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Primerica Recognized As #1 Most Trusted Life Insurance Company By Investor's Business Daily

Ranked #3 Most Trusted Financial Company Overall

DULUTH, Ga. – Primerica, Inc. (NYSE:PRI), a leading provider of financial services to middle-income families in the United States and Canada, was ranked #1 most trusted life insurance company and third most trusted financial company overall on Investor's Business Daily's annual list of "25 Most Trusted Financial Companies."

"Being ranked the #1 Most Trusted Life Insurance Company is a reflection of the relationships our representatives have built with their clients who entrust us every day with their financial well-being," said Glenn Williams, CEO of Primerica. "We are grateful to our clients who have placed such high trust in us and thankful to our more than 130,000 representatives who have earned that trust. We take pride in being a company that follows through with our promises, and we will remain committed to our mission of creating financially independent families."

Investor's Business Daily partnered with TechnoMetrica Market Intelligence to conduct the survey, which measured consumer's trust in financial companies. This year's list is based on input from more than 6,500 respondents who rated companies of which they are clients. The survey included companies in eight lines of business: auto insurance, credit card issuers, ETF/mutual fund companies, home insurance, life insurance, online brokers, and wealth management.

"Between inflation, rising interest rates, and a see-sawing stock market, it has not been an easy year to be a consumer," said Susan Warfel, managing editor of Investor's Daily Business. "When it comes to financial services, people are looking to companies that they can trust. The Top 25 Most Trusted Financial Companies list is a critical resource for investors, with independent results that reflect the feelings of everyday customers."

Rankings were based on seven trust attributes that consumers indicated were most important to them: quality of products and services; ethical business practices and values; commitment to protecting the privacy and security of personal data; company's service/treatment of others; fair prices/fees for products and services; sensitivity to customer needs in the current economic and financial climate; and innovation of processes and offerings.

Visit Investor's Business Daily for the full list, <https://www.investors.com/news/most-trusted-financial-companies-top-25-list-2022/>.

About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading provider of financial 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 5.7 million lives and had over 2.7 million client investment accounts on December 31, 2021. Primerica, through its insurance company subsidiaries, was the #2 issuer of Term Life insurance coverage in the United States and Canada in 2021. 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".

Note: Survey results are presented solely with respect to Primerica's term life insurance business. Term life insurance underwritten by National Benefit Life Insurance Company, Home Office: Long Island City, NY in New York State; Primerica Life Insurance Company, Executive Offices: Duluth, GA in all other U.S. jurisdictions; and Primerica Life Insurance Company of Canada (Head Office: 6985 Financial Drive, Suite 400, Mississauga, ON, L5N 0G3, Phone: 905-812-2900) in Canada.

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