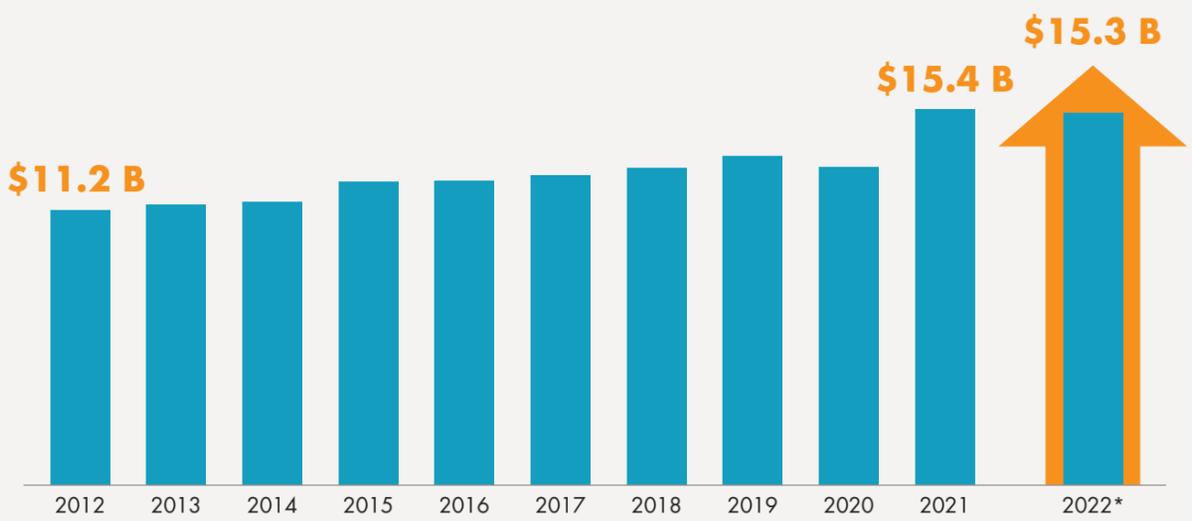


2022 Life Insurance Sales Match Record Set in 2021

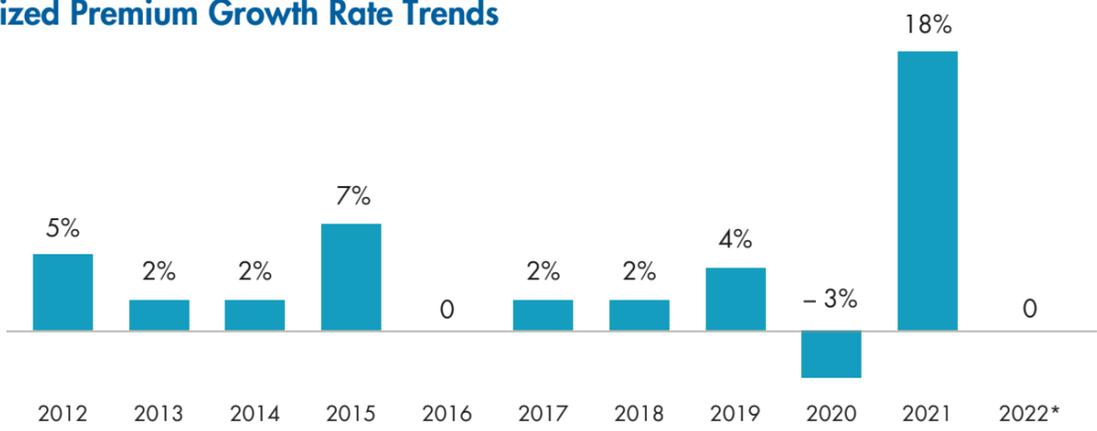


Propelled by the strong growth in the first half of 2022, U.S. life insurance premium totaled **\$15.3 billion**, roughly level with the record-high premium sold in 2021.



*Preliminary estimates.

Annualized Premium Growth Rate Trends



*Preliminary estimates.

