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MIB Life Index Reports U.S. Life Insurance Activity up 2.6% in May

Life Application Growth Continues in Stride

Braintree, MA. (June 9, 2016) — The growth trend in U.S. application activity for individually underwritten life insurance continued in May, up 2.6% year-over-year, all ages combined, according to the [MIB Life Index](#). The expansion of newly applied for life insurance now spans some seven calendar quarters, and continues to be driven by younger age applications (54.3% of the MIB Life Index). May's applications were off -6.8% from that of April, consistent with seasonal trends.

U.S. life insurance application activity was positive across all age groups. Ages 0-44, up 3.0%; ages 45-59, up 1.1%; and ages 60+ up 3.9%, year-over-year. Year-to-date, life insurance applications ages 0-44 are up 5.2%; ages 45-59, up 2.1%; and ages 60+ up 2.7% compared to the same five months in 2015. Gauging momentum by month-to-month application activity by age group shows ages 60+ with the leading gain, up 3.9%; ages 45-59, up 1.1%; and ages 0-44 losing ground, off -8.1% May-to-April.

Watch the MIB Life Index 2015 year-in-review available from www.mibgroup.com.

The 2015 MIB Life Index Annual Report and prior years' Annuals are available for free from the Enhanced Life Index portal at www.mibsolutions.com/loginLI (register at www.mibsolutions.com/regLI).

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May 2016 MIB Life Index (2)

Monthly Percent Change Composite Index (year-over-year)	
May-16	2.6%
Apr-16	1.0%
Mar-16	4.9%
Feb-16	4.6%
Jan-16	6.4%
Q1 - 2016	5.4%
Q4 - 2015	3.2%
YTD - 2016	3.9%

U.S. Monthly Percent Change vs. Prior Month	
May	-6.8%

2015-2016	0-44	45-59	60+
May-15	4.3%	0.5%	1.6%
Jun	3.7%	-0.4%	0.8%
Jul	6.5%	0.9%	1.8%
Aug	7.0%	3.3%	3.5%
Sep	2.8%	-0.5%	1.2%
Oct	5.6%	0.7%	1.2%
Nov	3.8%	0.2%	3.1%
Dec-15	4.5%	0.1%	2.0%
Jan	8.4%	4.4%	3.9%
Feb	5.8%	2.9%	3.8%
Mar	6.5%	3.1%	2.9%
Apr	2.6%	-0.8%	-0.6%
May-16	3.0%	1.1%	3.9%

About the MIB Life Index

The MIB Life Index is the life insurance industry's timeliest measure of application activity in the United States. Released to the media each month, the Index is based on the number of searches MIB life member company underwriters perform on the MIB Checking Service database. Since the vast majority of individually underwritten life premium dollars in North America include an MIB search as a routine underwriting requirement, the MIB Life Index provides a reasonable means to estimate new business activity. For past releases, methodology or to subscribe visit www.mib.com/lifeindex.

About MIB

MIB is the life and health insurance industry's most trusted and secure resource for data-driven risk management services that protect the financial integrity of its members and address their evolving needs. Owned by its members, MIB is uniquely positioned to securely collect and analyze confidential data. MIB services help to detect fraud, errors and omissions on insurance applications; to analyze industry data needed to manage a variety of financial risks; and to make regulatory reporting compliance less onerous and more efficient. As the life insurance industry's first statistical agent, our MIB Solutions, Inc. subsidiary cost-effectively performs annual data calls for those insurers subject to principles-based reserving. MIB Group, Inc., a membership corporation, provides services through its wholly-owned operating subsidiaries, MIB, Inc. and MIB Solutions, Inc. For more information, visit www.mibgroup.com.