

Playing The Long Game: Life Insurance Showdown

Hosts: Jeff Hillgoth & Carrie McNamara

THE
L O N G
GAME

Life Insurance
Awareness Month 2025

Life Insurance Awareness Month 2025

September 26, 2025



Today's Hosts



Jeff Hillgoth

Regional Sales Manager, Midwest
Trustmark Voluntary Benefits



Carrie McNamara

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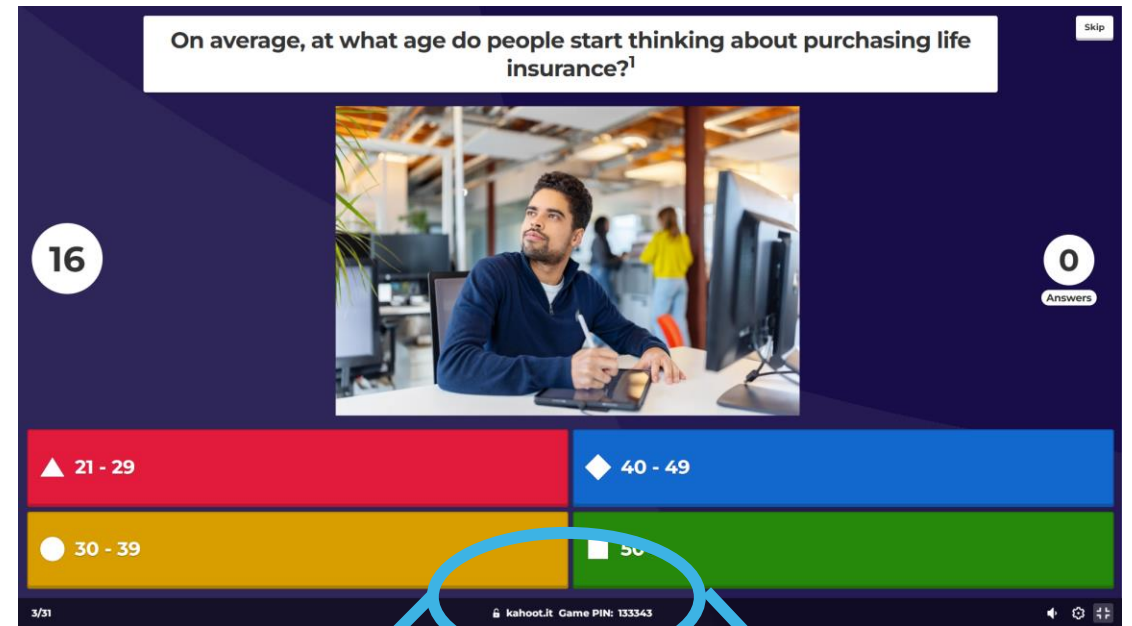
A Little Housekeeping...

- When sending questions in the chat, please select "Direct" and choose Jeff Hillgoth
- We will be leaving time for Q&A at the end of the presentation
- All your mics will be muted
- You'll be automatically directed to a survey at the end — please give us your feedback!
- The webinar is being recorded and will be shared for on-demand consumption
- Slides will also be available for download



Who's Ready to Play?

- Play from your phone, we'll share a QR code to get you started
- Enter your first name, last initial
- 20 seconds to answer a multiple-choice question
- Simply click the correct response for each question
- Points awarded for accuracy AND speed
- Running leaderboard
- Rejoin at any time using the information at the bottom of the screen
 - Visit kahoot.it in your phone browser
 - Enter the code



Kahoot.it Pin: ### ##

It's Time to Play!

