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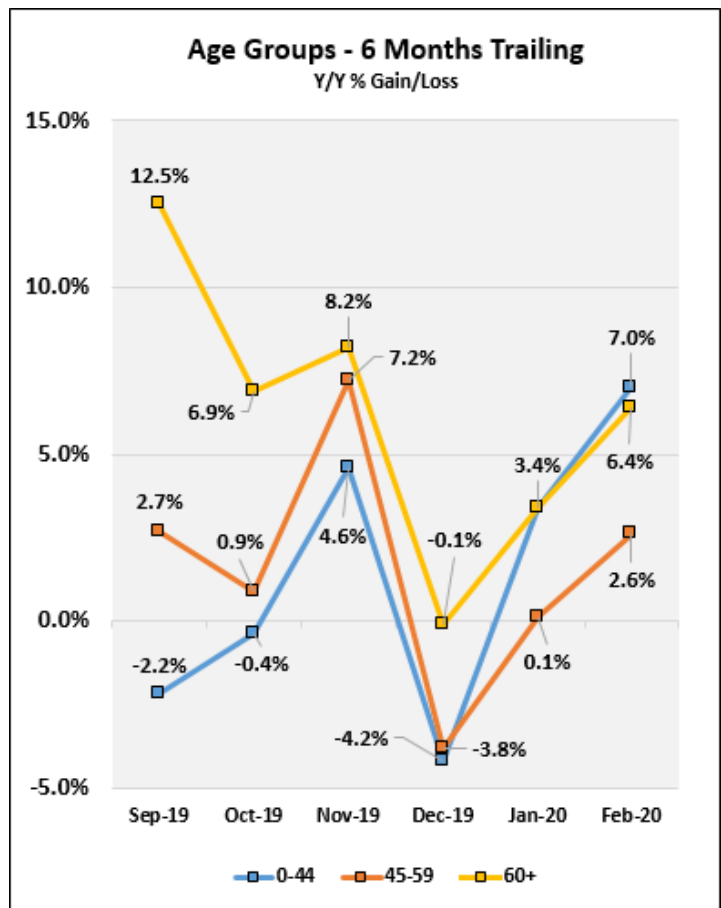
U.S. Life Insurance Activity Jumps 5.6% in February Reports the MIB Life Index

Younger Buyers Jump a Record Breaking 7%

Braintree, MA. (March 11, 2020) — For the second consecutive month, U.S. life insurance application activity increased, up 5.6% Y/Y in February, according to the [MIB Life Index](#). Younger age buyers posted a two-month comeback from 2019’s -3.3% YTD decline, leading all other age groups in the February results. February’s activity was up 5.6% from that of January, an increase not seen for this period in the composite Index since 2015. At February’s close, the composite MIB Life Index is up 4.0% YTD.

All ships rise with the tide as they say; all three MIB Life Index age groups showed gains in February. Life insurance application activity ages 0-44 was up 7.0%, ages 45-59 gained 2.6%, and ages 60+ was up 6.4%. Ages 0-44 make up some 54.2% of the Index, clearly driving February’s composite. Ages 60+ continues its upward rise, albeit at a somewhat lesser pace. The impact of COVID-19 is unknown at this time, but it is anticipated to show up in the next few months.

Lee Oliphant, MIB’s CEO presents the 2019 and early 2020 trends in our Life Index Year-in-Review video: bit.ly/2019LifeIndexVideo. View the “[2019 Life Index at-the-Half](#)” video.



Login to the Enhanced Life Index Portal to download our 2019 and past [MIB Life Index Annual Reports](#) at no charge. Portal Registration: www.mibsolutions.com/regLI.



February 2020 MIB Life Index (2)

Monthly Percent Change Composite Index (year-over-year)	
Feb-20	5.6%
Jan-20	2.5%
Dec-19	-3.3%
Nov-19	6.0%
Oct-19	1.4%
Sep-19	1.9%
Aug-19	0.5%
Jul-19	-3.2%
YTD - 2020	4.0%
YTD - 2019	0.4%
Q4-2019	1.3%
Q3-2019	-0.3%
Q2-2019	1.5%
Q1-2019	-1.0%

% Change Age Groups (year-over-year)	0-44	45-59	60+
Feb-20	7.0%	2.6%	6.4%
Jan-20	3.4%	0.1%	3.4%
Dec-19	-4.2%	-3.8%	-0.1%
Nov-19	4.6%	7.2%	8.2%
Oct-19	-0.4%	0.9%	6.9%
Sep-19	-2.2%	2.7%	12.5%
Aug-19	-2.9%	0.1%	10.4%
Jul-19	-6.9%	-3.4%	7.2%
YTD 2019	-3.3%	0.9%	10.1%

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 over 90% of life insurance applications 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.mibgroup.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. 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.

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Monthly Percent Change vs. Prior Month	
Feb.	5.6%