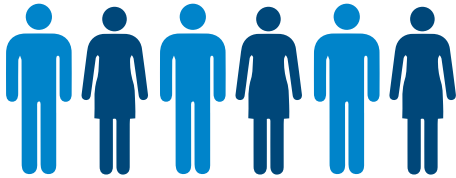


THINK IT'S TOO EXPENSIVE?

Most people overestimate the cost of life insurance coverage by more than **3x** its actual cost, while **millennials overestimate the cost by 5x** the actual cost!

AVERAGE COST OF A
50,000
TERM LIFE POLICY FOR
A HEALTHY 30-YEAR-OLD.



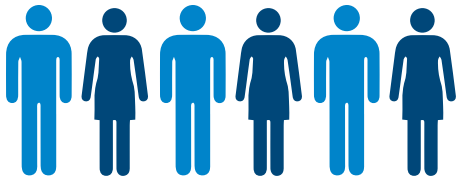
PERCEPTION vs. REALITY

MOST THINK → **\$100***

MILLENNIALS THINK → **\$160***

REALITY → **\$32*** PER YEAR

AVERAGE COST OF A
125,000
TERM LIFE POLICY FOR
A HEALTHY 30-YEAR-OLD.



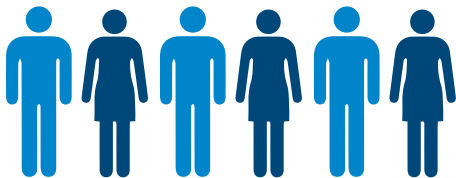
PERCEPTION vs. REALITY

MOST THINK → **\$240***

MILLENNIALS THINK → **\$400***

REALITY → **\$80*** PER YEAR

AVERAGE COST OF A
250,000
TERM LIFE POLICY FOR
A HEALTHY 30-YEAR-OLD.



PERCEPTION vs. REALITY

MOST THINK → **\$480***

MILLENNIALS THINK → **\$800***

REALITY → **\$160*** PER YEAR

* American Payroll Association, "Getting Paid in America Survey." 2017.