The Long Game: Life Insurance Showdown

**THE
LONG
GAME**

Life Insurance
Awareness Month 2025

Life Insurance Awareness Month 2025

Our Opportunity to Raise Awareness

- **Life Insurance is more than just a benefit for employees:**
 - It's can provide protection for their family, friends, and loved ones
 - It's can be a financial tool to provide security later in life



Round 1

On average, at what age do people start thinking about purchasing life insurance?¹



▲ 21 - 29

◆ 40 - 49

● 30 - 39



■ 50+

What percent of Americans overestimate the costs of life insurance?²



▲ 20%

◆ 40%

● 70%



■ 95%

What's the biggest reason people don't buy life insurance?³



▲ They think it's too expensive ✓

◆ They're healthy, they don't need it

● They don't want to think about passing away

■ It's too much paperwork

What percent of US workers say they have life insurance through their workplace?⁴



▲ 27%

◆ 68%

● 55%



■ 90%

How many adults with only workplace life insurance say it's enough coverage?⁴



▲ 71%

◆ 57%



● 43%

■ 60%

Combining Term and Permanent Life Insurance

Giving employees solutions to customize their protection as they see fit

Term Life Insurance

- Provides an added layer of protection for a given period of time to help with temporary expenses:
 - Mortgages
 - Education expenses for children
 - Additional living expenses for young children living at home

Permanent Life Insurance

- Provides a baseline of protection that a policyholder will need throughout life:
 - Funeral expenses
 - Living expenses for spouse
 - Outstanding debt
 - Long-term care

Why Offer Voluntary Life Insurance?

Coverage Provided Through the Workplace Can Play a Significant Role in Protecting Families

- **It's the cornerstone of financial wellness**
 - Life insurance continues to be a main source of financial security for employees
- **It fits alongside employer-sponsored plans**
 - Voluntary life insurance can perfectly complement an employees existing life insurance offering to ensure maximum coverage
- **It promotes costs savings**
 - Offering voluntary benefits come at no cost to employers



How Do You Build Client Awareness?

With Resources That Make Communicating the Benefits Easy



Why universal life insurance?

Life insurance coverage provided through the workplace can play a significant role in protecting families. Many employers offer a term life product for a period of time as a financial safety net to employees. Universal life coverage – a type of permanent life insurance – can complement that coverage with protection that lasts a lifetime.

1 It's the cornerstone of financial wellness
Life insurance is essential to all benefit portfolios, which is why 52 percent of private sector employers offer life insurance and 66 percent of employees enroll. Employees are concerned about protecting their families in the event of a death and life insurance continues to be a main source of financial security.

2 It fits alongside employer-sponsored plans
Universal life insurance can perfectly complement an employer's existing life insurance offerings to ensure maximum coverage. And employees can select their benefit amounts to fit their current financial situation, making universal life insurance equally powerful as a stand-alone life insurance policy.

3 May include long-term care benefits to provide protection well beyond the norm
It is more difficult than ever for employers and employees to find affordable long-term care protection, especially as care costs continue to increase. Some policies combine the protection of long-term care benefits with universal life insurance, giving employees much-needed coverage that's difficult to find elsewhere.

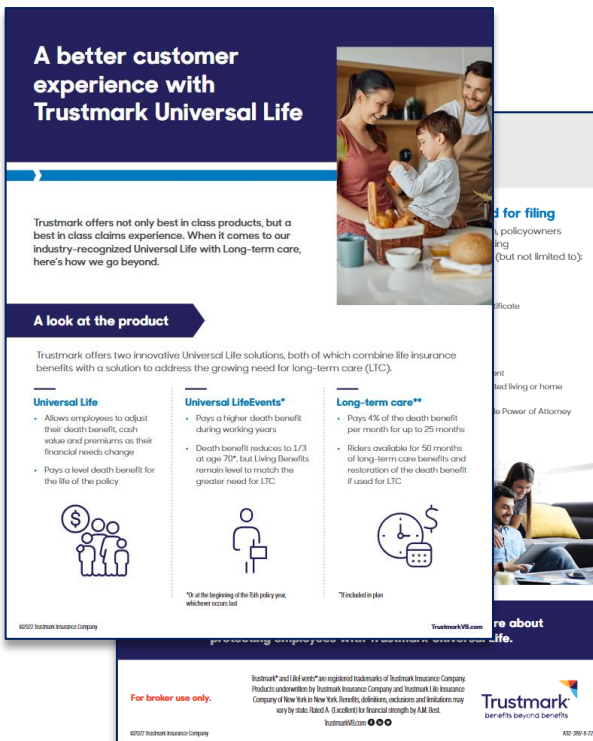
106 million American adults do not believe they have adequate life insurance coverage.*

*Source: U.S. Labor Statistics, Employee Benefits in the United States, 2022. Insurance Research Study conducted by LIMRA and U.S. Life Issues, 2022.

