

Earnings Results

Quarter Ended June 30, 2023



Forward-Looking Statements and Non-GAAP Financial Measures

Forward-Looking Statements

This presentation may contain forward-looking statements. Information on factors that could cause results to differ materially from those projected in this presentation is available in our Form 10-K for the year ended December 31, 2022, as may be modified by subsequent Forms 10-Q. These documents are available in the Investor Relations section of our website, <https://investors.primerica.com>. The forward-looking statements speak as of the date on which they were made, and the Company does not undertake any obligation to update or correct any forward-looking statements.

Non-GAAP Financial Measures

This presentation also contains non-GAAP financial measures. A reconciliation of those measures to GAAP financial measures is included in our Financial Supplement, which is posted in the Investor Relations section of our website, <https://investors.primerica.com>.

Financial Highlights

- Adjusted net operating income of \$145 million grew 11%, while diluted adjusted operating EPS of \$3.99 grew 18% year-over-year
 - Results reflected the continued growth of term life premiums and the benefit of higher interest rates on investment income
 - Higher cost of living continues to negatively impact policy retention and ISP sales
- Capital deployment during the second quarter of 2023
 - Repurchased \$111 million of common stock during the quarter
 - Paid \$24 million of regular quarterly dividends to stockholders

GAAP Financial Results

(\$ in millions, except per share amounts)	Q2 2023	Q2 2022	% Change
Revenues	\$688.4	\$668.7	3%
Net income attributable to Primerica, Inc.	\$144.5	\$128.0	13%
Stockholders' equity ⁽¹⁾	\$2,015.5	\$1,808.7	11%
Diluted EPS ⁽²⁾	\$3.97	\$3.31	20%
Book value per share ^{(1) (3)}	\$56.22	\$47.89	17%
ROE	29.2%	31.4%	

Adjusted Operating Financial Results

(\$ in millions, except per share amounts)	Q2 2023	Q2 2022	% Change
Adjusted operating revenues	\$689.6	\$671.8	3%
Adjusted net operating income	\$145.4	\$130.7	11%
Adjusted stockholders' equity ⁽¹⁾	\$2,242.1	\$2,088.5	7%
Diluted adjusted operating EPS ⁽²⁾	\$3.99	\$3.38	18%
Adjusted book value per share ^{(1) (3)}	\$60.99	\$55.30	10%
Adjusted operating ROAE	26.7%	24.9%	

For a reconciliation of GAAP to non-GAAP financial measures, refer to the Financial Supplement

- (1) Reflects the Company's permanent stockholders' equity and does not include temporary stockholders' equity
- (2) 36.2 million weighted-average common shares outstanding for Q2 2023
- (3) 35.8 million common shares outstanding as of June 30, 2023



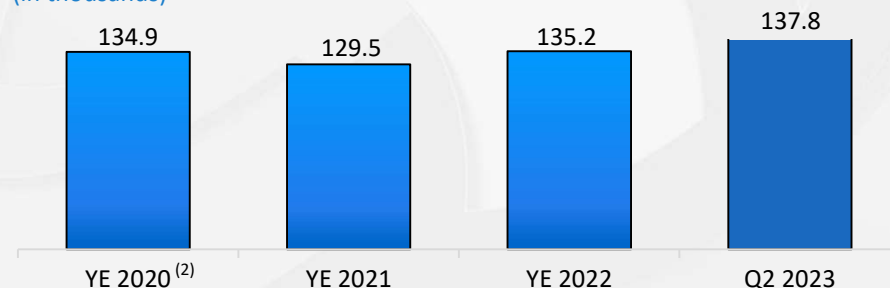
Distribution Highlights

- Life-insurance licensed sales force grew to approximately 138,000
- Attractiveness of entrepreneurial business and opportunity for additional income during uncertain economic times
 - Number of recruits increased 23% year-over-year
- Licensing trends remained solid
 - New life-licensed representatives grew 10% year-over-year

