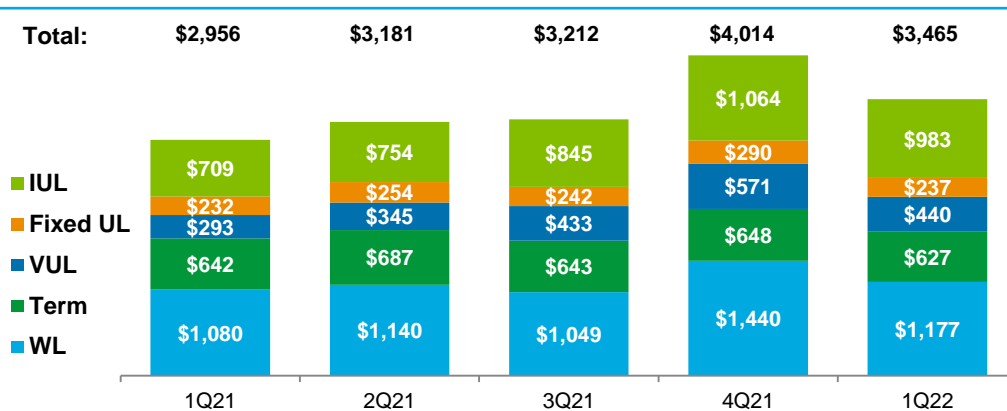


1Q 2022

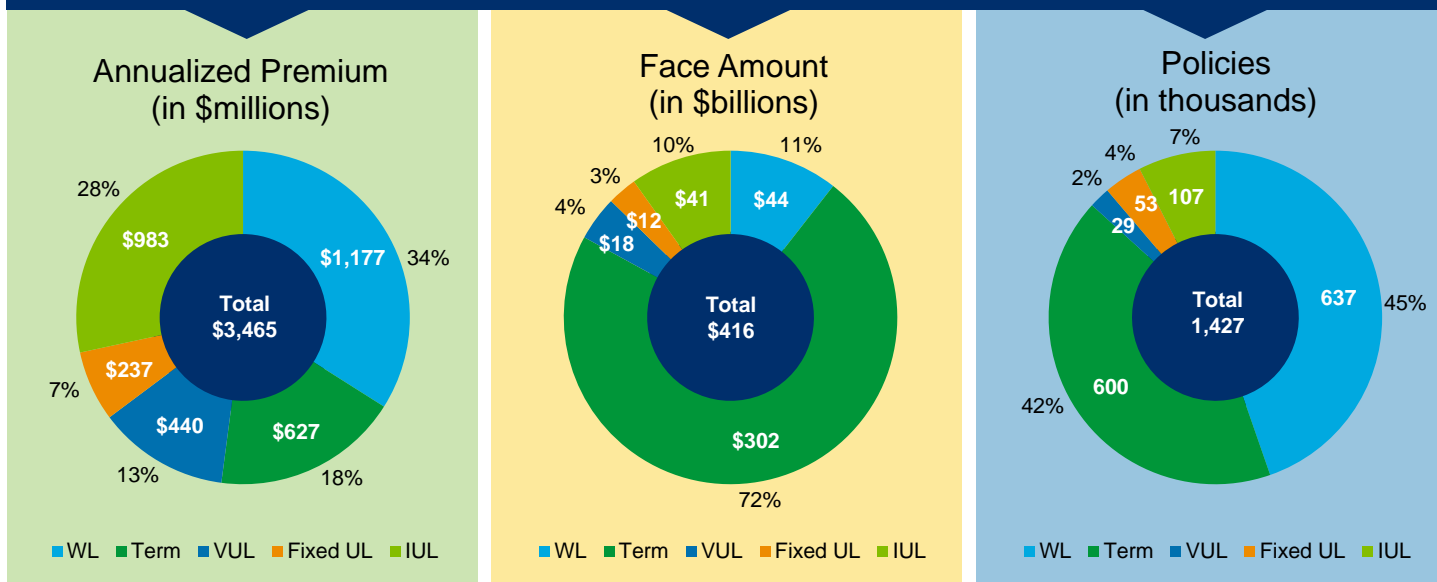
# U.S. Retail Individual Life Insurance Sales