Trustmark Mutual Holding Company
Aflac 2024-2025

Why Universal Life Insurance?

- Flyer



A better customer experience with Trustmark Universal Life

Trustmark offers not only best in class products, but a best in class claims experience. When it comes to our industry-recognized Universal Life with Long-term care, here's how we go beyond.

A look at the product

Trustmark offers two innovative Universal Life solutions, both of which combine life insurance benefits with a solution to address the growing need for long-term care (LTC).

Universal Life

- Allows employees to adjust their death benefit, cash value and premiums on their financial needs change
- Pays a level death benefit for the life of the policy

Universal LifeEvents*

- Pays a higher death benefit during working years
- Death benefit reduces to 1/3 at age 70*, but Living Benefits remain level to match the greater need for LTC

Long-term care**

- Pays 4% of the death benefit per month for up to 25 months
- Riders available for 50 months of long-term care benefits and restoration of the death benefit if used for LTC

*At the beginning of the 5th policy year, whichever occurs first.
**Included in plan

Trustmark Mutual Holding Company
Aflac 2024-2025

A better customer experience with Trustmark Universal Life

- Brochure



Combining Term and Permanent Life Insurance

Voluntary Benefits

Trustmark Mutual Holding Company
Aflac 2024-2025

Combining Term and Permanent Life Insurance

- Brochure

Round 2

Approximately, how much is a \$100K Universal LifeEvents[®] policy per month for someone buying a policy at age 35?⁵



▲ \$48

◆ \$116

● \$58



■ \$84

Approximately, how much is a \$100K Universal LifeEvents[®] policy per month for someone buying a policy at age 45?⁵



▲ \$60

◆ \$82



● \$24

■ \$58

Approximately, how much does the average coffee lover spend on coffee per month?⁶



