

All Life Insurance Sales

| Product Type | 1Q24 | 2Q24 | 3Q24 | 4Q24 | YTD 2024 | 1Q25 | 2Q25 | 3Q25 | 4Q25 | YTD 2025 | Change from Previous Year | Q325 / Q425 | 2025 Market Share |
|--|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|-------------------|---------------------------|--------------|-------------------|
| Universal Life | \$93.0 | \$100.1 | \$99.7 | \$88.6 | \$381.5 | \$79.6 | \$69.4 | \$72.7 | \$88.1 | \$309.8 | -18.8% | 21.2% | 2.6% |
| Indexed Universal Life | 676.1 | 742.9 | 744.5 | 862.8 | 3,026.2 | 765.4 | 823.1 | 761.9 | 916.6 | 3,266.9 | 8.0% | 20.3% | 27.8% |
| TOTAL All Non-Variable Universal Life | \$769.1 | \$843.0 | \$844.2 | \$951.4 | \$3,407.7 | \$845.0 | \$892.5 | \$834.6 | \$1,004.7 | \$3,576.8 | 5.0% | 20.4% | 30.5% |
| Variable Universal Life | 261.7 | 291.6 | 284.7 | 374.8 | 1,212.8 | 274.7 | 292.2 | 319.3 | 391.0 | 1,277.2 | 5.3% | 22.5% | 10.9% |
| TOTAL All Universal Life | \$1,030.8 | \$1,134.6 | \$1,128.9 | \$1,326.2 | \$4,620.5 | \$1,119.6 | \$1,184.7 | \$1,153.9 | \$1,395.7 | \$4,854.0 | 5.1% | 21.0% | 41.4% |
| Whole Life | 1,016.9 | 1,081.6 | 1,008.8 | 1,214.7 | 4,321.9 | 1,013.3 | 1,133.6 | 1,098.1 | 1,289.8 | 4,534.7 | 4.9% | 17.5% | 38.6% |
| Term Life | 608.6 | 651.0 | 602.3 | 603.9 | 2,465.8 | 578.0 | 622.9 | 574.4 | 565.3 | 2,340.6 | -5.1% | -1.6% | 19.9% |
| TOTAL All Life Insurance | \$2,656.4 | \$2,867.6 | \$2,740.5 | \$3,147.2 | \$11,411.7 | \$2,712.9 | \$2,943.3 | \$2,829.0 | \$3,250.8 | \$11,736.1 | 2.8% | 14.9% | 100.0% |

Wink's Sales & Market Report, 4th Quarter, 2025, in millions
 All Life Insurance sales include indexed whole life sales.



Universal Life

Sales for the fourth quarter of 2025 were \$88 million, compared with sales of \$88 million for the fourth quarter of 2024. Fourth quarter universal life (UL) sales were up more than 21% when compared with the previous quarter and down nearly 1% as compared to the same period last year.

Total 4Q2025 UL sales were \$88,096,596.

Total 2025 UL sales were \$309,826,974.

Wink's Sales & Market Report, 4th Quarter, 2025



Universal Life

THE TOP CARRIERS FOR THE QUARTER:

1. Nationwide
2. Prudential
3. Pacific Life Companies
4. John Hancock
5. Thrivent Financial
6. Protective Life Companies
7. Massachusetts Mutual Life Companies
8. Penn Mutual
9. Ameritas
10. Farm Bureau Life

PRIMARY PRICING OBJECTIVE:

34.1% of sales were through products with the primary pricing objective of No Lapse Guarantee.

AVERAGE TARGET PREMIUM:

The average universal life target premium reported for the quarter was \$8,765, an increase of more than 19% from the prior quarter.



Indexed Life

Sales for the fourth quarter of 2025 were \$918 million, compared with sales of \$865 million for the fourth quarter of 2024. Fourth quarter indexed life sales were up more than 20% when compared with the previous quarter, and up more than 6% as compared to the same period last year. This was a record-setting quarter for indexed life sales, topping the prior 4th quarter 2024 record by 6.22%. This was also a record-setting year for indexed life sales, topping the prior 2024 record by 8.14%.

Total 4Q2025 indexed life sales were \$918,963,966.

Total 2025 indexed life sales were \$3,276,752,282.

Wink's Sales & Market Report, 4th Quarter, 2025



Indexed Life

THE TOP CARRIERS FOR THE QUARTER:

1. National Life Group
2. Pacific Life Companies
3. Transamerica
4. John Hancock
5. Nationwide
6. Fidelity and Guaranty Life
7. Sammons Financial Companies
8. Allianz Life
9. Mutual of Omaha
10. Lincoln National Life

LEADERS BY CHANNEL:

Bank- Pacific Life Companies
Registered Investment Advisor- Mutual of Omaha
National Broker Dealer- Nationwide
Career- National Life Group
Direct Response- Corebridge Financial
Independent- National Life Group

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Overall- Transamerica Life Financial Foundation IUL II
Bank- S.USA Life Legacy Benefit Individual IUL
Registered Investment Advisor- United of Omaha Professional Advantage IUL
National Broker Dealer- Nationwide's Nationwide IUL Accumulator II 2020
Career- Transamerica Life Financial Foundation IUL II
Direct Response- American General Life Protection Extend IUL
Independent- Transamerica Life Financial Foundation IUL II

PRIMARY PRICING OBJECTIVE:

73.8% of sales were through products with a primary pricing objective of Cash Accumulation.

