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PFS Investments Receives DALBAR Mutual Fund Service Award 20th Consecutive Year

Award is the highest customer service achievement a financial services company can attain

DULUTH, Ga. — PFS Investments, a subsidiary of Primerica, Inc. (NYSE: PRI), was recently awarded the DALBAR Mutual Fund Service Award for exemplary customer service to its clients for the twentieth consecutive year.

DALBAR Service Awards symbolize the achievement of the highest tier of call center service to customers within the financial services industry. It is based on industry-leading criteria obtained from decades of research in the financial services industry.

“PFS Investments has had an epic 20-year run backed by DALBAR’s prestigious gold seal of approval,” said Estee Faranda, Chief Executive Officer of PFS Investments. “To receive this recognition from DALBAR 20 years in a row underscores our customer-centric culture and commitment to deliver best-in-class service to our mutual fund clients.”

Winners of the DALBAR Service Awards are determined by an audit of actual customer experiences over the course of the year. Representative performance is evaluated against superior service standards and industry best practices. To earn this distinction, companies need to exceed a high bar across the shareholder customer service experience.

Cory Clark, DALBAR’s Chief Marketing Officer, commented, “There are no one-hit wonders in customer service. One great interaction will quickly be forgotten if not followed by another great experience. Service is about consistency more than anything else, and PFS Investments has been a model of consistency over the past two decades.”

For more information on DALBAR’s Service Awards, visit <https://www.dalbar.com/Awards/ServiceAwardWinners>.

About Primerica, Inc.

Primerica is a leading provider of financial services to middle-income households in the United States and Canada. Licensed financial representatives educate Primerica clients about how to prepare for a more secure financial future by assessing their needs and providing appropriate products like term life insurance, mutual funds, annuities, and other financial products. Primerica, through its subsidiaries, insured over 5.7 million lives and had over 2.7 million client investment accounts as of December 31, 2021. Primerica was the #2 issuer of Term Life insurance coverage in the United States and Canada in 2021 through its insurance company subsidiaries. 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”.

About PFS Investments Inc.

PFS Investments Inc. (PFSI), a broker-dealer registered with the Securities and Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA), offers mutual funds, variable annuities, college savings plans and employer-sponsored retirement plans to the saving and investing public. PFSI is also a SEC-registered investment adviser offering investment advisory accounts under the trade name Primerica Advisors.