▲ \$84



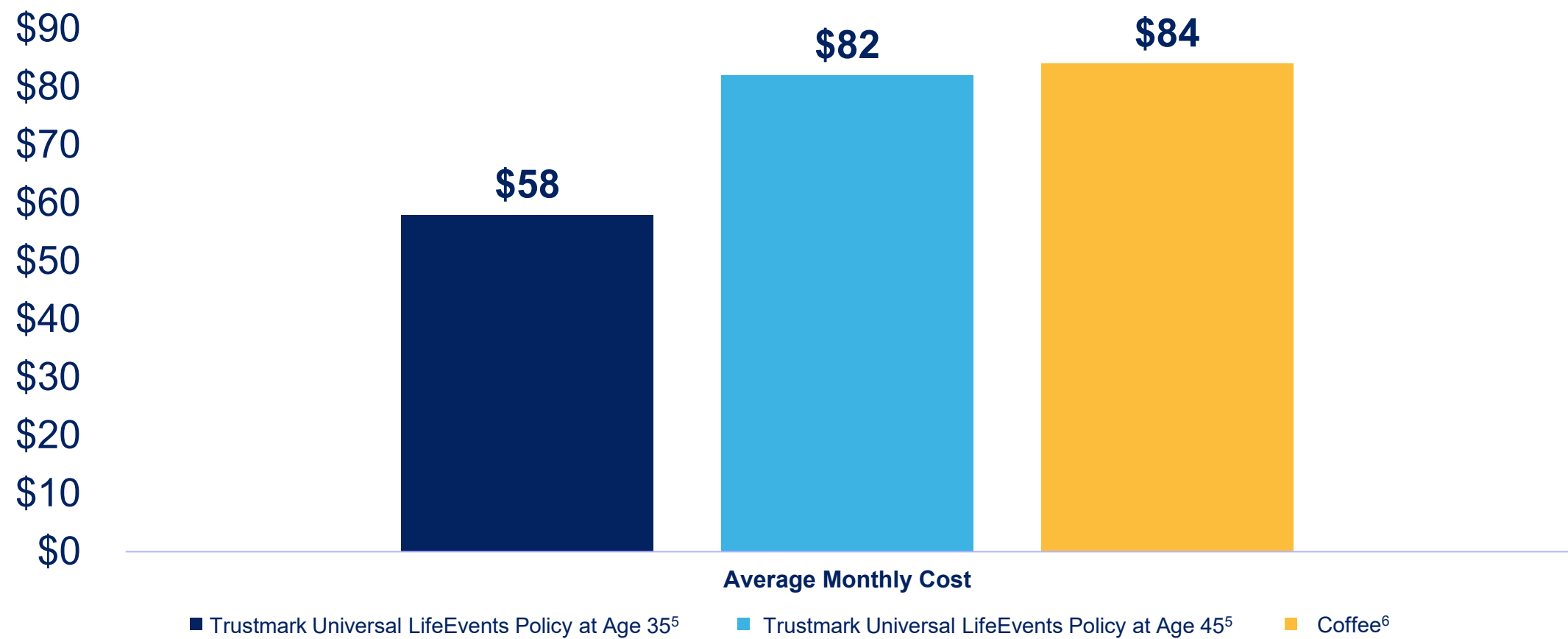
◆ \$36

● \$60

■ \$116

The Benefits of Playing The Long Game

Cost of Life Insurance for Someone Starting Their Policy at Age 35 & 45 vs. the Average Cost of Coffee



⁵ With no additional riders. Based on Trustmark's Book of Business in 2025.

⁶ Coffee Statistics: Consumption, Preferences, & Spending. Drive Research. 2024.

Approximately, how much is a \$100K Universal LifeEvents[®] policy per month for someone buying a policy at age 25?⁵



▲ \$72

◆ \$64

● \$56

■ \$40



Approximately, how much does the average person spend each month on video streaming services?⁷