Sales Force

Distribution		Q2 2023	Q2 2022	% Change
	Recruits	86,124	70,215	23%
	New life-licensed representatives	12,638	11,529	10%
	Life-insurance licensed sales force ⁽¹⁾	137,806	132,149	4%
	Securities licensed sales force ⁽¹⁾	25,444	26,126	(3%)

Life-Insurance Licensed Sales Force⁽¹⁾ (in thousands)



(1) At period end

(2) YE 2020 included approximately 4,200 individuals that the Company estimated would not pursue the necessary steps to obtain a permanent license or renew a license with an extended renewal date

Production Highlights

Term Life Insurance

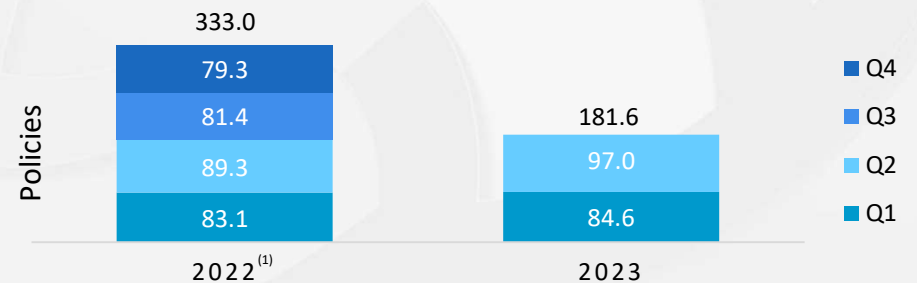
- Continued to see high demand for new term life products
 - Issued nearly 97,000 new life insurance policies, increasing 9% year-over-year
 - Issued term life face amount over \$32 billion grew 16% year-over-year
- Productivity remained at the higher end of the adjusted historical range at 0.24 policies per life insurance licensed representative per month⁽¹⁾
- Higher cost of living remains a headwind for middle-income families and continued to negatively impact persistency

Production

	(\$ in billions)	Q2 2023	Q2 2022	% Change
Term Life	Issued life insurance policies	96,953	89,316 ⁽¹⁾	9%
	Issued face amount ⁽²⁾	\$32.2	\$27.7	16%
	Life-insurance face amount in-force ⁽³⁾	\$934.9	\$914.4	2%
	Productivity	0.24	0.23 ⁽¹⁾	

Issued Term Life Policies

(in thousands)



- (1) Reflects the estimated number of policies issued after adjusting for a consistent basis of insured lives per policy following the Q4 2022 new product launch
- (2) Includes face amount on issued term life policies, additional riders added to existing policies, and face increases under increasing benefit riders
- (3) At period end

Production Highlights

Investment and Savings Products

- Client asset values rose as equity markets recovered
- New sales remained under pressure from higher cost of living and attractive alternatives to equity markets
 - Sales declined 11% year-over-year
- Net client inflows were \$542 million during the quarter

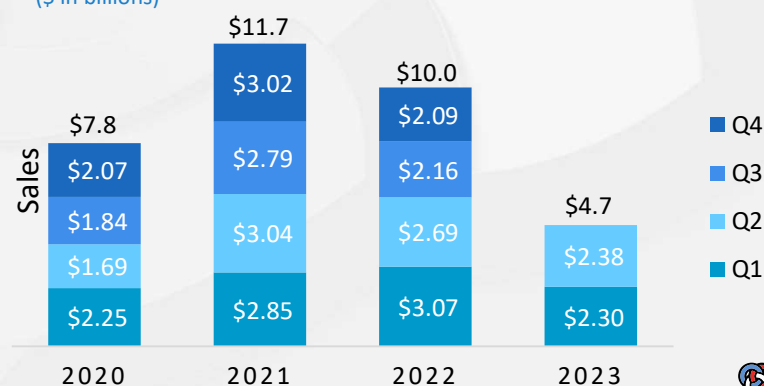
Production

ISP	(\$ in billions)	Q2 2023	Q2 2022	% Change
	Total product sales	\$2.4	\$2.7	(11%)
	Client asset values ⁽¹⁾	\$91.6	\$82.3	11%
	Average client asset values	\$88.8	\$88.0	1%

