

Big numbers. Local impact.

Wisconsin



Here's a look at what we do in your state.

Life insurance protection

\$6,318,322,338

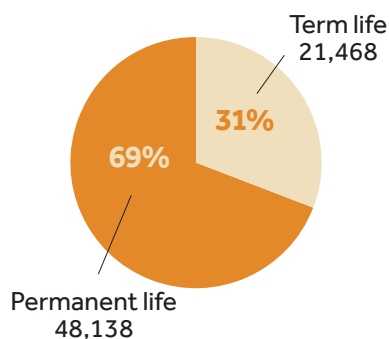
Provided in life insurance coverage to Wisconsin policyholders in 2014.

Average life insurance cash value



\$15,660

Life Insurance Policies



Our presence



80,056

New York Life policyholders



161

New York Life workforce



72

New York Life offices

Policyholder benefits

provided in 2014

\$53,533,522

Death benefits paid **\$43,873,735**

Lifetime annuity income paid **\$9,659,787**

Living benefits

Increase in life insurance cash value **\$24,229,447**

Growth in fixed deferred annuities **\$12,570,921**

Policy dividends paid **\$16,623,390**

The first policy issued

The first policy owner in Wisconsin Territory was William H. Byron, a 37-year-old merchant from Milwaukee. He was insured for \$5,000 under policy no. 60. The policy was issued July 31, 1845. The applicant (beneficiary) was his wife, Emma. Mr. Byron became the Company's agent for Wisconsin when it was admitted to the Union in 1849.

Please refer to back page regarding definition of terms.

The first death benefit paid

The first death claim in Wisconsin Territory was paid in 1847. The insured was Alexander J. Irwin, a 38-year-old receiver at the Green Bay land office. He was insured for \$3,000 under policy no. 991, issued March 11, 1847. He died June 14, 1847, from heart disease and the proceeds were paid to his beneficiary in November of that year.



The Company You Keep®

Terms to know...

Life insurance protection—is the total face amount of in force individual life insurance contracts (Term, Whole Life, Variable Universal Life (VUL) and Universal Life)) outstanding for New York Life Insurance Company (NYLIC) and its domestic insurance subsidiaries as of December 31, 2014. The company's individual life insurance in force in all fifty states totaled \$871.14 billion as of December 31, 2014 (including \$169.18 billion for New York Life Insurance and Annuity Corporation (NYLIAC)).

Average life insurance cash value—the average accumulated cash value of all whole life, universal life, and variable universal life policies in force during 2014.

Life Insurance Policies—number of individual term, whole life, universal life, and variable universal life policies in force as of December 31, 2014. Term and whole life policies are issued by NYLIC. Universal and variable universal life policies are issued by NYLIAC, a wholly-owned subsidiary of NYLIC.

Permanent Life Insurance—life insurance policies that accumulate a cash value in addition to death benefit protection, which includes whole life, universal life, and variable universal life.

New York Life policyholders—owners of individual life insurance policies and individual annuity policies as of December 31, 2014.

New York Life workforce—New York Life home office and field employees, agents, and agent staff, as applicable.

New York Life offices—includes Home Office locations, General and Sales Offices, service centers, and detached agent offices, as applicable.

Policyholder benefits—primarily include death claims paid to beneficiaries and annuity payments. Policyholder benefits reflect the consolidated

results of NYLIC and its domestic insurance subsidiaries. *Death benefits paid* represents the total dollar amount of death claims paid in 2014. *Lifetime Annuity Income paid* represents payouts on income/immediate annuity policies not including death claim payments or structured settlements. Annuity contracts are generally issued by NYLIAC. NYLIC's policyholder benefits, in all fifty states, were \$6,440,666,955 for the 12 months ended December 31, 2014. NYLIAC's policy holder benefits, in all fifty states, were \$2,637,668,888 for the 12 months ended December 31, 2014.

Living benefits—include cash value accumulation in permanent life insurance policies and account value accumulation in annuities. *Increase in Life Insurance cash value* represents the total of increase in cash value, on whole life, universal life, and variable life insurance policies in 2014. *Increase in fixed deferred annuities* represents the total of increase in account value due to interest on fixed deferred annuities, and the increase in the Fixed Account option on variable deferred annuities in 2014. *Policy dividends paid* represents the total dividends paid on participating policy's anniversary date in 2014. Dividends are payments made to eligible policyholders from divisible surplus. Dividends are not guaranteed. NYLIAC does not issue any participating products, and therefore, its products are not eligible for dividends.

New York Life refers either separately to the parent company, New York Life Insurance Company (NYLIC), or one of its subsidiaries, or collectively to all New York Life companies, which include NYLIC and its subsidiaries and affiliates, including New York Life Insurance and Annuity Corporation (NYLIAC) and NYLIFE Insurance Company of Arizona (NYLAZ). NYLAZ is not authorized in New York or Maine, and does not conduct insurance business in New York or Maine. Further financial information about New York Life is available on our website, www.newyorklife.com.

New York Life Insurance Company

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