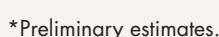


A photograph showing the silhouettes of five hikers walking along a ridge. The sky is filled with dramatic, orange and yellow clouds from a setting or rising sun. The hikers are carrying backpacks and are positioned in a line, moving from left to right across the frame. The foreground is dark, and the background shows rolling hills under the bright sky.

Total Individual Life Annualized Premium Sales



Source: IIMRA's U.S. Individual Life Insurance Sales Survey, IIMRA estimates, and IIMRA's monthly U.S. Individual Life Sales and Applications survey.

*Preliminary estimates.

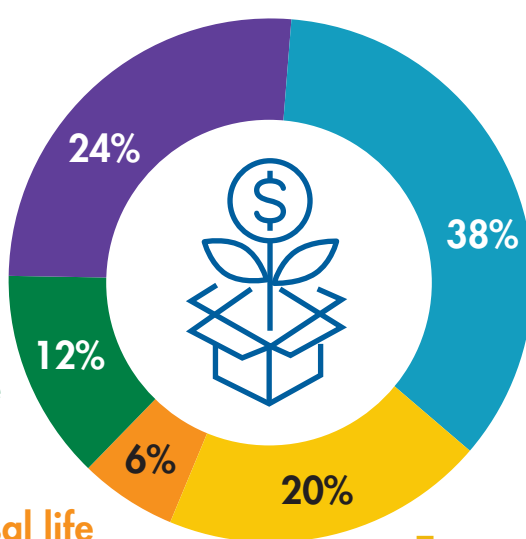
Source: LIMRA's U.S. Individual Life Insurance Sales Survey, LIMRA estimates, and LIMRA's monthly U.S. Individual Life Sales and Applications survey.

- WL
- Term
- VUL
- Fixed UL
- III



Source: LIMRA's U.S. Individual Life Insurance Sales Survey, LIMRA estimates, and LIMRA's monthly U.S. Individual Life Sales and Applications survey.

Whole life



Based on annualized premium

Source: LIMRA's U.S. Individual Life Insurance Sales Survey, LIMRA estimates, and LIMRA's monthly U.S. Individual Life Sales and Applications survey.

+ = Less than 1/2 of 1 percent.

*Preliminary estimates

Source: LIMRA's U.S. Individual Life Insurance Sales Survey, LIMRA estimates, and LIMRA's monthly U.S. Individual Life Sales and Applications survey.

It is critical for our industry to continue to highlight the important role life insurance plays in a family's overall financial security and innovative ways to help consumers get the coverage they need.