(1) At period end

ISP Production

(\$ in billions)



Operating Results

Term Life Segment

- Higher demand for new term life products offset the revenue impact of higher lapses
- Favorable claims experience in both periods attributable to normal volatility
 - Largely spread to future periods under LDTI
- DAC ratio remained consistent year-over-year
- Full-Year 2023 Outlook:
 - Growth in adjusted direct premium around 6%
 - Benefits and claims ratio around 58%
 - DAC ratio expected to remain in line with current second quarter results

(\$ in millions)	Q2 2023	Q2 2022	% Change
Direct premiums	\$823.3	\$803.5	3%
Premium ceded to IPO coinsurers ⁽¹⁾	(\$216.7)	(\$231.8)	7%
Adjusted direct premiums (ADP) ⁽²⁾	\$606.6	\$571.6	6%
Operating revenues	\$411.9	\$398.4	3%
Operating income before income taxes	\$140.1	\$128.6	9%

Key Ratios	Q2 2023	Q2 2022
Benefits and claims, net ⁽³⁾	57.6%	57.7%
DAC amortization & insurance commissions	11.8%	11.7%
Insurance expenses, net ⁽⁴⁾	7.5%	8.0%
Term life income before income taxes	23.1%	22.5%

(1) Premiums ceded to IPO coinsurers under the IPO coinsurance transactions excluding any reimbursements from IPO coinsurers on previously existing reinsurance agreements

(2) Direct premiums net of premiums ceded to IPO coinsurers

(3) Benefits & claims and remeasurement (gain)/loss net of other ceded premiums which are largely YRT.

(4) Insurance expenses net of other, net revenues



Operating Results

Investment & Savings Products Segment

- ISP results reflected lower sales activity
 - Sales-based revenues negatively impacted by lower sales volume and the discontinuation of front-load product sales in Canada
- Ending client asset values benefited from the recovery of equity markets, ending the quarter at \$92 billion
 - Asset-based revenues increased 5%, while average client asset values increased 1%, reflecting the benefit of higher client asset values in managed accounts and in mutual funds sold in Canada under the Principal Distributor model

(\$ in millions, except as noted)	Q2 2023	Q2 2022	% Change
Sales-based revenues	\$75.0	\$88.7	(15%)
Asset-based revenues	\$113.3	\$108.1	5%
Account-based revenues	\$23.1	\$22.6	2%
Other, net	\$3.1	\$3.0	3%
Total operating revenues	\$214.5	\$222.4	(4%)
Benefits and expenses	\$154.9	\$159.4	(3%)
Operating income before income taxes	\$59.6	\$63.0	(5%)
Sales-based net revenue as % of revenue-generating sales ⁽¹⁾	1.16%	1.21%	
Asset-based net revenue as % of average asset values ⁽²⁾	0.051%	0.051%	
Account-based net revenue per average fee generating position ⁽³⁾	\$4.07	\$4.08	

(1) Commission and fee revenue less commissions paid to the independent sales force based on product sales activity

(2) Commission and fee revenue less administration and advisory fees paid to third-party providers and commissions paid to the independent sales force earned based on product account values including amortization of deferred acquisition costs for segregated funds

(3) Fee revenue less recordkeeping fees paid to third-party providers based on fee-generating positions and certain direct general expenses

Operating Results

Senior Health Segment

- LTV improvement driven by higher carrier commission rates
- No negative tail revenue adjustment as policy churn has been stable
 - \$5.4 million negative tail revenue in Q2 2022
- CAC per approved policy declined, reflecting more efficient lead utilization
- Do not expect capital contribution to be needed to fund Senior Health business in 2023