AVERAGE TARGET PREMIUM:

The average target premium reported for the quarter was \$13,293, an increase of nearly 7% from the prior quarter.



Variable Universal Life

Sales for the fourth quarter of 2025 were \$391 million, compared with sales of \$374 million for the fourth quarter of 2024. Fourth quarter variable universal life sales were up more than 22% when compared with the previous quarter and up more than 4% as compared to the same period last year. Since Wink began tracking sales, this was a record-setting quarter for variable universal life sales, topping the prior 4th quarter 2024 record by 4.33%. This was also a record-setting year for variable universal life sales, topping the prior 2024 record by 5.31%.

Total 4Q2025 variable universal life sales were \$391,031,359.

Total 2025 variable universal life sales were \$1,277,246,235.

Wink's Sales & Market Report, 4th Quarter, 2025



Variable Universal Life

THE TOP CARRIERS FOR THE QUARTER:

1. Prudential
2. John Hancock
3. Pacific Life Companies
4. Nationwide
5. Lincoln National Life
6. RiverSource Life
7. Penn Mutual
8. Securian Financial
9. Protective Life Companies
10. Thrivent Financial

LEADERS BY CHANNEL:

Bank- Pacific Life Companies
Registered Investment Advisor- Nationwide
National Broker Dealer- Nationwide
Independent Broker Dealer- Symetra Financial
Career- Prudential
Independent- Prudential

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Pruco Life Prudential FlexGuard Life IVUL
Bank- Pacific Life Pacific Admiral VUL
Registered Investment Advisor- Nationwide Nationwide Advisory VUL
National Broker Dealer- Nationwide VUL Accumulator
Independent Broker Dealer- Symetra Life Accumulator VUL
Career- RiverSource Life RiverSource VUL 6
Independent- Pruco Life Prudential FlexGuard Life IVUL

PRIMARY PRICING OBJECTIVE:

76.6% of sales were through products with a primary pricing objective of Cash Accumulation.

AVERAGE TARGET PREMIUM:

The average target premium reported for the quarter \$25,659, an increase of nearly 14% from the prior quarter.



Whole Life

Sales for the fourth quarter of 2025 were \$1,289 million, compared with sales of \$1,214 million for the fourth quarter of 2024. Fourth quarter whole life sales were up more than 17% when compared with the previous quarter, and up more than 6% as compared to the same period last year.

Total 4Q2025 whole life sales were \$1,289,794,856.

Total 2025 whole sales were \$4,534,738,904.

Wink's Sales & Market Report, 4th Quarter, 2025



Whole Life

THE TOP CARRIERS FOR THE QUARTER:

1. Massachusetts Mutual Life Companies
2. Mutual of Omaha
3. Americo
4. Transamerica
5. Corebridge Financial
6. Penn Mutual
7. OneAmerica
8. Ameritas
9. Lafayette Life
10. Thrivent Financial

PRIMARY PRICING OBJECTIVE:

70.2% percent of sales were through products with a primary pricing objective of Final Expense.

AVERAGE ANNUAL PREMIUM:

The average annual premium per policy reported for the quarter was \$4,786, an increase of more than 20% from the prior quarter.



Term Life

Sales for the fourth quarter of 2025 were \$565 million, compared with sales of \$603 million for the fourth quarter of 2024. Fourth quarter term life sales were down nearly 2% when compared with the previous quarter, and down more than 6% as compared to the same period last year.

Total 4Q2025 term life sales were \$565,258,695.

Total 2025 term sales were \$2,340,586,197.

Wink's Sales & Market Report, 4th Quarter, 2025



Term Life

THE TOP CARRIERS FOR THE QUARTER:

1. Pacific Life Companies
2. Prudential
3. Corebridge Financial
4. Protective Life Companies
5. National Life Group
6. Massachusetts Mutual Life Companies
7. Transamerica
8. Lincoln National Life
9. Symetra Financial
10. Sammons Financial Companies

AVERAGE ANNUAL PREMIUM:

The average annual premium per policy reported for the quarter was \$2,678, an increase of more than 20% from the previous quarter.



Wink anticipates compiling first quarter 2026's sales with a release date of May 2026.
-sjm

Source: Wink's Sales & Market Report, 4th Quarter, 2025

