

Torchmark Health Net Sales Detail

	<u>YTD</u> <u>2013</u>	<u>Second Qtr</u> <u>2013</u>	<u>First Qtr</u> <u>2013</u>	<u>YTD</u> <u>2012</u>	<u>Fourth Qtr</u> <u>2012</u>	<u>Third Qtr</u> <u>2012</u>	<u>Second Qtr</u> <u>2012</u>	<u>First Qtr</u> <u>2012</u>
United American General Agency								
Health								
Limited - Benefit Plans	460	227	233	989	236	291	232	230
Med Supp	<u>12,720</u>	<u>6,318</u>	<u>6,402</u>	<u>41,218</u>	<u>20,615</u>	<u>7,637</u>	<u>5,359</u>	<u>7,607</u>
Health Total	<u>13,180</u>	<u>6,545</u>	<u>6,635</u>	<u>42,207</u>	<u>20,851</u>	<u>7,928</u>	<u>5,591</u>	<u>7,837</u>
Direct Response								
Health								
Limited - Benefit Plans	529	453	76	727	49	127	479	72
Med Supp	<u>1,984</u>	<u>545</u>	<u>1,439</u>	<u>3,876</u>	<u>653</u>	<u>947</u>	<u>764</u>	<u>1,512</u>
Health Total	<u>2,513</u>	<u>998</u>	<u>1,515</u>	<u>4,603</u>	<u>702</u>	<u>1,074</u>	<u>1,243</u>	<u>1,584</u>
Liberty National Captive								
Health								
Limited - Benefit Plans	6,304	3,396	2,908	14,274	3,921	3,595	3,511	3,247
Med Supp	<u>211</u>	<u>99</u>	<u>112</u>	<u>818</u>	<u>284</u>	<u>161</u>	<u>163</u>	<u>210</u>
Health Total	<u>6,515</u>	<u>3,495</u>	<u>3,020</u>	<u>15,092</u>	<u>4,205</u>	<u>3,756</u>	<u>3,674</u>	<u>3,457</u>
American Income								
Health								
Limited - Benefit Plans	3,463	1,749	1,714	8,695	2,128	2,135	2,247	2,185
Med Supp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Health Total	<u>3,463</u>	<u>1,749</u>	<u>1,714</u>	<u>8,695</u>	<u>2,128</u>	<u>2,135</u>	<u>2,247</u>	<u>2,185</u>
Family Heritage								
Health								
Limited - Benefit Plans	21,939	11,216	10,723	7,441	7,441	0	0	0
Med Supp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Health Total	<u>21,939</u>	<u>11,216</u>	<u>10,723</u>	<u>7,441</u>	<u>7,441</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Health Net Sales								
Health								
Limited - Benefit Plans	32,695	17,041	15,654	32,126	13,775	6,148	6,469	5,734
Med Supp	<u>14,915</u>	<u>6,962</u>	<u>7,953</u>	<u>45,912</u>	<u>21,552</u>	<u>8,745</u>	<u>6,286</u>	<u>9,329</u>
Health Total	<u><u>47,610</u></u>	<u><u>24,003</u></u>	<u><u>23,607</u></u>	<u><u>78,038</u></u>	<u><u>35,327</u></u>	<u><u>14,893</u></u>	<u><u>12,755</u></u>	<u><u>15,063</u></u>

* Net sales is defined as annualized premium issued, net of cancellations in the first 30 days after issue, except at Direct Response where net sales is annualized premium issued at the time the first full premium is paid after any introductory offer period has expired.