Company Overview

Since our founding in 1977, Primerica, Inc. (Primerica) has become a leading distributor of financial products to middle-income households in the United States and Canada. Primerica representatives assist our Main Street clients in meeting their needs for term life insurance, which we underwrite, and mutual funds, annuities, and other financial products, which we distribute primarily on behalf of third parties. Primerica also provides an entrepreneurial business opportunity for individuals seeking to earn income by joining the company's sales force and selling our financial products.

Primerica serves the often overlooked middle-income market in the U.S., Canada, and Puerto Rico. At the end of December 2015, Primerica insured approximately 5 million lives and had over 2 million client investment accounts. The company is headquartered in Duluth, GA, and our stock is traded on the New York Stock Exchange under the symbol "PRI." Primerica is a member of the S&P MidCap 400 and the Russell 2000 stock indices.

Primerica's Mission

The company's mission is to help middle-income families become properly protected, debt free, and financially independent. The company achieves this mission through our unique business model which is designed to:

Address clients' financial needs. Primerica sales representatives primarily use the company's proprietary Financial Needs Analysis (FNA) tool and an educational approach to demonstrate how Primerica's products assist families in becoming properly protected with life insurance, saving for retirement and other needs, and managing their debt.

Provide a business opportunity. Low entry costs and the ability to begin part-time allow sales representatives to supplement their income by starting their own independent businesses without incurring significant start-up costs or leaving their current jobs. Primerica's unique compensation structure, technology, training, and back-office processing are designed to enable our sales representatives to successfully grow their independent businesses.

Primerica At A Glance (as of December 31, 2015)

- More than 106,700 life licensed representatives
- Over 23,000 securities registered representatives
- More than $693 billion of life insurance in force
- Insured approximately 5 million lives through our life insurance companies
- Delivered a record $1.2 billion in Term Life claims to Main Street families in 2015
- Over 2 million client investment accounts
- Investment clients had over $47 billion in asset values in their Primerica investment accounts

Unique Distribution Model

Primerica's business model is based on a traditional insurance agency model and borrows aspects from franchising and direct sales. It is designed to serve middle-income families efficiently through in-person meetings with clients by the company's independent sales representatives.

Clients

Primerica's clients are generally middle-income families, which the company defines as households with $30,000 to $100,000 of annual income.

According to the 2014 U.S. Census Bureau Current Population Survey, the latest period for which data is available, approximately 50% of U.S. households fall in this range. The financial needs of the middle-income market are significant:

- Many have inadequate or no life insurance coverage;
- Many need help saving for retirement and other personal goals;
- Many need to reduce their consumer debt; and
- Many prefer to meet face-to-face when considering financial products.

Core Products

The company's unique distribution model enables us to help families by selling term life insurance and investment and savings products to the underserved middle-income market throughout the United States and Canada. Primerica's primary product lines are term life insurance underwritten by the company and investments and savings products from third parties.

Term Life Insurance Products *(underwritten by Primerica companies)*

Primerica believes that term life insurance is a better alternative for middle-income families than cash value life insurance, which is why the company only offers term life coverage. Term life insurance provides a guaranteed death benefit if the insured dies during the fixed coverage period, which provides financial protection for the named beneficiaries. Term life insurance typically offers a lower premium than cash value life insurance, which frees up funds to save for retirement and other needs. Primerica has achieved great scale with over $693 billion of face amount of life insurance in force as of December 31, 2015. Term life insurance represented 54% of Primerica's operating revenue* in 2015, and the company delivered more than $1.2 billion in term life claims to Main Street families during the year.

Primerica offers:

- Term life insurance products, *TermNow* and *CustomAdvantage,* which are each offered for terms of 10, 15, 20, 30, and 35 years;
- Convenient, reliable customer service and client access to their accounts online, 24/7;
- Guaranteed insurability to age 95;
- Terminal Illness Benefit, allowing clients access to 40% their benefit once the illness has been diagnosed and a life expectancy of six months or less has been determined;
- One policy, and one policy fee, per family, including families with Child Riders;
- Option to convert a Child Rider policy his or her own policy at age 25 without a medical exam; and
- Personalized solutions and financial education available for every client.

