



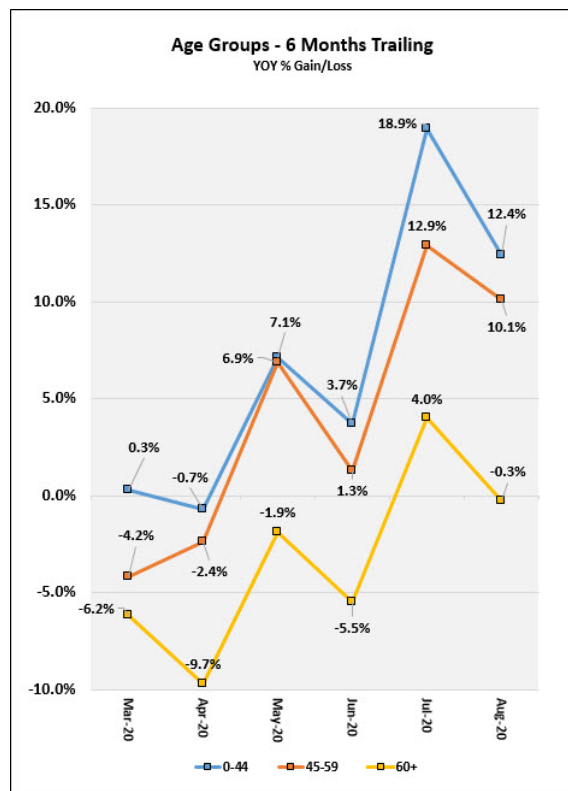
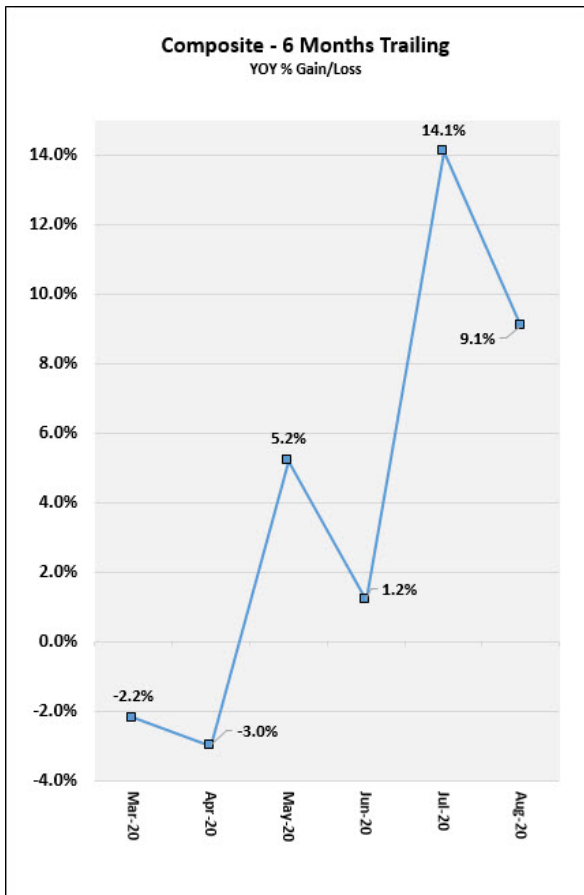
FOR IMMEDIATE RELEASE

## U.S. Life Insurance Activity Posts its Second Best Month of 2020 Reports the MIB Life Index

Under Age 60 Applicants Continue to Rule

**Braintree, MA.** (September 9, 2020) — U.S. life insurance application activity jumped for the second consecutive month, up 9.1% in August YOY, according to the [MIB Life Index](#). On the heels of a record setting July, this is the largest YOY gain for an August on record. Strong July activity put August's activity -1.2% behind that of the prior month. At August's close, the MIB Life Index is up 3.9% YTD.

U.S. age groups remained consistent as those of July with applicants under age 60 showing unprecedented growth in August—ages 0-44 up 12.4%, ages 45-59 up 10.1%, and ages 60+ off slightly -0.3% YOY. Year-to-date, applicants ages 0-44 are up 6.3%, ages 45-59 are up 3.2% and applicants ages 60+ are off -1.3% YTD. Submissions for older age applicants 60+ continue to lag as they have in the previous six months of 2020.



MIB's COO presents 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/regLl](http://www.mibsolutions.com/regLl).

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August 2020 MIB Life Index (2)

Monthly Percent Change Composite Index (year-over-year)	
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%
<b>YTD - 2020</b>	
	3.9%
<b>YTD - 2019</b>	
	0.4%
<b>Q2-2020</b>	
	1.0%
<b>Q1-2020</b>	
	1.8%
<b>Q4-2019</b>	
	1.3%
<b>Q3-2019</b>	
	-0.3%
<b>Q2-2019</b>	
	1.5%

U.S. Monthly Percent Change vs. Prior Month	
August	-1.2%

% Change Age Groups (year-over-year)	0-44	45-59	60+
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%
<b>YTD 2020</b>	<b>6.3%</b>	<b>3.2%</b>	<b>-1.3%</b>

**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](http://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](http://www.mibgroup.com).

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