



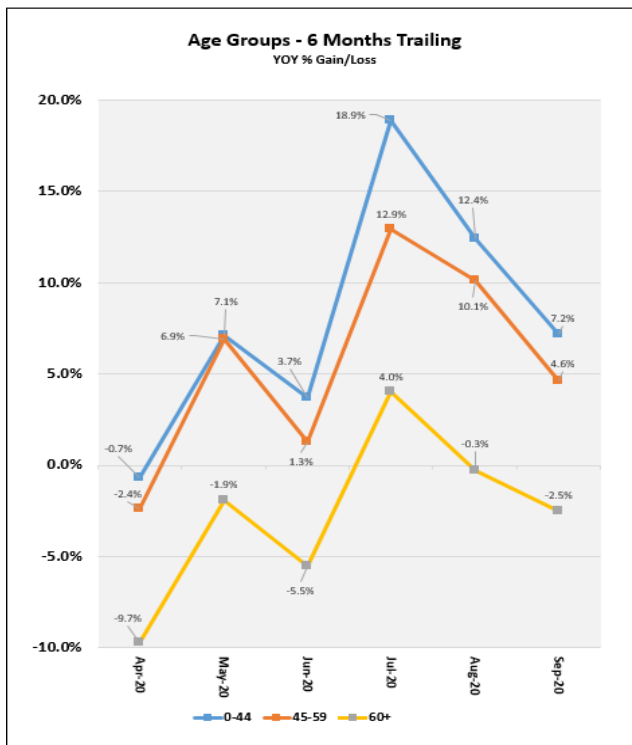
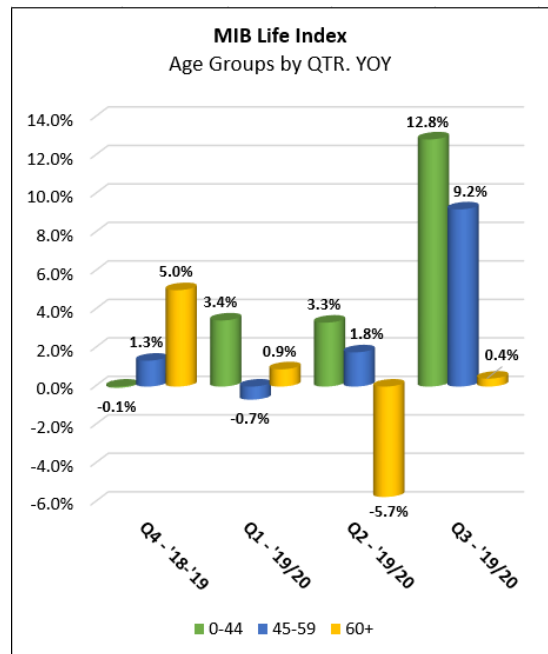
FOR IMMEDIATE RELEASE

U.S. Life Insurance Activity Returns to Pre-Pandemic Growth Reports the MIB Life Index

Under 60 age group drives growth

Braintree, MA. (October 8, 2020) — Ending Q3 at a 4.0% growth rate YTD, U.S. life insurance application activity has returned to pre-pandemic normal levels, according to the [MIB Life Index](#). Q3 experienced the largest QOQ gain since 2011 at 9.2%, driven primarily by 12.8% growth in 0-44 age group and 9.2% growth in 45-59 age group.

Following record growth in July and August, September experienced the largest YOY gain since 2011 at 4.4% with MOM activity from August to September relatively flat (up 0.4%).



Growth patterns have been consistent in Q3 as the under 44 age group continues to drive growth. In contrast, the over 60 age group has continued to show minor declines since the beginning of the COVID-19 pandemic, with the exception of a leap in July that transcended all age groups. September's YOY application activity for ages 0-44 was up 7.2%, ages 45-59 up 4.6% while ages 60+ was off -2.5%.

MIB's Chief Operating Officer presented the industry's results for the first two quarters of 2020 in the [MIB Life Index At The Half](#) video. Login to the Enhanced Life Index Portal to download the 2019 [MIB Life Index Annual Report](#) at no charge or register to view the entire archive at: www.mibsolutions.com/regLI.



September 2020 MIB Life Index (2)

Monthly Percent Change Composite Index (year over year)	
Sep-20	4.4%
Aug-20	9.1%
Jul-20	14.1%
Jun-20	1.2%
May-20	5.2%
Apr-20	-3.0%
Mar-20	-2.2%
Feb-20	5.6%
Jan-20	2.5%
YTD-2020	
Annual-2019	0.4%
Q3-2020	
Q2-2020	1.0%
Q1-2020	1.8%
Q4-2019	1.3%
Q3-2019	-0.3%

US Monthly Percent Change vs Prior Month	
September	0.4%

Monthly % Change Age Groups (year over year)	0-44	45-59	60+
	Sep-20	7.2%	4.6%
Aug-20	12.4%	10.1%	-0.3%
Jul-20	18.9%	12.9%	4.0%
Jun-20	3.7%	1.3%	-5.5%
May-20	7.1%	6.9%	-1.9%
Apr-20	-0.7%	-2.4%	-9.7%
Mar-20	0.3%	-4.2%	-6.2%
Feb-20	7.0%	2.6%	6.4%
Jan-20	3.4%	0.1%	3.4%
YTD 2020			
	6.4%	3.3%	-1.4%

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 95% 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. As the life insurance industry's experience reporting 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.

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