

January 2, 2026



# Primerica Achieves New Milestones, Kicking Off 2026 With Its Largest Senior Leadership Meeting Ever

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE: PRI), a leading provider of financial products and services in the U.S. and Canada, will kick off the new year on Jan. 7-8 with a virtual gathering of more than 1,000 of its top field leaders, the largest senior leadership gathering in the company's history.

"In 2025, more than 151,500 <sup>1</sup> life-licensed insurance representatives served middle-income families across North America, helping them to work toward achieving their financial goals. We issued nearly \$112 billion in term life insurance, bringing coverage in force to a record \$968 billion. Most importantly, we paid more than \$1.8 billion in death claims, providing critical support to families when it mattered most," said Glenn J. Williams, CEO of Primerica. "That same focus on long-term security helped clients invest nearly \$15 billion toward their future, pushed assets under management to a record \$128 billion and helped families access more than \$665 million in mortgages to manage debt or buy a home<sup>2</sup>."

As part of the company's continued drive to expand its distribution capabilities, over 360,000 new representatives were recruited throughout 2025, resulting in over 48,500 new life-licensed representatives. The company also ended the year with over 2,400 newly securities-licensed representatives, bringing the company's total number of licensed securities representatives to over 25,600.

<sup>1</sup> All production results contained herein are preliminary.

<sup>2</sup> Total mortgage origination volume includes mortgages in the United States and Canada. A representative's ability to market mortgage products is subject to state and federal licensing requirements. U.S. Mortgage & Home Equity Loans: Primerica Mortgage, LLC, NMLS ID # 1723477 (<https://nmlsconsumeraccess.org>). EQUAL HOUSING OPPORTUNITY. Primerica Mortgage, LLC is a state licensed Mortgage Broker, with its headquarters office located at 1 Primerica Parkway, Duluth, GA 30099-0001. Phone Number: 1-855-357-1054. Mortgage products are offered through a contractual agreement between Primerica Mortgage, LLC and a third-party lender (U.S. only). For additional disclosures and a complete list of states where residential mortgage loans are offered, please visit <https://bit.ly/PriMortgage>. Mortgage Loans (Canada): Primerica does not deal in mortgages or debt consolidation lending. Primerica representatives make simple referrals to 8Twelve Mortgage Corp. and Rocket Mortgage Canada ULC (discontinued after June 2025) for mortgages and debt consolidation loans secured by residential real estate.

## About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading provider of financial products and services to middle-income households in North America. Independent licensed

representatives educate Primerica clients about how to better prepare for a more secure financial future by assessing their needs and providing appropriate solutions through term life insurance, which we underwrite, and mutual funds, annuities and other financial products, which we distribute primarily on behalf of third parties. We insured over 5.5 million lives and had approximately 3.0 million client investment accounts on December 31, 2024. Primerica, through its insurance company subsidiaries, was the #3 issuer of Term Life insurance coverage in the United States and Canada in 2024. Primerica stock is included in the S&P MidCap 400 and the Russell 1000 stock indices and is traded on The New York Stock Exchange under the symbol "PRI". For more information, visit [www.primerica.com](http://www.primerica.com).

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Source: Primerica, Inc.