

TORCHMARK CORPORATION

Health Net Sales Detail⁽¹⁾

(Unaudited)

(Dollar amounts in thousands)

	YTD 2018	Q4 2018	Q3 2018	Q2 2018	Q1 2018	YTD 2017	Q4 2017	Q3 2017	Q2 2017	Q1 2017
United American General Agency										
Health										
Limited—Benefit Plans	\$ 480	\$ 133	\$ 105	\$ 150	\$ 92	\$ 500	\$ 112	\$ 112	\$ 136	\$ 140
Medicare Supplement	69,487	29,619	12,517	13,260	14,091	60,670	27,618	8,910	12,858	11,284
Health Total	69,967	29,752	12,622	13,410	14,183	61,170	27,730	9,022	12,994	11,424
Direct Response										
Health										
Limited—Benefit Plans	—	—	—	—	—	—	—	—	—	—
Medicare Supplement	4,769	1,330	878	986	1,575	5,582	1,792	1,205	1,049	1,536
Health Total	4,769	1,330	878	986	1,575	5,582	1,792	1,205	1,049	1,536
Liberty National Captive										
Health										
Limited—Benefit Plans	22,098	6,392	5,452	5,277	4,977	20,407	5,849	5,256	4,834	4,468
Medicare Supplement	—	—	—	—	—	—	—	—	—	—
Health Total	22,098	6,392	5,452	5,277	4,977	20,407	5,849	5,256	4,834	4,468
American Income										
Health										
Limited—Benefit Plans	14,432	3,735	3,611	3,700	3,386	13,943	3,574	3,797	3,449	3,123
Med Supp	—	—	—	—	—	—	—	—	—	—
Health Total	14,432	3,735	3,611	3,700	3,386	13,943	3,574	3,797	3,449	3,123
Family Heritage										
Health										
Limited—Benefit Plans	60,268	15,221	16,026	15,537	13,484	56,534	14,779	14,227	14,115	13,413
Medicare Supplement	—	—	—	—	—	—	—	—	—	—
Health Total	60,268	15,221	16,026	15,537	13,484	56,534	14,779	14,227	14,115	13,413
Total Health Net Sales										
Health										
Limited—Benefit Plans	97,278	25,481	25,194	24,664	21,939	91,384	24,314	23,392	22,534	21,144
Medicare Supplement	74,256	30,949	13,395	14,246	15,666	66,252	29,410	10,115	13,907	12,820
Health Total	<u>\$ 171,534</u>	<u>\$ 56,430</u>	<u>\$ 38,589</u>	<u>\$ 38,910</u>	<u>\$ 37,605</u>	<u>\$ 157,636</u>	<u>\$ 53,724</u>	<u>\$ 33,507</u>	<u>\$ 36,441</u>	<u>\$ 33,964</u>

(1) Net sales is annualized premium issued (Gross premium that would be received during the policies' first year in force and assuming that none of the policies lapsed or terminated.), net of cancellations in the first thirty days after issue, except in the case of Globe Life 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. We believe that net sales is a better indicator of the rate of premium growth as compared to annualized premium issued.