

Voluntary/100 Percent Employee-Paid Product Growth Rate Sales Trends Summary — 1Q 2025

| Product | 1Q 2024 | 2Q 2024 | 3Q 2024 | 4Q 2024 | 1Q 2025 |
|----------------------------------|---------|---------|---------|---------|---------|
| Premiums | | | | | |
| Life Total | 10% | 5% | 2% | 8% | -17% |
| Term life | 10% | 5% | 1% | 15% | -17% |
| Permanent life | 8% | 4% | 2% | -2% | -17% |
| Standalone AD&D | 2% | 6% | 19% | -47% | -25% |
| | | | | | |
| Disability Total | 8% | + | 1% | 2% | -18% |
| Short-term disability | 1% | 4% | - | -1% | -13% |
| Long-term disability | 19% | -10% | 4% | 8% | -25% |
| | | | | | |
| Supplemental Health Total | 15% | 5% | 7% | -2% | -11% |
| Accident | 10% | 1% | 1% | -6% | -8% |
| Critical illness | 23% | 10% | 12% | 6% | -13% |
| Cancer | 6% | 1% | 3% | -3% | -12% |
| Hospital indemnity | 16% | 9% | 15% | -4% | -9% |
| | | | | | |
| Subscribers | | | | | |
| Dental* | 10% | 3% | 9% | 6% | -1% |

Sources: LIMRA's quarterly *U.S. Workplace Benefits Life Insurance*, *U.S. Workplace Benefits Disability Insurance*, *U.S. Workplace Benefits Supplemental Health*, and *U.S. Workplace Benefits Dental and Vision Plans Sales* surveys.

Data includes revisions to prior quarters.

Percent change from same period prior year. Based on carriers providing two years of comparable sales data.

+/- refers to growth/decline of less than one-half of one percent.

* Excludes estimates for Delta Dental Association.

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