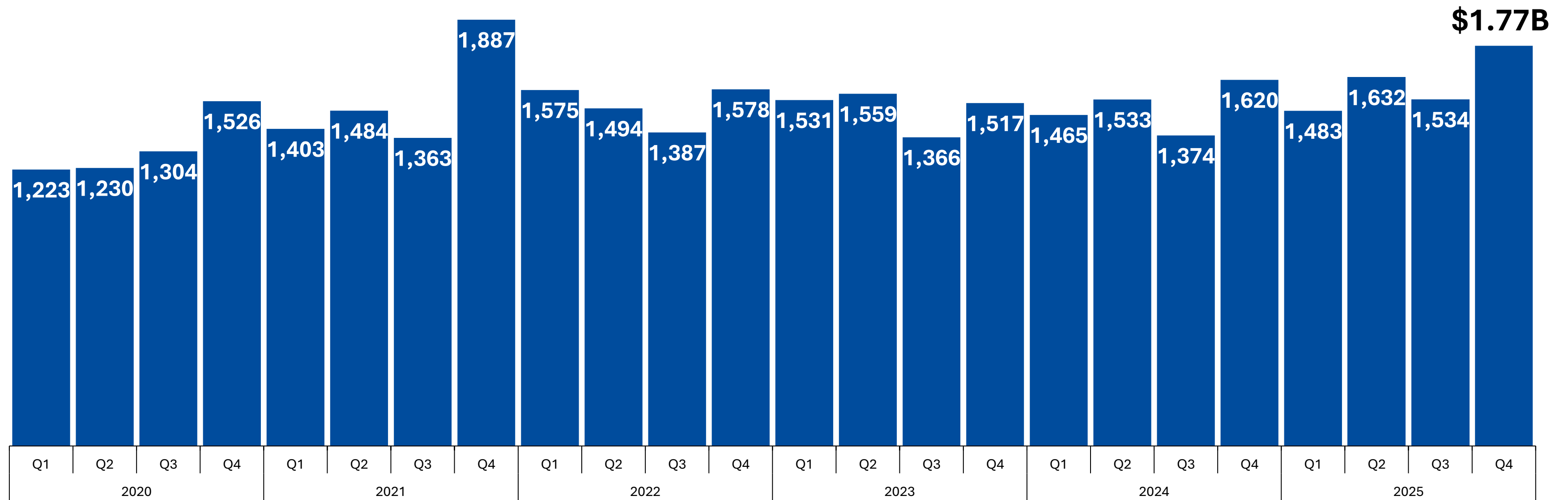


Source: U.S. Retail Individual Life Insurance Sales Survey and Industry Estimates — Annualized Premium, LIMRA.



