

Torchmark Health Net Sales Detail

	First Qtr 2014	YTD 2013	Fourth Qtr 2013	Third Qtr 2013	Second Qtr 2013	First Qtr 2013
United American General Agency						
Health						
Limited - Benefit Plans	206	916	211	245	227	233
Med Supp	<u>14,105</u>	<u>40,512</u>	<u>21,755</u>	<u>6,037</u>	<u>6,318</u>	<u>6,402</u>
Health Total	<u>14,311</u>	<u>41,428</u>	<u>21,966</u>	<u>6,282</u>	<u>6,545</u>	<u>6,635</u>
Direct Response						
Health						
Limited - Benefit Plans	0	591	11	51	453	76
Med Supp	<u>2,018</u>	<u>3,685</u>	<u>735</u>	<u>966</u>	<u>545</u>	<u>1,439</u>
Health Total	<u>2,018</u>	<u>4,276</u>	<u>746</u>	<u>1,017</u>	<u>998</u>	<u>1,515</u>
Liberty National Captive						
Health						
Limited - Benefit Plans	3,699	13,906	4,139	3,463	3,396	2,908
Med Supp	<u>86</u>	<u>394</u>	<u>131</u>	<u>52</u>	<u>99</u>	<u>112</u>
Health Total	<u>3,785</u>	<u>14,300</u>	<u>4,270</u>	<u>3,515</u>	<u>3,495</u>	<u>3,020</u>
American Income						
Health						
Limited - Benefit Plans	1,764	6,985	1,928	1,594	1,749	1,714
Med Supp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Health Total	<u>1,764</u>	<u>6,985</u>	<u>1,928</u>	<u>1,594</u>	<u>1,749</u>	<u>1,714</u>
Family Heritage						
Health						
Limited - Benefit Plans	9,865	43,520	11,044	10,537	11,216	10,723
Med Supp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Health Total	<u>9,865</u>	<u>43,520</u>	<u>11,044</u>	<u>10,537</u>	<u>11,216</u>	<u>10,723</u>
Total Health Net Sales						
Health						
Limited - Benefit Plans	15,534	65,918	17,333	15,890	17,041	15,654
Med Supp	<u>16,209</u>	<u>44,591</u>	<u>22,621</u>	<u>7,055</u>	<u>6,962</u>	<u>7,953</u>
Health Total	<u><u>31,743</u></u>	<u><u>110,509</u></u>	<u><u>39,954</u></u>	<u><u>22,945</u></u>	<u><u>24,003</u></u>	<u><u>23,607</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.