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Primerica Senior Field Leaders Convene to Cast Vision for Growth at 2025 Leadership Meeting

DULUTH, Ga.--(BUSINESS WIRE)-- Primerica, Inc. (NYSE: PRI), a leading provider of financial products and services in the United States and Canada, will kick off the new year with over 900 of its top field leaders meeting in Dallas, Texas on January 7-8, 2025. Along with discussing company-wide initiatives for 2025, the annual leadership meeting will celebrate 2024 milestones and discuss opportunities for the year ahead.

"In 2024, Primerica had a record-breaking year growing its licensed sales force by 7% to over 151,600¹ life-licensed representatives," said Glenn J. Williams, CEO of Primerica. "We issued \$122 billion of term life insurance raising our term life insurance coverage in force at December 31, 2024 to \$954 billion. Most importantly, we paid approximately \$2 billion in death claims to help relieve financial stress for families when they needed it most. In addition, we helped clients invest over \$12 billion toward their future goals, bringing our client asset values to approximately \$112 billion at year-end 2024. Our representatives also facilitated over \$500 million in mortgages to meet the financial needs of homeowners and support the dream of home ownership."²

As part of the company's ongoing efforts to expand its distribution capabilities, over 446,000 new representatives were recruited throughout 2024, resulting in over 56,000 newly life-licensed representatives. The company ended the year with over 2,250 newly securities-licensed representatives, bringing the company's total number of licensed securities representatives to over 25,400.

¹ All production results contained herein are preliminary.

² 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. 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 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 million client investment accounts on December 31, 2024. Primerica, through its insurance company subsidiaries, was the #2 issuer of Term Life insurance coverage in the United States and Canada in 2023. 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".

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Public Relations

Gana Ahn, 678-431-9266

gana.ahn@primerica.com

Investor Relations

Nicole Russell, 470-564-6663

nicole.russell@primerica.com

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