Annualized Premium Trend (in \$millions)



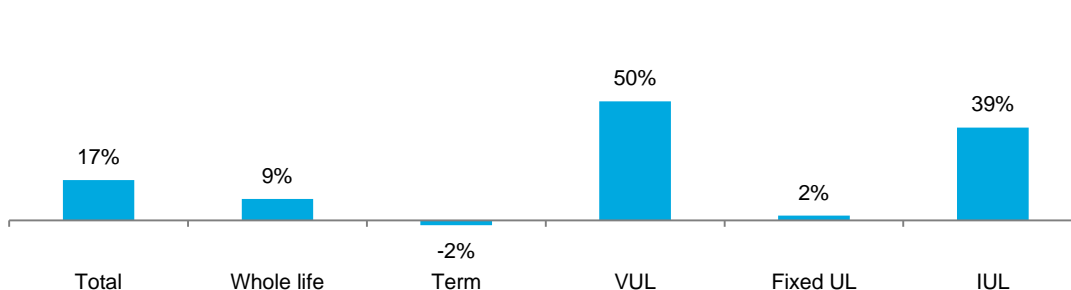
Up  
17%  
from  
1Q21

Market Share by Product Type  
First Quarter 2022



Growth Rates by Product

First Quarter 2022 Annualized Premium Growth



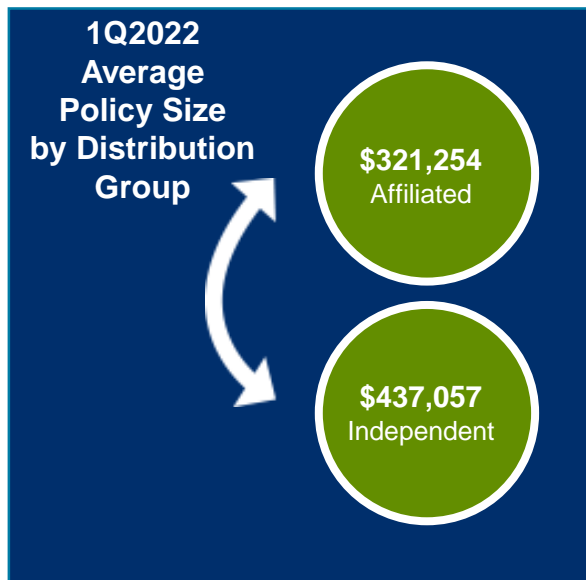
Average Policy Size  
1Q2022

WL	\$69,066
Term	\$502,130
VUL	\$621,439
Fixed UL	\$227,362
IUL	\$377,836
Total	\$291,501

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Survey

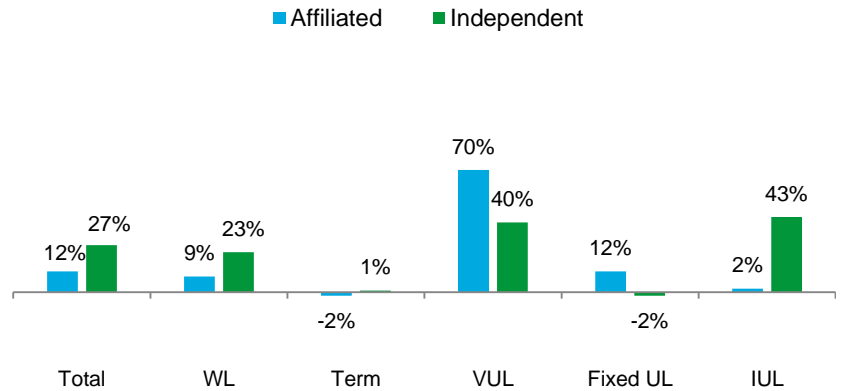
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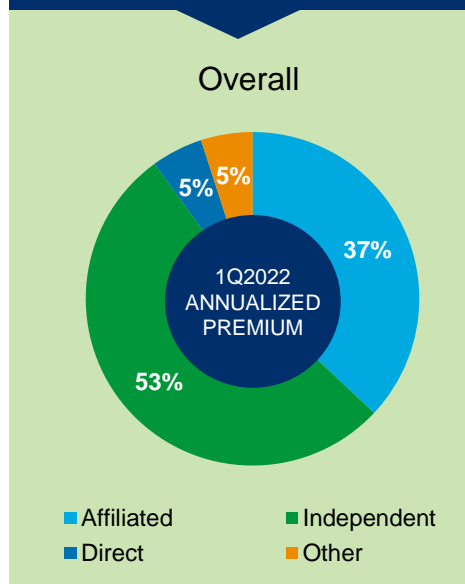