Whole Life Annualized Premium Up 9% in 4Q 2025

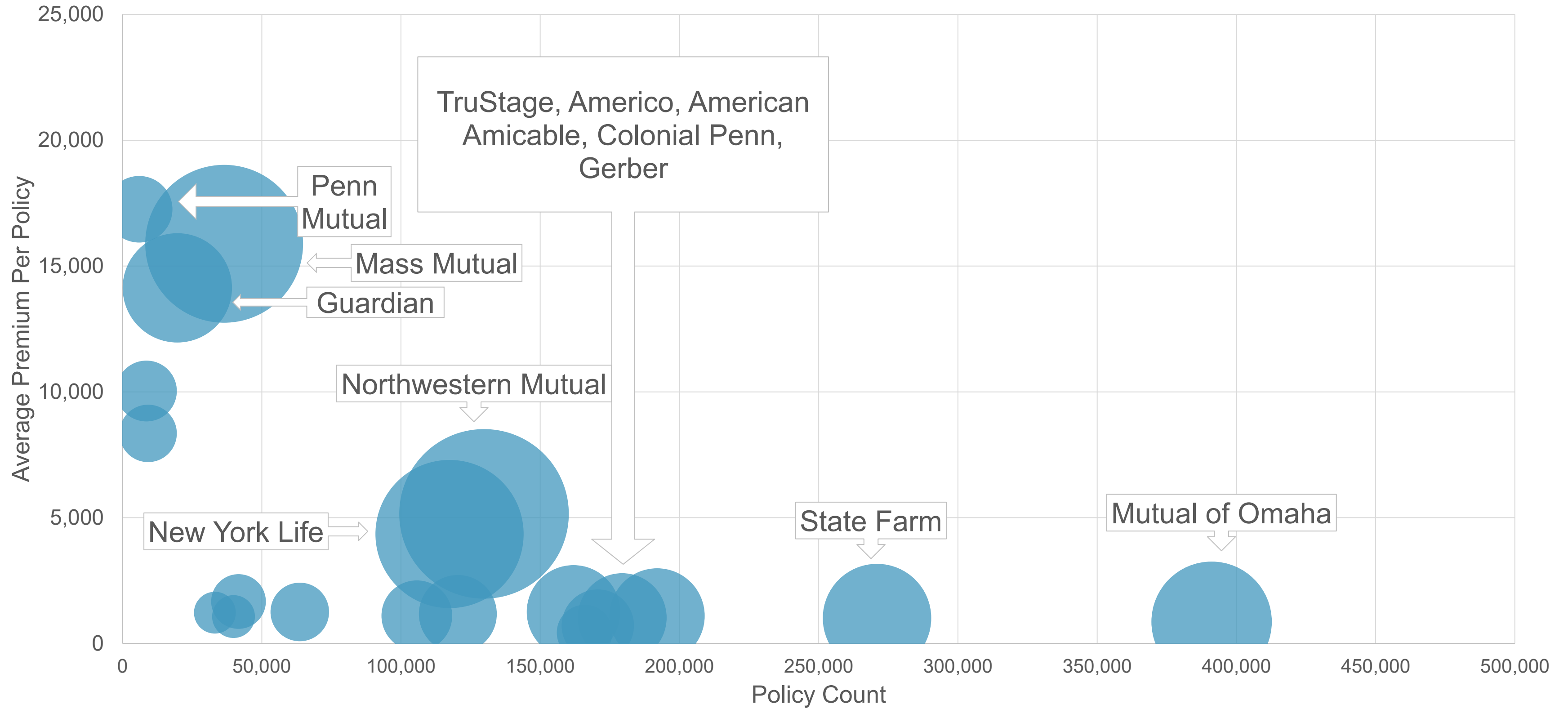
Year-to-date, WL new premium rose 7% to \$6.4 billion, compared with the prior year's results. Policy count grew 12% year over year and 13% in the quarter.



Source: U.S. Retail Individual Life Insurance Sales Survey and Industry Estimates — Annualized Premium, LIMRA.



2025 Whole Life Sales (Annualized)



Whole Life: The Par vs. Non-Par Dichotomy

Two Very Different Stories Within Whole Life

Participating WL: Down 2% YOY (~\$2.8B Premium)

