

## Torchmark Health Net Sales Detail

	YTD 2014	Fourth Qtr 2014	Third Qtr 2014	Second Qtr 2014	First Qtr 2014	YTD 2013	Fourth Qtr 2013	Third Qtr 2013	Second Qtr 2013	First Qtr 2013
<b>United American General Agency</b>										
Health										
Limited - Benefit Plans	873	226	189	252	206	916	211	245	227	233
Med Supp	82,971	50,685	9,674	8,507	14,105	40,512	21,755	6,037	6,318	6,402
Health Total	83,844	50,911	9,863	8,759	14,311	41,428	21,966	6,282	6,545	6,635
<b>Direct Response</b>										
Health										
Limited - Benefit Plans	6	2	0	4	0	591	11	51	453	76
Med Supp	23,099	1,174	19,018	889	2,018	3,685	735	966	545	1,439
Health Total	23,105	1,176	19,018	893	2,018	4,276	746	1,017	998	1,515
<b>Liberty National Captive</b>										
Health										
Limited - Benefit Plans	17,084	4,948	4,220	4,217	3,699	13,906	4,139	3,463	3,396	2,908
Med Supp	299	112	54	47	86	394	131	52	99	112
Health Total	17,383	5,060	4,274	4,264	3,785	14,300	4,270	3,515	3,495	3,020
<b>American Income</b>										
Health										
Limited - Benefit Plans	9,162	2,717	2,448	2,233	1,764	6,985	1,928	1,594	1,749	1,714
Med Supp	0	0	0	0	0	0	0	0	0	0
Health Total	9,162	2,717	2,448	2,233	1,764	6,985	1,928	1,594	1,749	1,714
<b>Family Heritage</b>										
Health										
Limited - Benefit Plans	47,102	11,968	12,390	12,879	9,865	43,520	11,044	10,537	11,216	10,723
Med Supp	0	0	0	0	0	0	0	0	0	0
Health Total	47,102	11,968	12,390	12,879	9,865	43,520	11,044	10,537	11,216	10,723
<b>Total Health Net Sales</b>										
Health										
Limited - Benefit Plans	74,227	19,861	19,247	19,585	15,534	65,918	17,333	15,890	17,041	15,654
Med Supp	106,369	51,971	28,746	9,443	16,209	44,591	22,621	7,055	6,962	7,953
Health Total	180,596	71,832	47,993	29,028	31,743	110,509	39,954	22,945	24,003	23,607

\* 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.