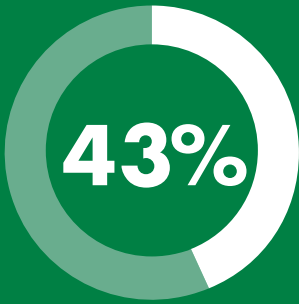




Meeting the Opportunity

Women and Life Insurance



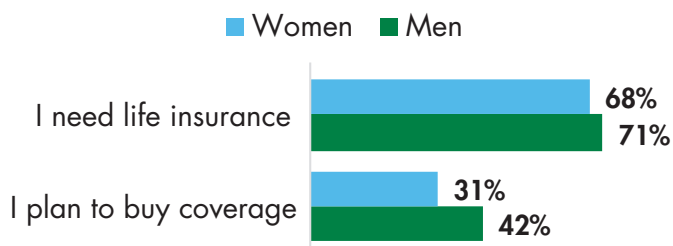
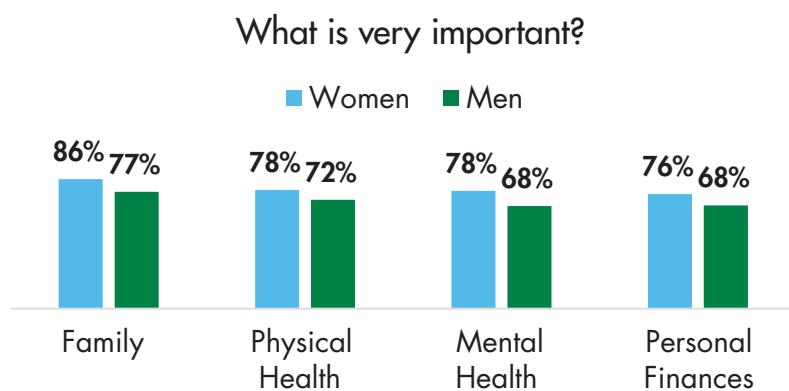
Uninsured and underinsured women who think they need (or need more) life insurance



This represents more than 56 million women

Making the Connection

Women place a higher priority than men do on their families, health, and finances...



...But are less likely to feel the need to own or buy life insurance

Life insurance can help women protect their families' financial security and alleviate some of their concerns

Where do women turn to buy life insurance?

Non-Owners

- Ask their employer if it's offered
- Reach out to a well-known insurance company with a good reputation
- Research through a third-party source (i.e., AARP, Nerd Wallet, Consumer Reports, Investopedia)
- Talk to their auto/home/insurance financial professional
- Read articles about where to start
- Ask friends/family for recommendations

Owners

- Go to current life insurance company/agent first
- Talk to financial planner
- Ask friends/family about their experiences/recommendations
- Look at rates/coverage/products on current provider's website and competitor websites