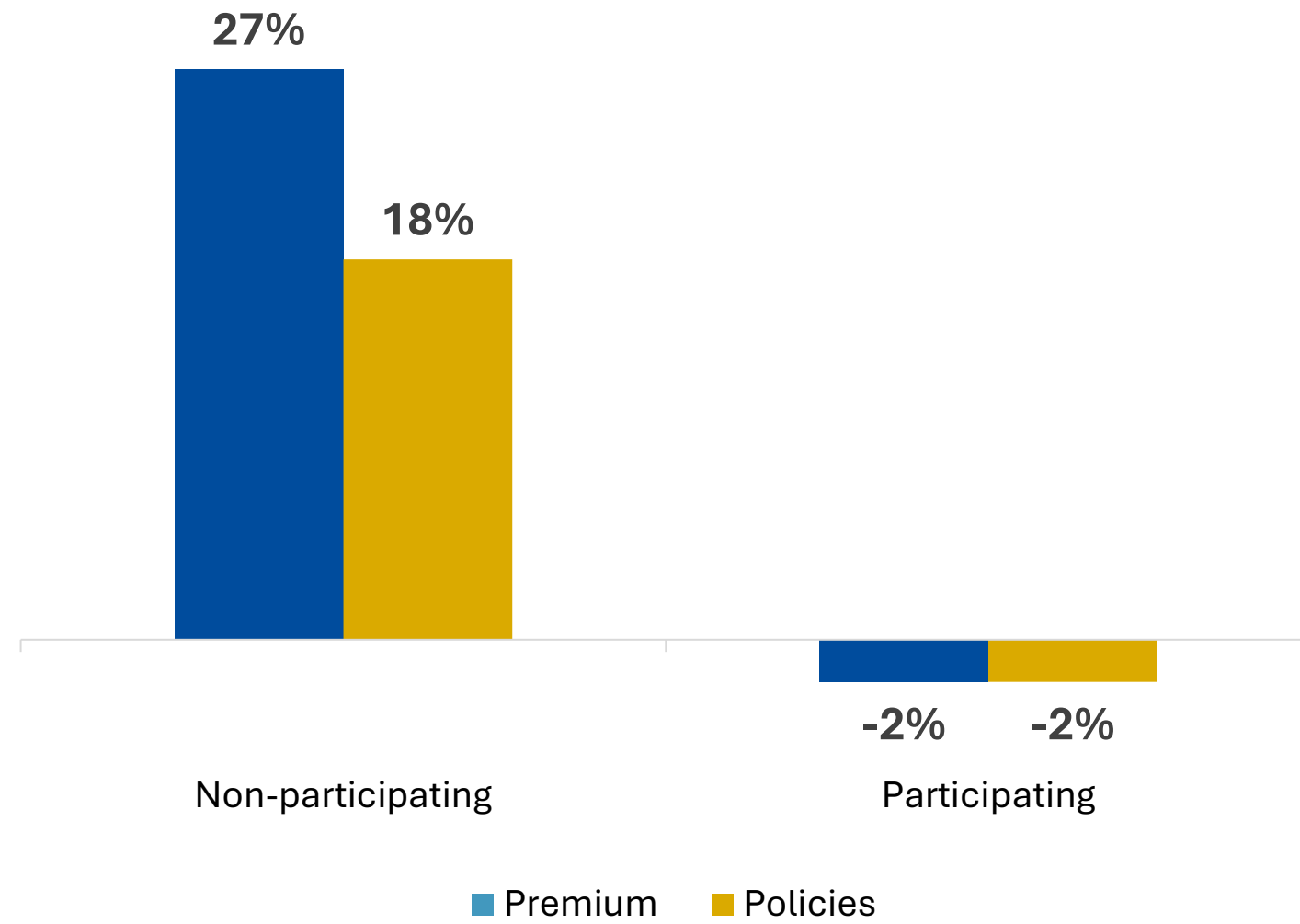
- Policy count also down 2% — likely losing share to IUL and VUL growth
- 715K policies sold with avg face amount of \$163K — traditional middle/upper market

Non-Participating WL: Up a Staggering 27% YOY (\$1.8B Premium)

- 19% YOY policy count growth — almost exclusively Final Expense business
- 1.7M policies at avg face of just \$18.9K — high volume, high commissions, minimal underwriting