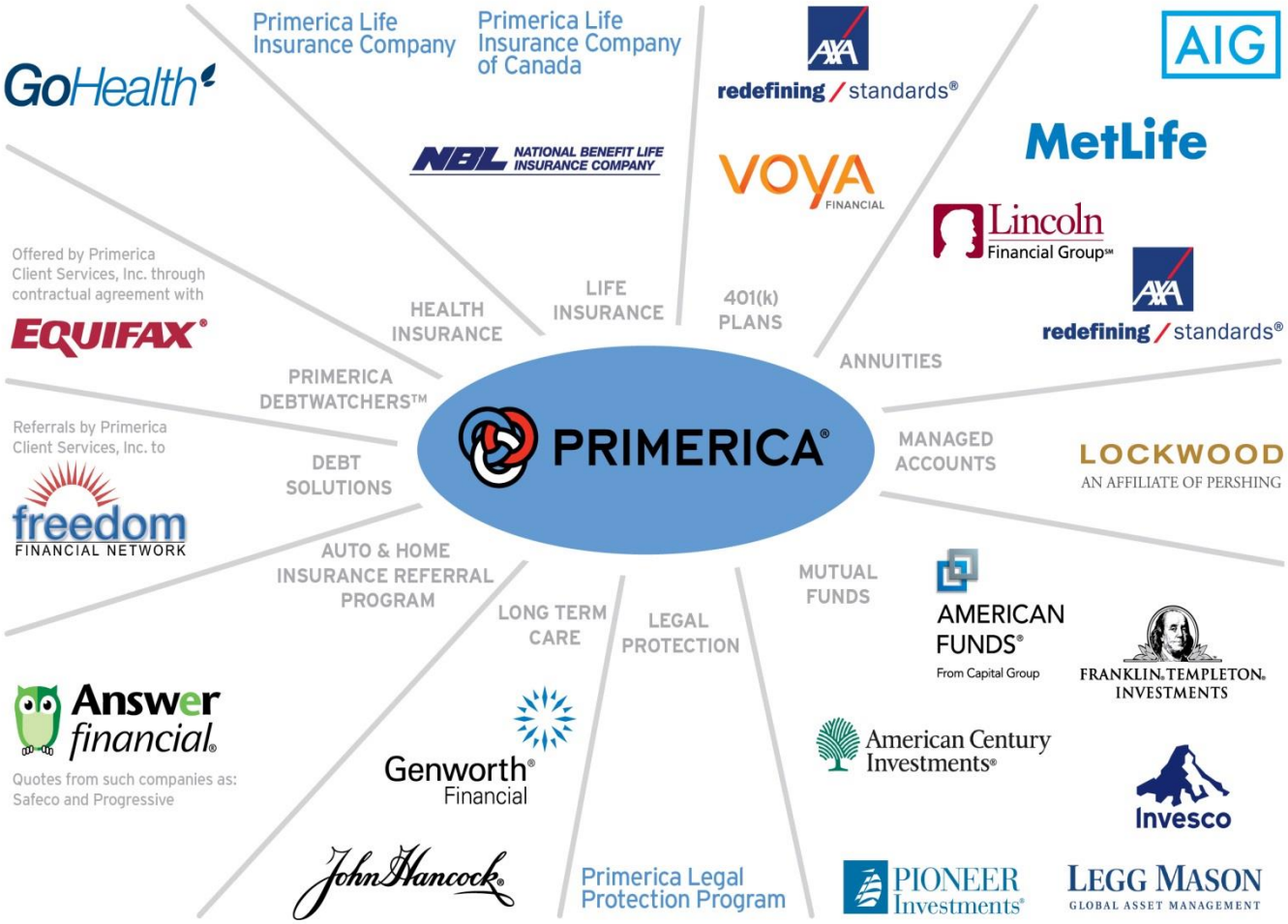
Investment and Savings Products *(through third-party providers)*

Primerica offers clients a broad selection of investment and savings products – including mutual funds, annuities, managed accounts, and 401(k)s – through our relationships with companies like Invesco, Legg Mason, Franklin Templeton, Lincoln Financial, AXA, VOYA Financial, MetLife, and Lockwood Advisors. Primerica's mutual fund offerings include more than 80 Morningstar four- and five-star rated mutual funds, and more than 325 Morningstar three-star and above rated mutual funds. The company's Investment and Savings Products business segment represented 37% of Primerica's operating revenue in 2015.

*Operating revenue is a non-GAAP measure that excludes the impact of realized investment gains and losses. 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, http://investors.primerica.com.

Strategic Partners

Primerica has the resources our clients need to build the foundation for their financial futures. The company has partnered with some of the most respected companies in the financial services industry.



