

Torchmark Health Net Sales Detail

	<u>YTD 2014</u>	<u>Second Qtr 2014</u>	<u>First Qtr 2014</u>	<u>YTD 2013</u>	<u>Fourth Qtr 2013</u>	<u>Third Qtr 2013</u>	<u>Second Qtr 2013</u>	<u>First Qtr 2013</u>
United American General Agency								
Health								
Limited - Benefit Plans	458	252	206	916	211	245	227	233
Med Supp	<u>22,612</u>	<u>8,507</u>	<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>23,070</u>	<u>8,759</u>	<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	4	4	0	591	11	51	453	76
Med Supp	<u>2,907</u>	<u>889</u>	<u>2,018</u>	<u>3,685</u>	<u>735</u>	<u>966</u>	<u>545</u>	<u>1,439</u>
Health Total	<u>2,911</u>	<u>893</u>	<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	7,916	4,217	3,699	13,906	4,139	3,463	3,396	2,908
Med Supp	<u>133</u>	<u>47</u>	<u>86</u>	<u>394</u>	<u>131</u>	<u>52</u>	<u>99</u>	<u>112</u>
Health Total	<u>8,049</u>	<u>4,264</u>	<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	3,997	2,233	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>	<u>0</u>	<u>0</u>
Health Total	<u>3,997</u>	<u>2,233</u>	<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	22,744	12,879	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>	<u>0</u>	<u>0</u>
Health Total	<u>22,744</u>	<u>12,879</u>	<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	35,119	19,585	15,534	65,918	17,333	15,890	17,041	15,654
Med Supp	<u>25,652</u>	<u>9,443</u>	<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>60,771</u></u>	<u><u>29,028</u></u>	<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.