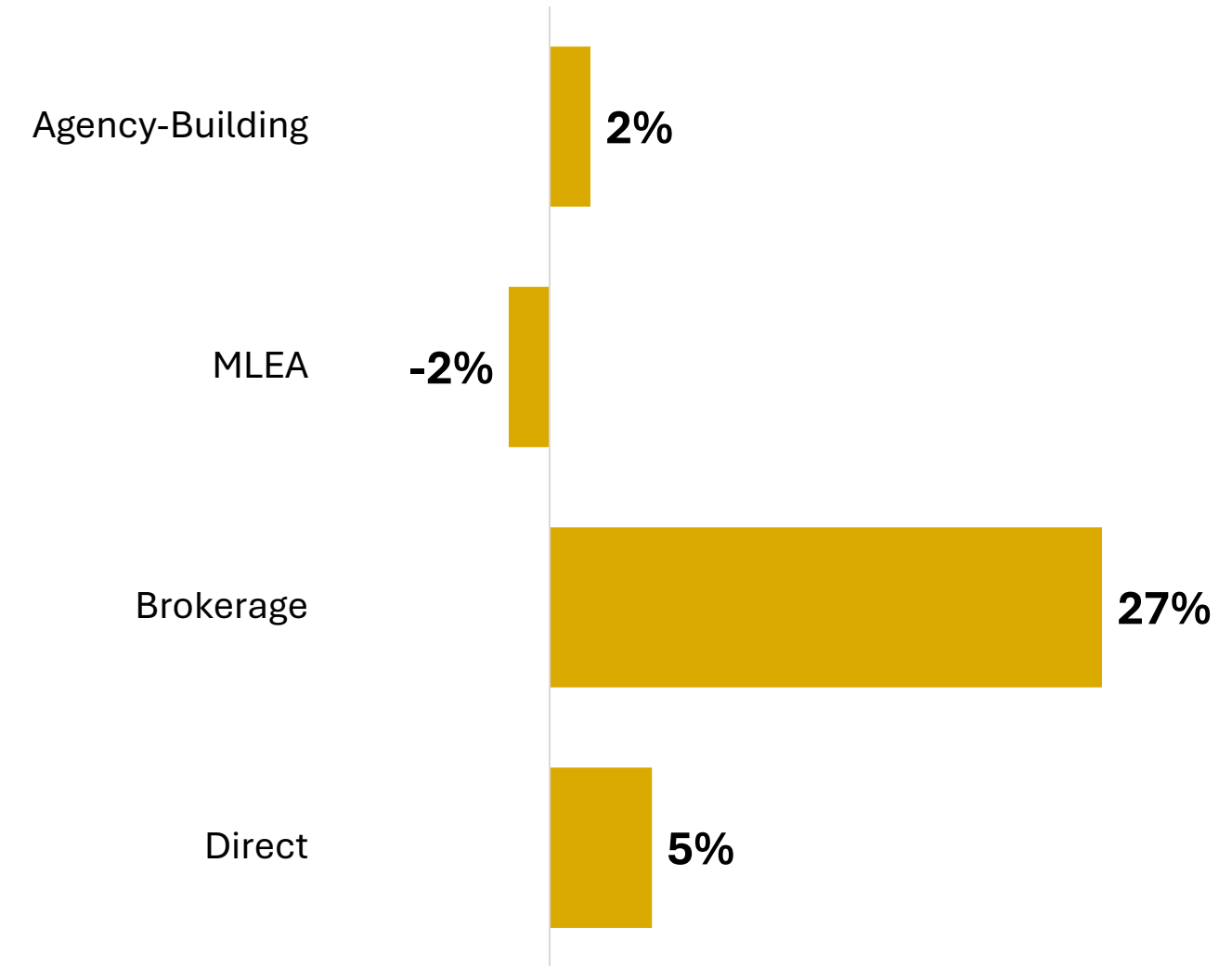
Final Expense Impact

Growth Concentrated in Non-par Products

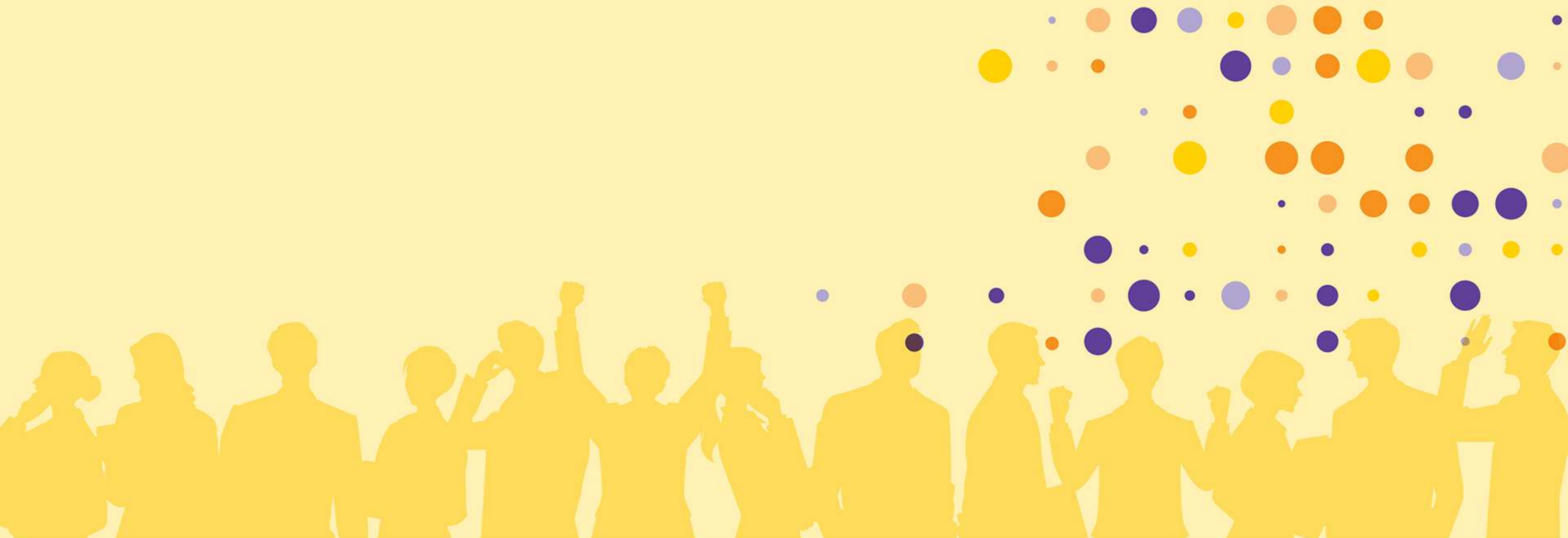


Average Face Amount	\$19,000	\$163,000
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Annualized WL Premium Growth 2025



Source: U.S. Retail Individual Life Insurance Sales Survey



Forecast 2025 - 2027



Forecast Assumptions at the end of 2025

- **Interest rate cuts:** Early 2026 and then steady
- **Inflation:** easing but prices are still high
- **Unemployment:** increases expected to continue
- **One Big Beautiful Bill:** raised estate, gift tax and generation skipping minimums
- **Consumer demand** continues to soften
- **Regulation:** little to no impact in 2026



Life Sales– Headwinds

Economic Factors

- Inflation
- Volatility
- Interest rates (FUL)
- Equity markets (2027)
- Unemployment
- Population growth

Distribution Factors

- Wealth management focus
- Aging field force

Consumer Factors

- Consumer confidence
- Delayed milestones
- Focus on other financial priorities

Life Product Headwinds

Engineered Indices & Illustration Concerns

- Illustrations continue to be a major hot-button issue and will remain so for the foreseeable future

Sales Practices & Bad Press — A Growing Concern

- High-profile lawsuits
- Social media (LinkedIn, TikTok) sales pitches are increasingly alarming
- Feels like a repeat of the 1990s VUL era — policies set up for failure based on unrealistic expectations

7702 Changes Are (Likely) Coming

- Barring a major drop in Moody's Corporate Bond Avg, Valuation and Non-Forfeiture Rates will be changing with Val Rates moving to 4%
- This means that in 2028 will be an Adjustment Year for 7702 and the minimum rate for 7702 calculations will move from 2% to 3%.

Life Sales– Tailwinds

Economic Factors

- Inflation expected to slow
- Low interest rates a positive for premium financing
- Equity markets (2026)

Distribution Factors

- Network marketing reach

Consumer Factors

- Consumer interest remains above pandemic levels
- Aging population driving interest in LTC hybrid solutions

