

Fourth Quarter 2023 Canadian Life Insurance Sales

Canadian Retail Life Insurance Growth Rates by Product

Percent Change 2022-2023

		Annualized Premiums	Number of Policies	Market Share by Premium
Universal Life	Fourth Quarter	-14%	-9%	15%
	Year-end 2023	-14%	-8%	13%
Term	Fourth Quarter	3%	3%	17%
	Year-end 2023	1%	-2%	19%
Whole Life	Fourth Quarter	10%	4%	68%
	Year-end 2023	10%	4%	68%
Total	Fourth Quarter	5%	1%	100%
	Year-end 2023	4%	-2%	100%

Excludes Direct to Consumer.