## Product Growth Rates by Distribution Group

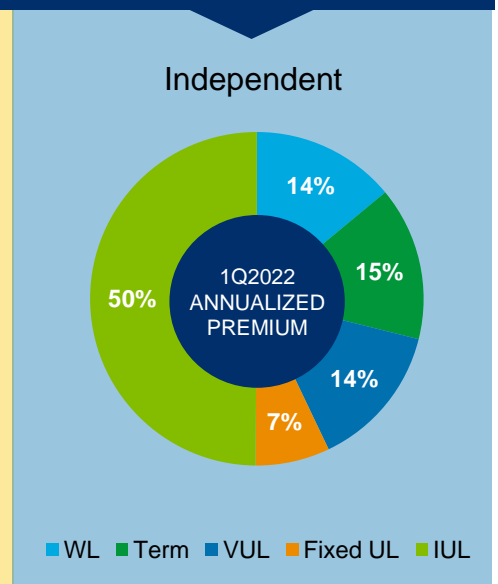
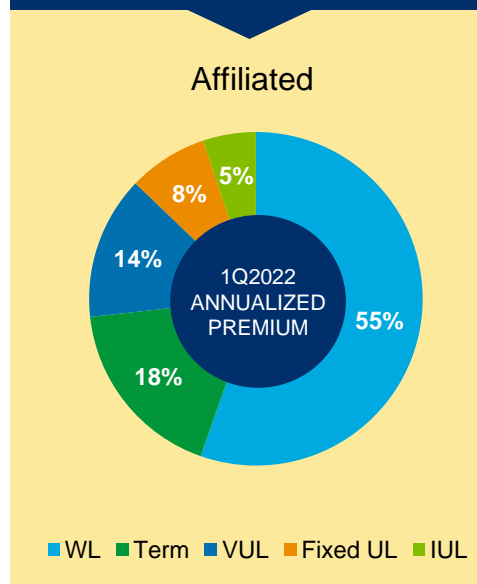
First Quarter 2022 Annualized Premium Growth



## Market Share by Distribution Group

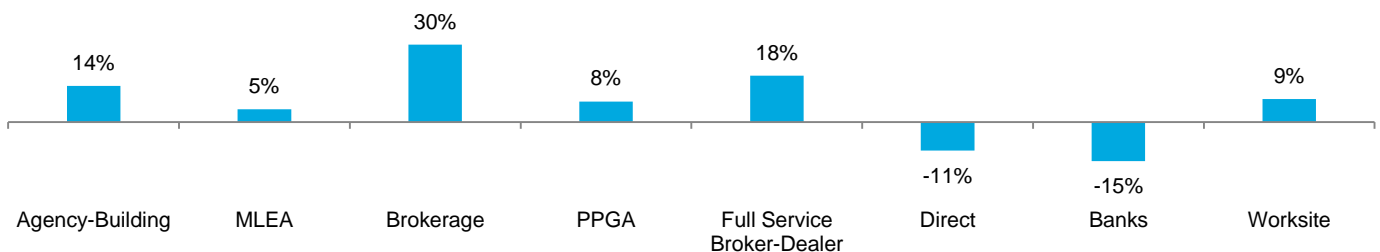


## Distribution Group Market Share by Product



## Growth Rates by Distribution Channel

First Quarter 2022 Annualized Premium Growth



Affiliated includes agency-building, MLEA and home service; Independent includes Brokerage, PPGA, and Full Service BD;  
 Direct includes Direct to Consumer and Internet Direct; and Other includes banks, worksite and channels other than those listed  
 Source: LIMRA's U.S. Retail Individual Life Insurance Sales Survey