Life Product and Process Tailwinds

Product/Process Innovation

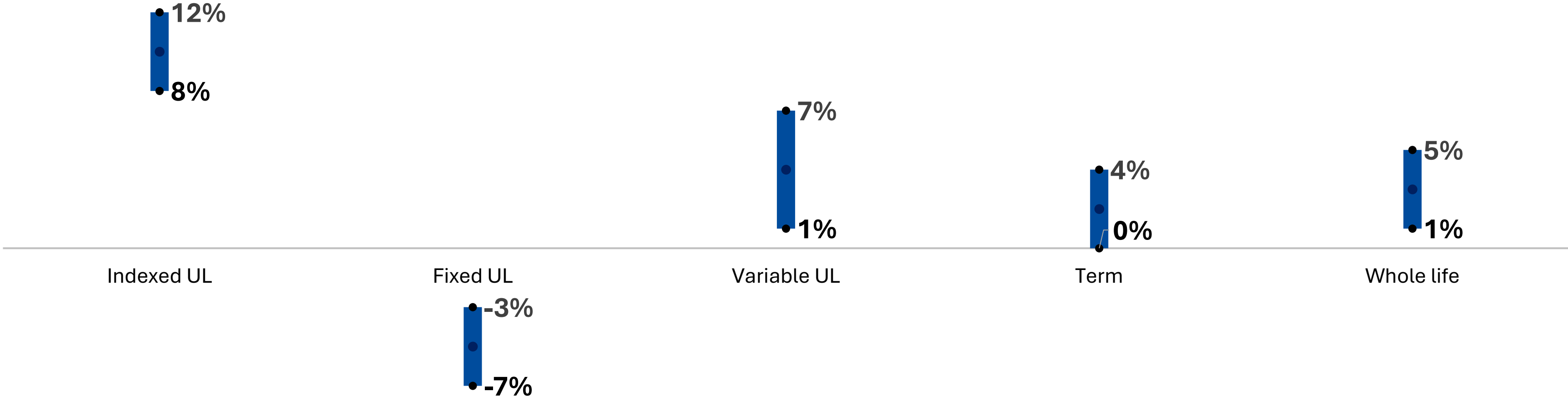
- Accelerated Underwriting is no longer an innovation – It's table-stakes
- Express Underwriting is the new AUW – Not quite simplified but certainly leaning that direction
- Continued push towards End-to-End Straight Through Processing and Digital Purchase Flow

Underwriting Improvements

- Carriers continue to improve underwriting processes with the ability to issue more policies rapidly
- Can we balance the long-term risk vs. short-term reward?

2026 Individual Life Insurance Growth Forecast

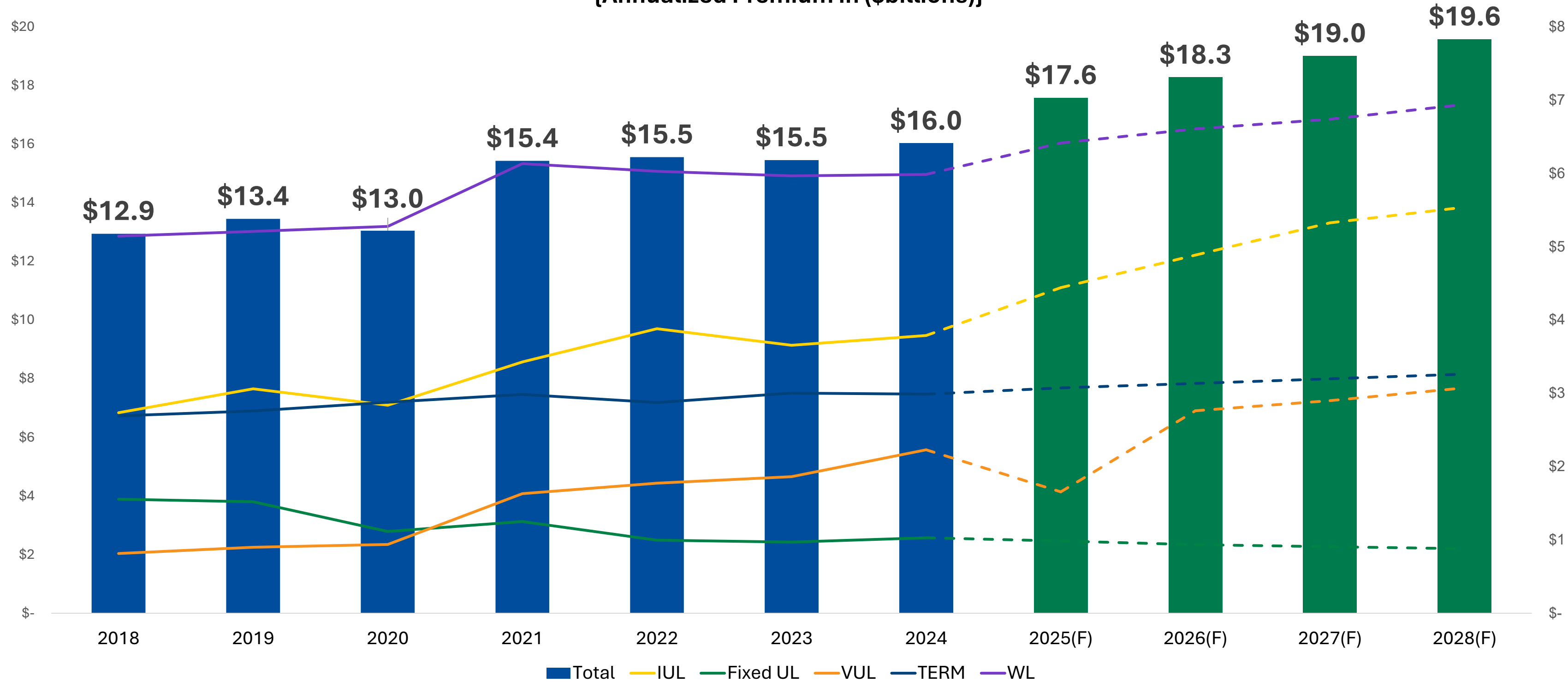
New Annualized Premium Growth Projections for 2026



