FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| OMB APPROVAL | | | | | | | | |
|--------------------------|-----|--|--|--|--|--|--|--|
| OMB Number: 3235-0287 | | | | | | | | |
| Estimated average burden | | | | | | | | |
| hours per response: | 0.5 | | | | | | | |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person * | | | 2. Issuer Name and Ticker or Trading Symbol | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) | | | | | | |
|--|---------|----------|--|---|--|--|--|--|--|--|
| Schneider Peter W. | | (M.C.) | Primerica, Inc. [PRI] 3. Date of Earliest Transaction (Month/Day/Year) 03/01/2023 | Director 10% Owner Officer (give title below) below) | | | | | | |
| (Last) (First) (Middle) 1 PRIMERICA PARKWAY | | (Middle) | 65/61/2025 | President | | | | | | |
| (Street) | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Appl X Form filed by One Reporting Persor | | | | | | | |
| DULUTH | GA | 30099 | | Form filed by More than One Reporting Person | | | | | | |
| (City) | (State) | (Zip) | | | | | | | | |
| Table I - Non-Derivative Securities Acquired Disposed of or Reneficially Owned | | | | | | | | | | |

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transac Code (Ir 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership |
|---------------------------------|--|---|---------------------------------|---|--|---------------|----------|--|---|-------------------------|
| | | | Code | v | Amount | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | | (Instr. 4) |
| Common Stock | 03/01/2023 | | М | | 2,059(1) | A | \$191.94 | 14,311 | D | |
| Common Stock | 03/01/2023 | | F | | 881(2) | D | \$191.94 | 13,430 | D | |
| Common Stock | 03/01/2023 | | М | | 1,748(1) | A | \$191.94 | 15,178 | D | |
| Common Stock | 03/01/2023 | | F | | 748(2) | D | \$191.94 | 14,430 | D | |
| Common Stock | 03/01/2023 | | М | | 2,238(1) | A | \$191.94 | 16,668 | D | |
| Common Stock | 03/01/2023 | | F | | 957(2) | D | \$191.94 | 15,711 | D | |
| Common Stock | 03/01/2023 | | A | | 4,934(3) | A | \$191.94 | 20,645 | D | |
| Common Stock | 03/01/2023 | | D | | 2,121(4) | D | \$191.94 | 18,524 | D | |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transac Code (In 8) | | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
|---|---|--|---|---------------------------------|---|-----|--|---------------------|--|-----------------|---|--|--|--|--|
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | (Instr. 4) | | |
| Restricted Stock Unit | (5) | 03/01/2023 | | M | | | 2,059 | (6) | (6) | Common Stock | 2,059 | \$0 | 14,934 | D | |
| Restricted Stock Unit | (5) | 03/01/2023 | | M | | | 1,748 | (6) | (6) | Common Stock | 1,748 | \$0 | 13,186 | D | |
| Restricted Stock Unit | (5) | 03/01/2023 | | M | | | 2,238 | (6) | (6) | Common Stock | 2,238 | \$0 | 10,948 | D | |

Explanation of Responses:

- 1. Represents RSUs vested on March 1, 2023.
- 2. Represents shares withheld to cover taxes due upon the vesting of RSUs.
- 3. Represents the payout of shares as a result of the vesting of Performance Stock Units (PSUs). The PSUs had a three year performance period and are settled in shares of PRI common stock.
- 4. Represents shares withheld to cover taxes due upon the vesting of PSUs.
- 5. Each RSU represents a contingent right to receive one share of PRI common stock.
- $6. \ The \ RSUs \ vest \ annually \ in \ three \ equal \ installments \ beginning \ on \ March \ 1st \ of \ the \ year \ following \ the \ grant.$

/s/ Stacey K. Geer, attorney in fact 03/03/2023

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.