Not all products/services available in all states or provinces. A representative's ability to market products from the companies listed is subject to state and federal licensing and/or certification requirements. **Debt Solutions:** Neither PCS nor its representatives offer or provide services such as credit repair or improvement, debt or credit counseling, debt settlement or other similar services. **Health Insurance:** Health insurance is offered through Primerica Financial Services, Inc. by contractual arrangement with GoHealth, LLC. GoHealth, LLC provides a private online health insurance marketplace offering health insurance products. Not all insurance products and services are available in all states. **Managed Accounts:** PFS Investments Inc. (PFSI) is an SEC Registered Investment Adviser doing business as Primerica Advisors. PFSI is a member of FINRA and SIPC. Lockwood Advisors, Inc. (Lockwood) is an SEC Registered Investment Adviser and an affiliate of Pershing LLC, each subsidiaries of The Bank of New York Mellon Corporation (BNY Mellon). Pershing LLC, member FINRA, NYSE, SIPC. SEC registration neither implies nor asserts the SEC or any state securities authority has approved or endorsed PFSI or Lockwood or the contents of this disclosure. In addition, SEC registration does not carry any official imprimatur or indication PFSI or Lockwood have attained a particular level of skill or ability. Neither Lockwood or BNY Mellon is affiliated with Primerica. **Primerica DebtWatchers™:** Not available to residents of Washington, D.C. **Securities:** In the United States, securities are offered by PFS Investments Inc. (PFSI), 1 Primerica Parkway, Duluth, Georgia 30099-0001.

Financial Strength

Primerica has a strong balance sheet and a conservative invested asset portfolio. Over ninety-five percent of the company's investments consists of fixed income securities, with an average rating of A-. Primerica also has lower asset-liability matching exposure than many other insurance companies, due largely to strong positive cash flow from our term life insurance premiums. Underwriting only term life insurance significantly reduces exposure to low interest rates and our reliance on income from investments. Primerica Life Insurance Company (PLIC), the company's primary life insurance subsidiary, is well-positioned for future growth with a Risk-Based Capital Ratio (RBC) in excess

of 450% at the end of 2015. During 2015, Standard & Poor's, Moody's and A.M. Best Company affirmed their strong ratings of Primerica, Inc. (PRI) and Primerica Life Insurance Company.

Long Term Credit Rating for Primerica, Inc. and Financial Strength Rating for Primerica Life Insurance Company

Agency	Long Term Credit (PRI)	Financial Strength
Standard & Poor's	A-, stable outlook	AA-, stable outlook
Moody's	Baa2, stable outlook	A2, stable outlook
A.M. Best Company	a-, stable outlook	A+ stable outlook

(as of 5/2/16)

2015 Financial Highlights

(dollars in millions, except per share amounts)

Operating[1]	2015	2014	Change[1]
Total Revenues	$1,407.1	$1,338.9	5.1%
Net Income	$191.1	$182.8	4.5%
Earnings Per Diluted Share[3]	$3.72	$3.31	12.4%
Return on Adjusted Equity	16.9%	15.3%	nm
GAAP	**2015**	**2014**	**Change**
Total Revenues	$1,405.3	$1,338.6	5.0%
Net Income	$189.9	$181.4	4.7%
Stockholders' Equity	$1,145.8	1,245.1	-8.0%
Earnings Per Diluted Share[3]	$3.70	$3.29	12.6%
Book Value Per Share[3]	$23.72	$23.87	-0.6%
Term Life Net Premium	$728.2	$660.7	10.2%
End of Period Client Asset Values (in Billions)	$47.4	$48.7	-2.7%
Weighted Average Shares Used to Calculate Diluted EPS	50.9	54.6	-6.8%
Common Shares Repurchased	4.3	3.0	43.4%
End of Period Share Count[4]	48.3	52.2	-7.4%
Cash Dividends Declared Per Common Share	$0.64	$0.48	33.3%
Market Price Per Share at Year End	$47.23	$54.26	-13.0%
Total Shareholder Return	-11.8%	27.8%	nm
Debt-to-Capital[5]	24.6%	23.1%	nm

1 A reconciliation of operating results to GAAP results can be found on the company's website at http://investors.primerica.com
2 Certain variances are noted as "nm" to indicate not meaningful
3 Percent change in per share calculations is calculated prior to rounding per share amounts
4 Share count reflects outstanding common shares, including restricted shares, but excludes restricted stock units (RSUs)
5 Debt-to Capital is that of the parent company only. Capital in the debt-to-capital ratio includes stockholders' equity and a note payable.