Annualized Premium Sales By Product

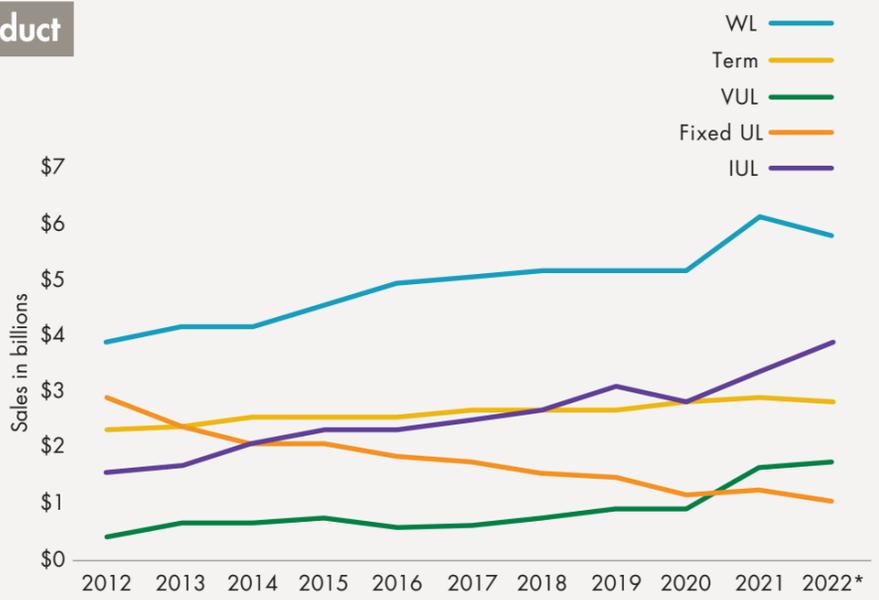
Whole life premium totaled \$5.8 billion in 2022, down 5% from 2021

Term new premium was \$2.8 billion, 5% lower than 2021

Variable universal life premium totaled \$1.8 billion in 2022, an 8% hike from 2021

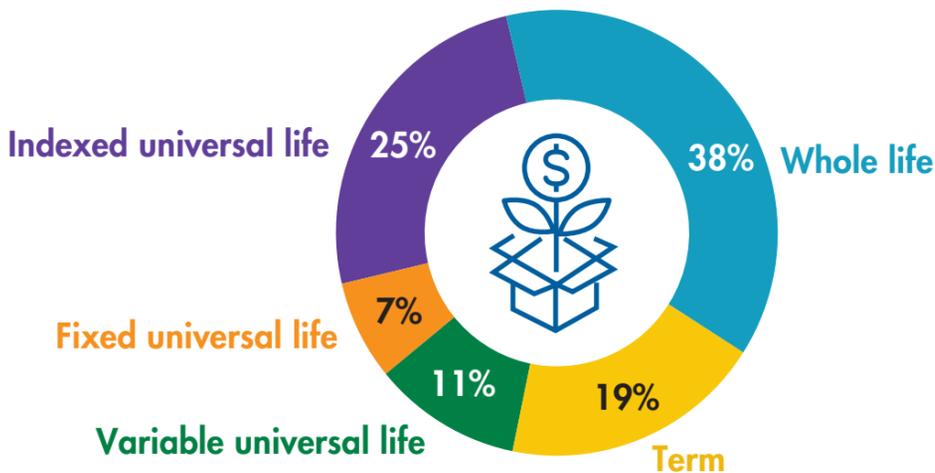
Fixed universal life new premium totaled \$1.1 billion, a decline of 17% for the year

Indexed universal life premium totaled \$3.9 billion, up 13% over 2021 results



*Preliminary estimates.

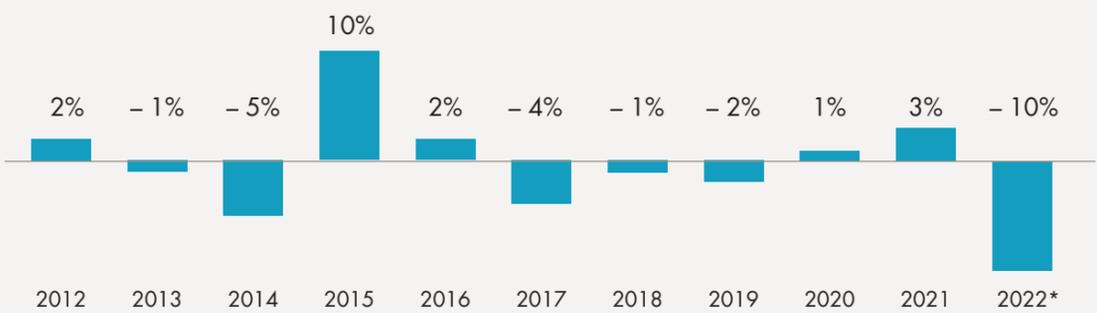
2022 Market Share by Product



Based on annualized premium.

Policy sales fell **10%** in both the fourth quarter and for the full year.

Policy Growth Rate Trends



*Preliminary estimates.

“As worries about the pandemic have receded, the impetus to purchase life insurance may have become less urgent for consumers this year. Yet our research shows there are more than 100 million American adults living with a coverage gap, leaving their families at risk should they die unexpectedly,” said John Carroll, senior vice president, LIMRA and LOMA.

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