



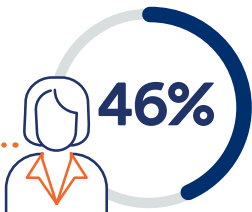
Worksite Smarter.

An opportunity to better serve women in the workforce.

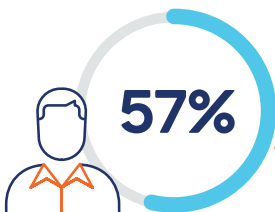
Women have others that depend on them. What would it mean to their family’s finances and quality of life if they were no longer there?



74% of women in the workforce have children under 18 years of age.¹



Financial Protection²
(% with life insurance)



Women and Life Insurance

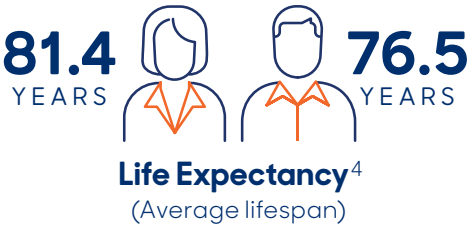
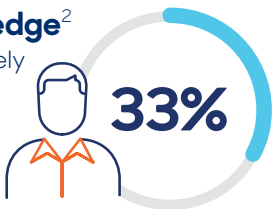
Not only are women less likely to own life insurance — they are more likely to be underinsured with lower coverage amounts than men.³

A need for education

When it comes to feeling knowledgeable about life insurance, women are even less confident than men.



Insurance Knowledge²
(Feel very to extremely knowledgeable)



A need for savings to go further

Women living longer means retirement savings needs to stretch further. Certain types of life insurance can also provide a source of supplemental income later in life.

Together, we can help women in the workforce

MassMutual’s Group Whole Life offers guaranteed life insurance protection that lasts a lifetime⁵, along with guaranteed cash value. Plus expert enrollment support is available to help ensure employees understand the value of benefits and maximize participation.

To learn more about **MassMutual Worksite solutions**, contact your benefits broker.

¹ U.S. Department of Labor, Women’s Bureau

² 2024 Insurance Barometer Study, LIMRA and Life Happens

³ Based on life insurance amounts x salary. MassMutual State of the American Family survey, 2023

⁴ Center for Disease Control and Prevention; Mortality in the United States, 2024

⁵ As long as premiums are paid.

The product and/or certain features may not be available in all states. State variations will apply. Group Whole Life Insurance (GPWL), (policy/certificate forms MM-GPWL-2014 and MM-GCWL-2014, and MM-GPWL-2014 (NC) and MM-GCWL-2014 (NC) in North Carolina), is level premium, participating permanent life insurance. The GPWL policy and GCWL certificates are issued by Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001.

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