▲ \$97

◆ \$69

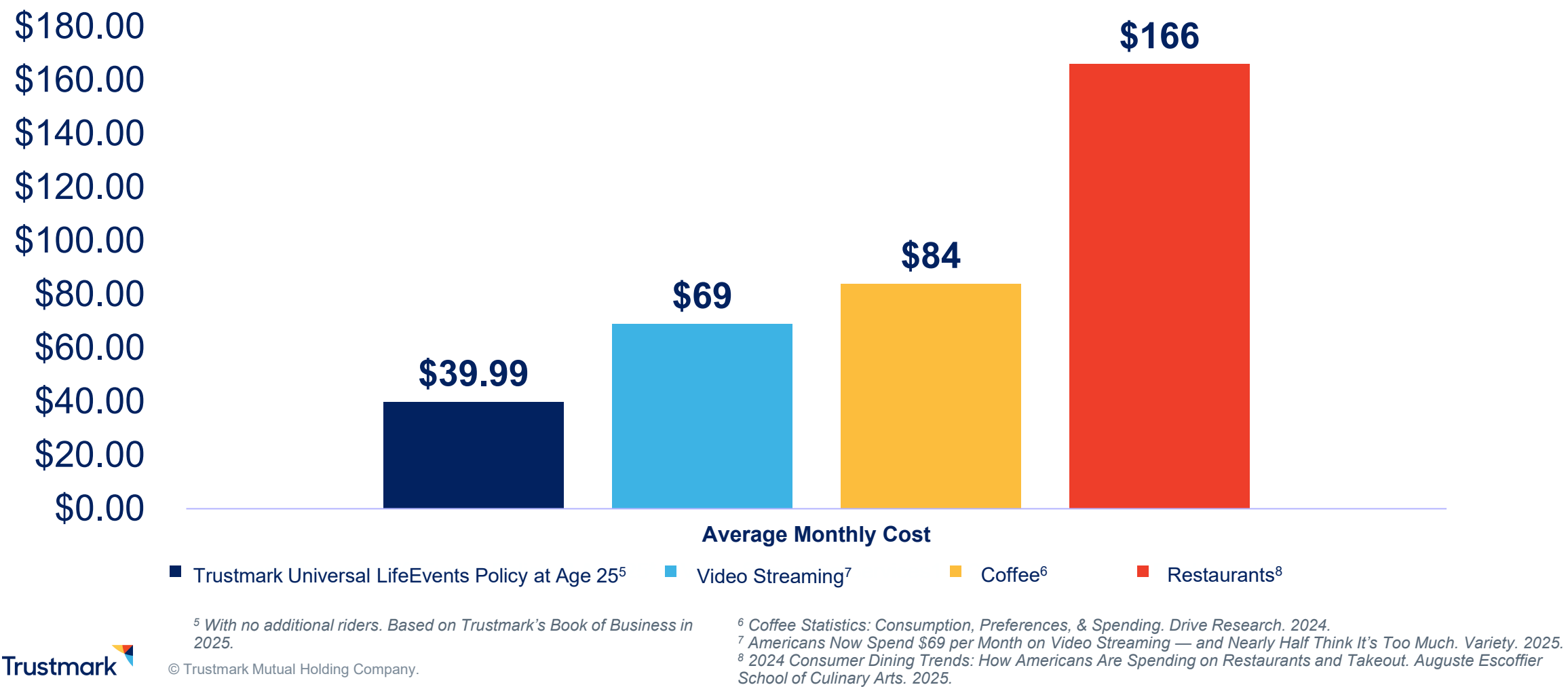


● \$18

■ \$46

The Benefits of Playing The Long Game

Cost of Life Insurance for Someone Starting Their Policy at Age 25 vs. Other Monthly Expenses



The Value in Making Benefits Simple, Clear, and Relatable

Show the Cost of Life Insurance in Real-Life Terms

- Life Insurance Awareness Month is the perfect time to recalibrate your conversations around affordability, timing, and real-life expectations:
 - Quote per-paycheck by default (with a monthly toggle for those who want it)
 - Showcase the “cost of waiting” with simple age-based comparisons woven into meetings, microsites and new-hire packets
 - Bring portability and beneficiary updates out of the fine print and into the core message
 - Use multi-channel communication
 - Appeal to emotion, not just reason

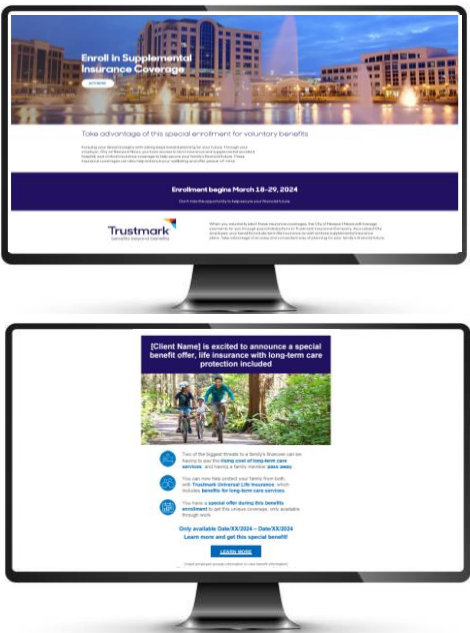


What Can You Do To Help Build Employee Awareness?

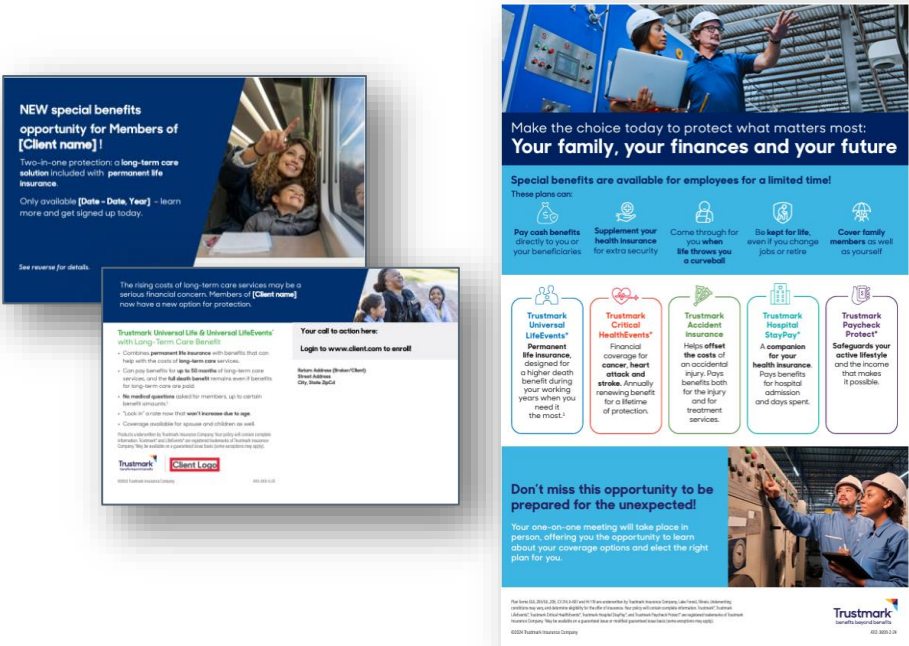
Utilize Educational Tools & Resources During Enrolment

