

Fourth Quarter 2023 Canadian Life Insurance Sales

Retail Life Insurance Growth Rates by Product

Percent Change 2022-2023

| | | Annualized Premiums | Number of Policies | Market Share by Premium |
|-----------------------|----------------|---------------------|--------------------|-------------------------|
| Universal Life | Fourth Quarter | -14% | -9% | 15% |
| | Year-end 2023 | -14% | -8% | 13% |
| Term | Fourth Quarter | 3% | 3% | 17% |
| | Year-end 2023 | 1% | -2% | 19% |
| Whole Life | Fourth Quarter | 10% | 4% | 68% |
| | Year-end 2023 | 10% | 4% | 68% |
| Total | Fourth Quarter | 5% | 1% | 100% |
| | Year-end 2023 | 4% | -2% | 100% |

Excludes Direct to Consumer.