



FOR IMMEDIATE RELEASE

U.S. Life Insurance Activity Off 2.2% in March Reports the MIB Life Index

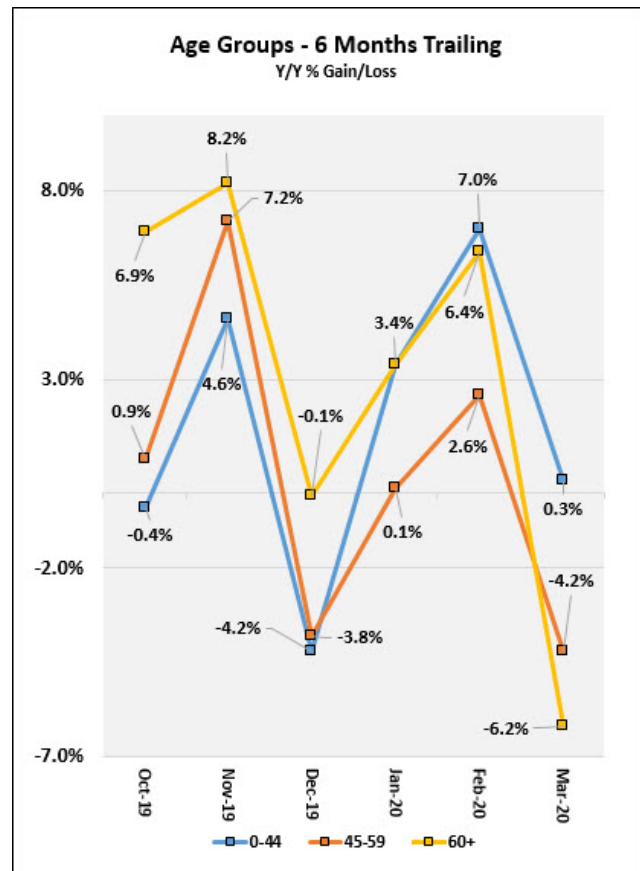
COVID-19 Pandemic Interrupts 2020 Growth Trend

Braintree, MA. (April 10, 2020) — The COVID-19 pandemic has interrupted a two-month growth trend in U.S. life insurance application activity with a -2.2% decline Y/Y in March, according to the [MIB Life Index](#). March's MIB Life Index application activity was off -6.7% from that of February. February's month-to-month activity suggests pandemic related demand for life policies with application activity at its highest for a Jan. / Feb. period since 2015. For the Q1 March close, the MIB Life Index composite remained up 1.8% YTD, some -2.2% off from February's 4.0% YTD close.

The March MIB Life Index age groups showed modest activity ages 0-44 up 0.3%, ages 45-59 were off -4.2%, and ages 60+ were off -6.2%. The small positive percent change in ages 0-44 (54.2% of the Index) helped temper losses in the composite Index. Year-to-date, ages 0-44 are up 3.4%, ages 45-59 are off -0.7% and ages 60+ are up 0.9%.

The Life Index Year-in-Review video captures 2019 trends and early 2020 projections: bit.ly/2019LifeIndexVideo.

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.



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March 2020 MIB Life Index (2)

Monthly Percent Change Composite Index (year-over-year)	
Mar-20	-2.2%
Feb-20	5.6%
Jan-20	2.5%
Dec-19	-3.3%
Nov-19	6.0%
Oct-19	1.4%
YTD - 2020	
YTD - 2019	0.4%
Q1-2020	1.8%
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+
	Mar-20	0.3%	-4.2%
Feb-20	7.0%	2.6%	6.4%
Jan-20	3.4%	0.1%	3.4%
YTD 2020	3.4%	-0.7%	0.9%
Dec-19	-4.2%	-3.8%	-0.1%
Nov-19	4.6%	7.2%	8.2%
Oct-19	-0.4%	0.9%	6.9%

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 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.

Monthly Percent Change vs. Prior Month	
Mar.	-6.7%

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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