- We can provide your clients with pre-approved, templated marketing communications for case enrollments, including:

Digital Content



Print Materials



Policy Benefit Summaries



Landing Pages, Microsites
and Email

Postcards and Posters

Print and PDF files



What Can You Do To Help Build Employee Awareness?

Simplify the Enrollment Experience With Trustmark Enroll For Life™

- Enroll For Life self-service platform that makes it easy to engage employees, simplify administration, and drive participation
- Also available:
 - Simpink, Selerix enrollments



Round 3

Among those earning \$50,000 - \$149,000 annually, what percent report needing more life insurance?⁹



▲ 7%

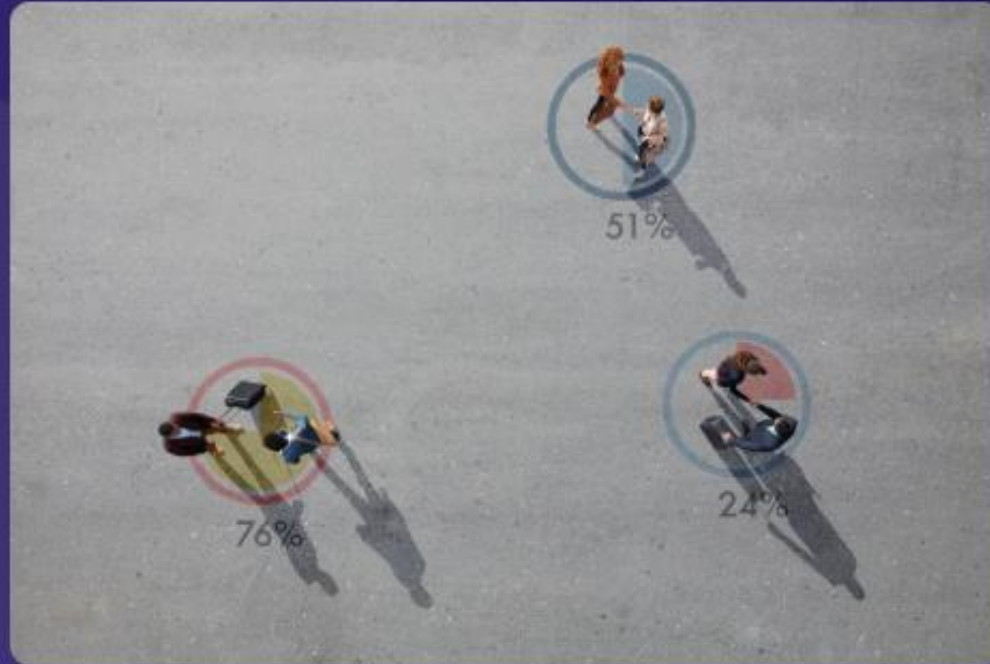
◆ 18%

● 39%



■ 53%

What percent of life insurance ownership comes from Gen Z?⁹ (People born 1997 to 2010)



