

NO ONE SHOULD HAVE TO STRUGGLE FINANCIALLY

after the death of a loved one



Immediately following the death of a spouse...

of non-life insurance policy owners 1

of life insurance policy owners 1

Have trouble paying living expenses





Household income decreased by



22%



increased by



Overall wealth eroded by





The Life Insurance Gap³

48%

of all households have a life insurance need gap equivalent to 60M+

\$200,000 average life insurance need per household



Estimated value of underinsured market for life insurance includes both uninsured and



\$340 billion new life insurance

potential addressable market each year

\$12 trillion current sales potential of underinsured market

There is value in reaching out at the right time

are more likely to purchase or update their insurance based on a life event that has occurred.

The LexisNexis Active Insights platform helps insurers engage with individuals who

124M life policies

in force for the industry



5% yearly hit rate of individuals

experiencing a life event



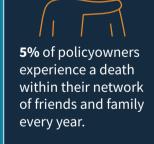
average yearly life insurance

premium



opportunity to up-sell

life insurance to individuals experiencing a life event









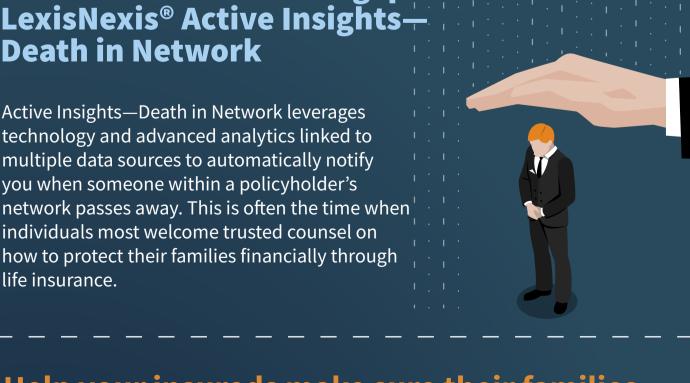
experienced the death

of a loved one.5

Death in Network Active Insights—Death in Network leverages technology and advanced analytics linked to

Close the life insurance gap w

multiple data sources to automatically notify you when someone within a policyholder's network passes away. This is often the time when individuals most welcome trusted counsel on how to protect their families financially through life insurance.



Help your insureds make sure their families are protected through timely outreach.



insurance.sales@lexisnexisrisk.com 1. "The Financial Impact of Premature Deaths" LIMRA, 2003.

For more information call 877.719.8806 or email

- 3. "Turn Up The Volume \$12 Trillion Sound Opportunities." Trends in Life Insurance Ownership Study.
- LIMRA, 2016. 4. LexisNexis Risk Solutions Active Insights - Death in Network Analysis 2019

5. "Who Buys What and Why LIMRA study: http://www.limra.com/Research/Abstracts/PD-F/2017/171127-02.pdf?research_id=10737453948