Source: U.S. Individual Life Insurance Sales Forecast 2025 – 2028, LIMRA

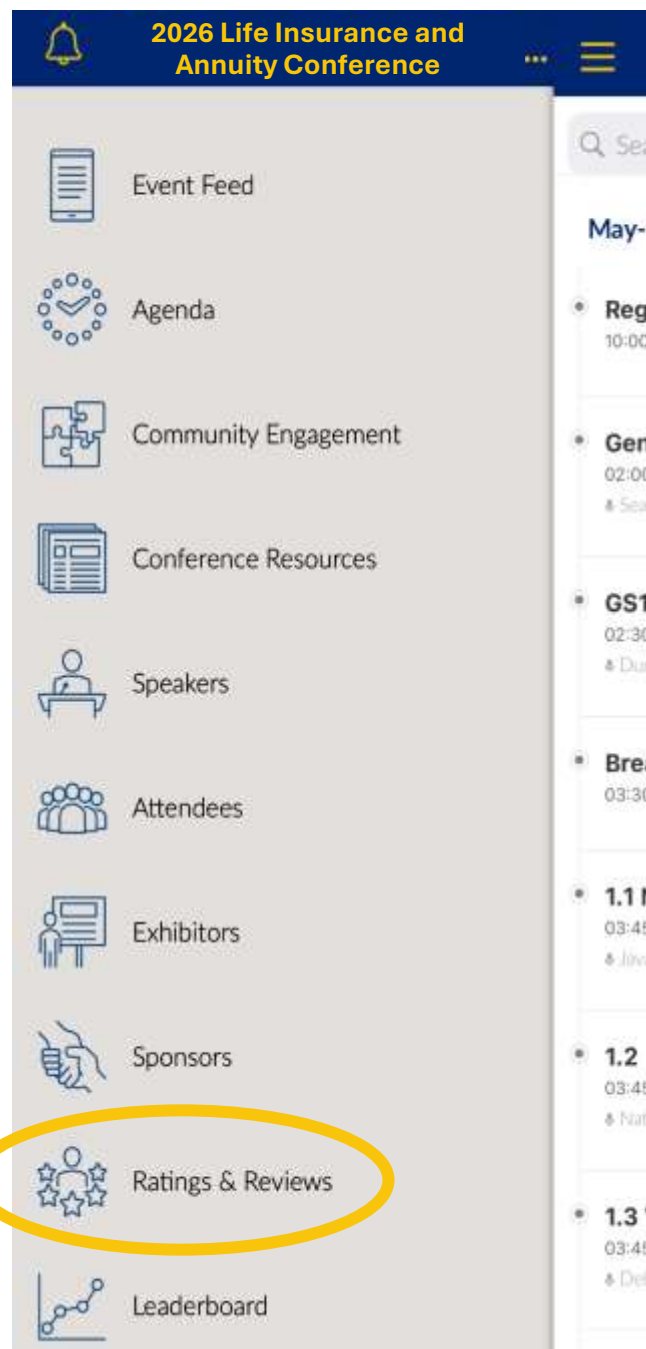
Individual Life Forecast

Individual Life Sales, 2018 - 