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# Primerica Welcomes Senior Leaders to Atlanta to Kick Off 2019

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) is hosting its top representatives from across the United States and Canada for its Senior Leadership Meeting in Atlanta on January 2-3, 2019. The event will largely focus on new sales force and client initiatives for 2019.

The meeting will also celebrate Primerica's ongoing success in 2018, including term life insurance face amount in force of approximately \$782 billion<sup>1</sup> at year end, as well as record-breaking Investment and Savings Products sales of \$7 billion, an increase of 13% year-over-year.

"2018 was another outstanding year for Primerica as we continued to execute our strategy to drive growth and improve performance by expanding distribution and prudently deploying capital," said Glenn Williams, Chief Executive Officer. "We ended the year with a sales force of more than 130,700 life insurance-licensed representatives and more than 25,000 mutual fund-licensed representatives, both of which represent the highest counts since the Company went public in 2010. Our diverse, talented sales force is our biggest competitive advantage, and it positions us well to continue providing exemplary service and financial products to middle income families while delivering long-term value for all of our stakeholders."

Additional 2018 production results include:

- Recruiting of New Representatives: 291,000
- Term Life Insurance Face Amount Issued: \$95 billion
- Term Life Insurance Claims Paid to Policy Beneficiaries: \$1.4 billion
- Client Asset Values of approximately \$56 billion at year end
- Compensation Paid to the Sales Force of approximately \$790 million<sup>2</sup>

Williams continued: "In 2019, we plan to refine our clients' experience, evaluate new product offerings, and enhance distribution capabilities for our representatives. The middle income market's need for income protection and retirement savings is greater than ever. Thanks to the strong leadership of our sales force, I am confident in our ability to meet the financial needs of hard-working families throughout North America in the coming year."

*1. Production results contained herein are projected, and percentage changes compare 2018 results with 2017 results.*

*2. Compensation paid to the sales force reflects combined U.S. and Canadian dollars in the local currency earned by the representative. Exchange rates fluctuate daily.*

## **About Primerica, Inc.**

Primerica, Inc., headquartered in Duluth, GA, is a leading provider of financial services to middle income families in North America. Primerica representatives educate their clients about how to better prepare for a more secure financial future by assessing their needs and providing appropriate strategies through term life insurance, which the Company underwrites, and mutual funds, annuities and other financial products, which are distributed primarily on behalf of third parties. The Company insured approximately 5 million lives and had over 2 million client investment accounts at December 31, 2018. Primerica stock is included in the S&P MidCap 400 and the Russell 2000 stock indices and is traded on The New York Stock Exchange under the symbol "PRI."

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