

Torchmark Health Net Sales Detail

	<u>YTD</u> <u>2013</u>	<u>Third Qtr</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	705	245	227	233	989	236	291	232	230
Med Supp	<u>18,757</u>	<u>6,037</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>19,462</u>	<u>6,282</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	580	51	453	76	727	49	127	479	72
Med Supp	<u>2,950</u>	<u>966</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>3,530</u>	<u>1,017</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	9,767	3,463	3,396	2,908	14,274	3,921	3,595	3,511	3,247
Med Supp	<u>263</u>	<u>52</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>10,030</u>	<u>3,515</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	5,057	1,594	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>	<u>0</u>
Health Total	<u>5,057</u>	<u>1,594</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	32,476	10,537	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>	<u>0</u>
Health Total	<u>32,476</u>	<u>10,537</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	48,585	15,890	17,041	15,654	32,126	13,775	6,148	6,469	5,734
Med Supp	<u>21,970</u>	<u>7,055</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>70,555</u></u>	<u><u>22,945</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.