▲ 36%



◆ 5%

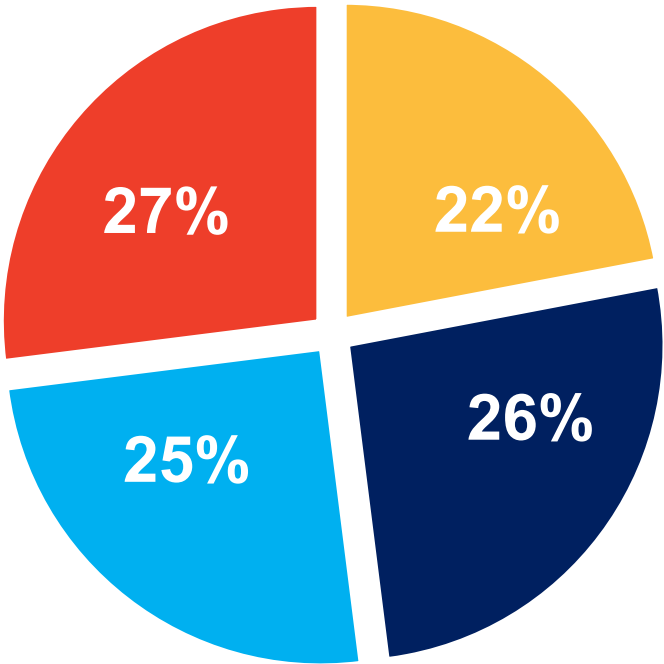
● 62%

■ 77%

Who's Purchasing Trustmark Universal LifeEvents®?

Everyone!

- 18-29 Years
- 30-39 Years
- 40-49 Years
- 50+ Years



Industry	Percent of inforce business by policy count
Education	37%
Healthcare	14%
Retail/Sales	14%
Office Work	13%
Public Admin	13%
Manufacturing	8%

What percent of adults say they are only "somewhat" or "not at all" knowledgeable about life insurance?⁹



▲ 66%

◆ 41%



● 5%

■ 87%

What percent of adults use social media to seek information about insurance products?¹⁰



▲ 62%



◆ 31%

● 77%

■ 2%

How many Americans say they need life insurance (or more of it)?¹¹



▲ 4 Million

◆ 25 Million

● 102 Million



■ 153 Million

How Can You Help Employees Play The Long Game?

Offer Innovative Life Solutions That Support Their Unique Needs



Trustmark Universal Life

- Flexible death benefits, premium, and cash value
- Benefits can be received as a death benefit or living benefits



Trustmark Universal LifeEvents®

- Higher death benefit during working years when expenses are high (reduces at age 70*)
- Higher living benefits for long-term care remain



Trustmark Life + Care®

- Guaranteed rates and benefits
- Can include benefits for professional or family caregiving
- Two options for death benefit reduction: 50% or 67% reduction**

**Or at the beginning of the 15th policy year, whichever occurs last*

***At the later of age 70 or the 10th policy anniversary*

How Can You Help Employees Play The Long Game?

Access the Launchpad To Equip Yourself With Tools To Educate, Engage, and Build Trust

Website:

- www.trustmarkins.com/launchpad

Login:

- Your email

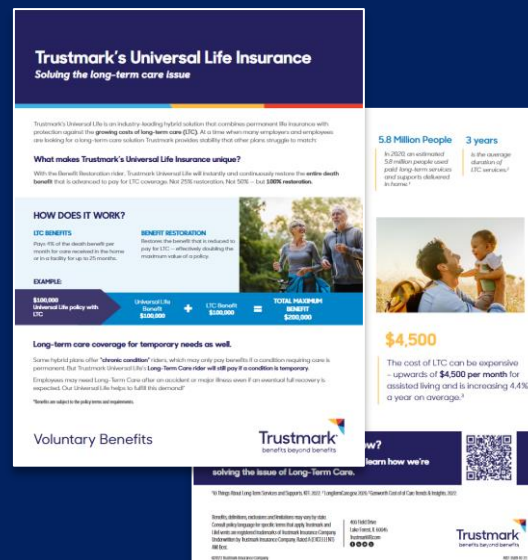
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- TrustmarkVIP



Trustmark's Universal Life Insurance

-Flyer



Why act now on life insurance?