(\$ in thousands)	Q2 2023	Q2 2022	% Change
Commissions and fees	\$11,371	\$9,343	22%
Operating revenues	\$14,889	\$11,814	26%
Contract acquisition costs	\$12,602	\$19,384	(35%)
Other operating expenses	\$8,320	\$8,514	(2%)
Non-controlling interest before taxes	-	(\$3,129)	nm
Operating income before income taxes	(\$6,033)	(\$12,955)	53%

Production

	Q2 2023	Q2 2022	% Change
Senior Health			
Approved policies ⁽¹⁾	12,915	17,925	(28%)
LTV per approved policy	\$880	\$820	7%
CAC per approved policy	\$976	\$1,081	(10%)
LTV/CAC multiple	0.9x	0.8x	nm

(1) Senior Health approved policies represent an estimate of submitted policies approved by health insurance carriers during the indicated period. Not all approved policies will go in force.

Investment Income and Invested Asset Portfolio

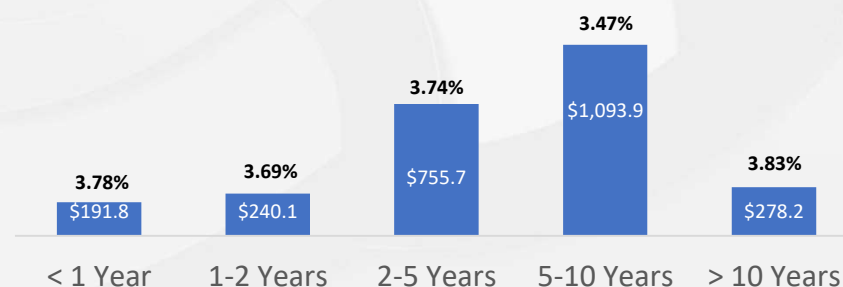
- New money rate of 5.46%
- Expect ~\$34 million in NII each quarter for remainder of 2023, assuming the rate environment remains consistent
- Limited commercial real estate exposure
 - Investment grade rating on average
- Invested asset portfolio unrealized loss of \$288 million
 - Able to hold investments to maturity

Key Portfolio Attributes

(based on amortized cost (except for market value); excludes cash, period end)	Q2 2023
Fixed income / other mix	99% / 1%
Fixed income average book yield	3.63%
Average rating	A
Investment grade / BIG mix	98% / 2%
Average duration	4.7 Years
Market value	\$2.6 billion
Net unrealized loss	\$(288) million

Market Value and Yield of Maturities

(\$ in millions)



Insurance & Operating Expense Highlights

- Insurance and other operating expenses of \$142 million, 3% higher than prior year quarter
 - Driven by continued investments in technology, market wage adjustments, fewer open positions, legal costs and normal growth in the business
 - Benefited from \$5 million lower sales force leadership event costs due to return to normal two events per year cadence
- Expect Q3 2023 expenses to increase 9% year-over-year, including:
 - \$6 million in employee-related/compensation
 - \$4 million technology investments
 - \$2 million growth-related
- Full-year 2023 insurance and other operating expenses expected to grow around 5%

INSURANCE & OPERATING EXPENSES

(\$ in millions)	Cons *	Life	ISP	Sr Health	Corp
Q2 2022 Consolidated Insurance & Other Operating Expenses *	138.8	58.3	40.2	8.5	31.7
Technology-related expenses	3.1	2.1	0.9	(0.3)	0.3
Employee-related expenses	2.9	1.3	0.8	0.3	0.5
Growth-related expenses	1.4	1.0	0.5	-	(0.1)
Other expenses	(3.8)	(5.2)	(0.9)	(0.2)	2.6
Q2 2023 Consolidated Insurance & Other Operating Expenses *	142.3	57.7	41.5	8.3	34.7

* Items may not add due to rounding