

January 2, 2018



## Primerica Announces Senior Leadership Meeting in Atlanta to Kick Off 2018

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE:PRI) announced it is hosting top representatives from across the United States and Canada for its Senior Leadership Meeting in Atlanta on January 3-4, 2018. The event will focus on sales force and client initiatives for 2018, in addition to celebrating Primerica's record-breaking success in 2017.

Glenn Williams, Chief Executive Officer said, "Thanks to the outstanding efforts of our sales force and home office team, we achieved another record year of meeting the financial needs of Main Street families. In 2018, we plan to continue maximizing the power of our sales force, enhancing our product offerings, and delivering advanced digital capabilities as we build long-term value for all of our stakeholders."

Ongoing efforts to expand distribution capabilities resulted in the company ending 2017 with a sales force of 126,121 life insurance-licensed representatives, reflecting a year-over-year increase of 8%. Sales force growth led to strong performance in 2017 (numbers are projected and growth is comparing 2017 with 2016 or measured at December 31):

- Recruiting of New Representatives: Up more than 15%
- New Life Insurance Licenses: Up 9%
- Issued Term Life Insurance Policies: Up 5%
- New Term Life Insurance Face Amount Issued: \$95.6 billion
- Term Life Insurance Policies Face Amount in Force: \$764 billion
- Term Life Insurance Claims Paid to Policy Beneficiaries: \$1.4 billion
- Investment and Savings Product Sales: \$6.1 billion
- Client asset values increased to more than \$60 billion
- Compensation Paid to the Sales Force increased to approximately \$764 million\*

"Our sales force is the most important factor of our success, and I am proud of the leadership provided by our representatives and their record-breaking performance. I look forward to the accomplishments of the coming year," says Williams.

### Earnings Webcast Information

Primerica will hold a webcast Thursday, February 8, 2018 at 11:00 am ET, to discuss fourth quarter 2017 results. The news release announcing these earnings results will be distributed on Wednesday, February 7, 2018, after the close of the market (the release and a detailed financial supplement will be posted on Primerica's website). Investors are encouraged to review these materials. To access the webcast go to <http://investors.primerica.com> at least

15 minutes prior to the event to register, download and install any necessary software.

A replay of the call will be available for approximately 30 days on Primerica's website, <http://investors.primerica.com>.

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

## **Forward-Looking Statements**

Except for historical information contained in this press release, the statements in this release are forward-looking and made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements contain known and unknown risks and uncertainties that may cause our actual results in future periods to differ materially from anticipated or projected results. Those risks and uncertainties include, among others, our failure to continue to attract and license new recruits, retain sales representatives or license or maintain the licensing of our sales representatives; changes to the independent contractor status of our sales representatives; our or our sales representatives' violation of or non-compliance with laws and regulations or the failure to protect the confidentiality of client information; differences between our actual experience and our expectations regarding mortality, persistency, expenses and interest rates as reflected in the pricing for our insurance policies; the occurrence of a catastrophic event that causes a large number of premature deaths of our insureds; changes in federal and state legislation, including other legislation or regulation that affects our insurance and investment product businesses, such as the DOL's regulation defining who is a "fiduciary" with respect to transactions involving qualified retirement plans; our failure to meet RBC standards or other minimum capital and surplus requirements; a downgrade or potential downgrade in our insurance subsidiaries' financial strength ratings or our senior debt ratings; the effects of credit deterioration and interest rate fluctuations on our invested asset portfolio; incorrectly valuing our investments; inadequate or unaffordable reinsurance or the failure of our reinsurers to perform their obligations; the failure of, or legal challenges to, the support tools we provide to our sales force; heightened standards of conduct or more stringent licensing requirements for our sales representatives; inadequate policies and procedures regarding suitability review of client transactions; the failure of our investment products to remain competitive with other investment options or the change to investment and savings products offered by key providers in a way that is not beneficial to our business; fluctuations in the performance of client assets under management; the inability of our subsidiaries to pay dividends or make distributions; our inability to generate and maintain a sufficient amount of working capital; our non-compliance with the covenants of our senior unsecured debt; legal and regulatory investigations and actions concerning us or our sales representatives; the loss of key personnel; the failure of our information technology systems, breach of our information security or failure of our business continuity plan; and fluctuations in Canadian currency exchange rates. These and other risks and uncertainties affecting us are more fully described in our filings with the Securities and Exchange Commission, which are available in the "Investor Relations" section of our website at <http://investors.primerica.com>. Primerica assumes no duty to update its forward-looking statements as of any future date.

## **About Primerica, Inc.**

Primerica, Inc., headquartered in Duluth, GA, is a leading distributor of financial products to

middle income households in North America. Primerica representatives educate their Main Street 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. In addition, Primerica provides an entrepreneurial full or part-time business opportunity for individuals seeking to earn income by distributing the company's financial products. We insured approximately 5 million lives and have over 2 million client investment accounts at December 31, 2017. 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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Source: Primerica, Inc.