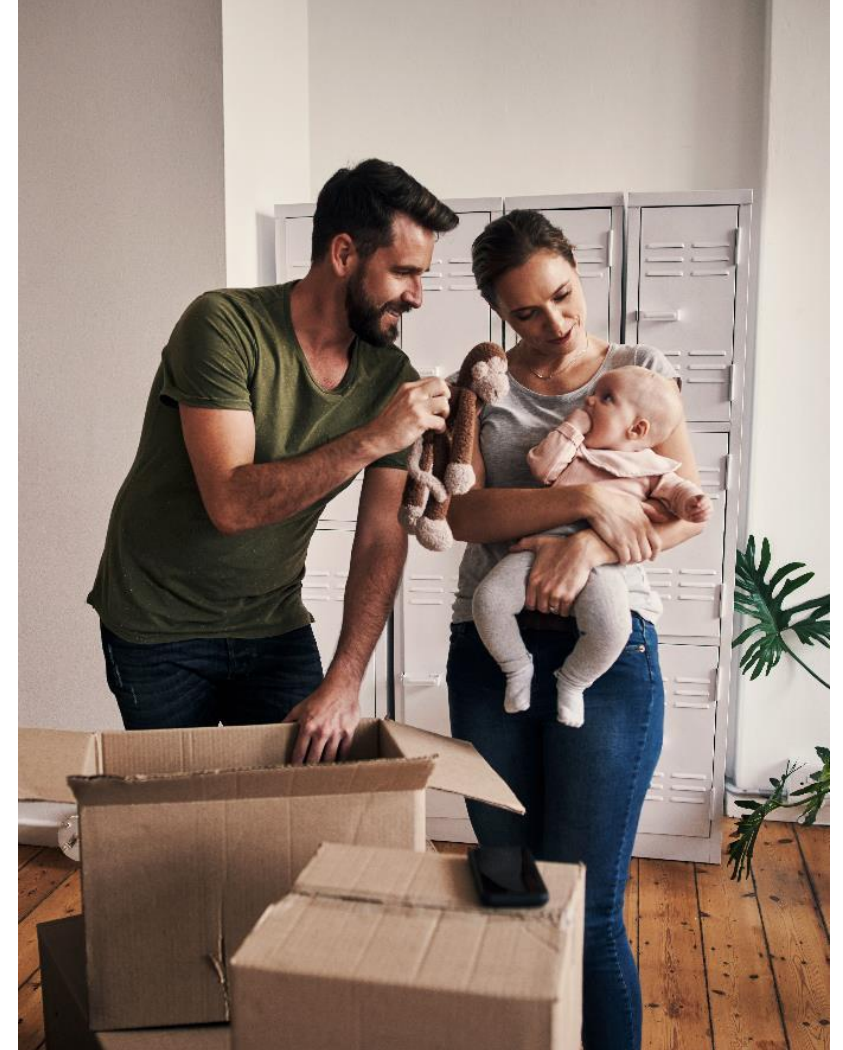
-Flyer



Key Takeaways

It's Time for Employees to Play The Long Game

- Understanding how employees think about life insurance can help you uncover opportunities to better engage them
- Leading your client conversations with education can help them make informed choices to better protect their employees' financial futures
- We're here to help — use our resources to spark conversations, share education, and build confidence in the value of voluntary life insurance



Any questions?

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Life Insurance
Awareness Month 2025

References

- ¹ *What age should you buy life insurance?* The Savings Bank Mutual Life Insurance Company of Massachusetts. 2025.
- ² *Life Insurance Awareness Month: A Time to Help More Consumers Get the Life Insurance Coverage They Say They Need.* LIMRA. 2024.
- ³ *Three Misconceptions May Deter American from Getting the Life Insurance They Need.* LIMRA. 2023.
- ⁴ *2025 Facts About Life Insurance — Workplace Benefits.* LIMRA. 2025.
- ⁵ *With no additional riders.* Trustmark Book of Business. 2025.
- ⁶ *Coffee Statistics: Consumption, Preferences, & Spending.* Drive Research. 2024.
- ⁷ *Americans Now Spend \$69 per Month on Video Streaming — and Nearly Half Think It's Too Much.* Variety. 2025.
- ⁸ *2024 Consumer Dining Trends: How Americans Are Spending on Restaurants and Takeout.* Auguste Escoffier School of Culinary Arts. 2025.
- ⁹ *Life Insurance facts and statistics 2025.* BankRate. 2025.
- ¹⁰ *They Don't Understand life Insurance and Overestimate Its Costs.* Life Happen, A NAIFA Community. 2025.
- ¹¹ *U.S. Life Insurance Need Gap Grows in 2024.* LIMRA. 2024.