

Third Quarter 2024 Workplace Benefits Sales Results

U.S. Workplace Benefits Growth Rates by Products Percent Change 2023-2024

	Employer Groups		Employees/Policies/ Subscribers		Premium	
	3Q 2024	3Q 2024 YTD	3Q 2024	3Q 2024 YTD	3Q 2024	3Q 2024 YTD
Life Insurance						
Term	-3%	-2%	-8%	-1%	++	6%
Permanent	-16%	-5%	3%	6%	5%	9%
Total	-3%	-2%	-8%	++	1%	6%
Disability Insurance						
LTD	-3%	-2%	-3%	-5%	-1%	+
STD	-6%	-2%	-8%	-7%	-5%	-6%
Total	-5%	-2%	-6%	-6%	-3%	-3%
Supplemental Health						
Accident	8%	12%	8%	10%	+	5%
Critical Illness	10%	14%	11%	16%	10%	17%
Cancer	-22%	-17%	5%	3%	3%	3%
Hospital Indemnity	20%	33%	20%	23%	12%	13%

Sources: LIMRA's U.S. Workplace Life, Disability, Dental & Vision and Supplemental Health Insurance Sales Surveys, Third Quarter 2024.

Unable to calculate due to insufficient number of companies.
+ Less than ½ of 1 percent
++ Less than ½ of -1 percent