2024 and Projected Sales 2025 - 2028
 {Annualized Premium in (\$billions)}

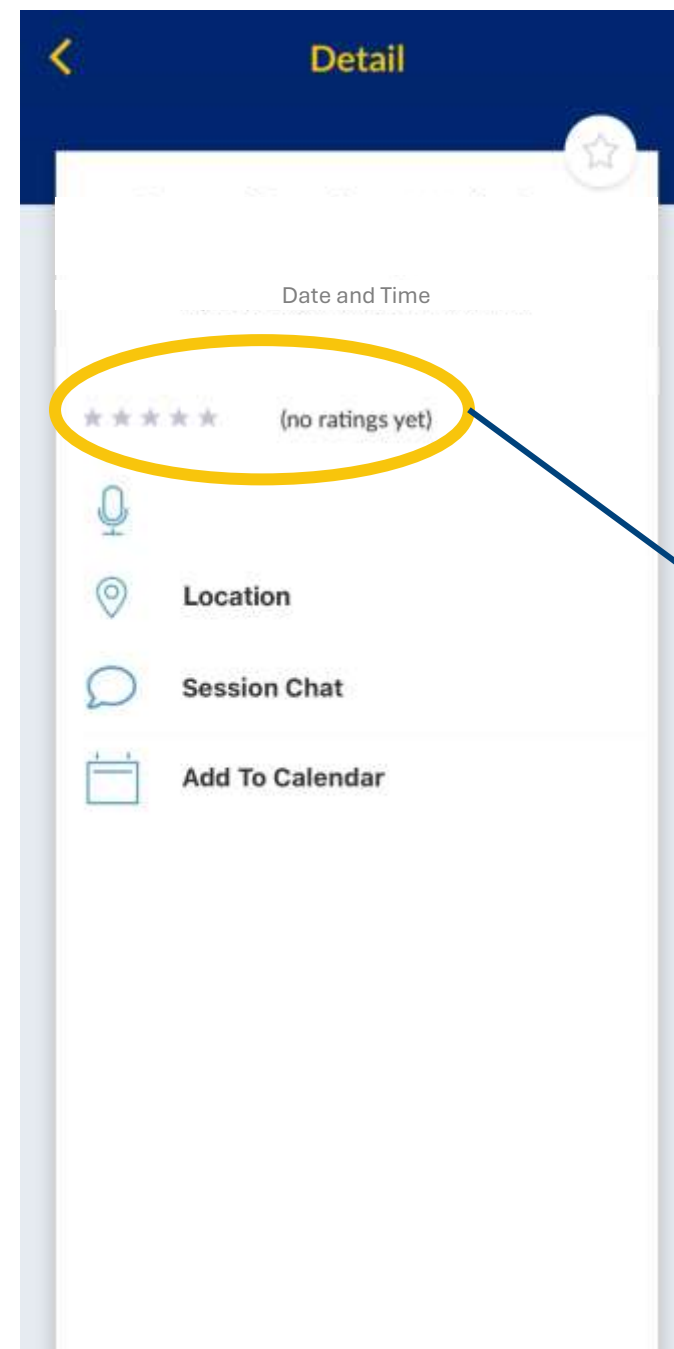


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