FORM 4

# **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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| 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*     DAY CYNTHIA N |  |          | 2. Issuer Name and Ticker or Trading Symbol Primerica, Inc. [ PRI ]   | Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director 10% Owner |                            |                       |  |  |  |
|---|--|----------|---|---|----------------------------|-----------------------|--|--|--|
| (Last) (First) (Middle)                                 |  | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 05/17/2023   | A   | Officer (give title below) | Other (specify below) |  |  |  |
| 1 PRIMERICA PARKWAY                                     |  |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Appli  X Form filed by One Reporting Person  |   |                            |                       |  |  |  |
| (Street) DULUTH GA 30099                                |  | 30099    |   | Form filed by One Reporting Form filed by More than One                                       |                            |                       |  |  |  |
| (City) (State) (Zip)                                    |  |          | Rule 10b5-1(c) Transaction Indication  Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |   |                            |                       |  |  |  |
|   |  | (Zip)    |   |   |                            |                       |  |  |  |

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | te, Transaction Code (Instr. |   | 4. Securities Ad<br>Disposed Of (D |               | 4 and 5) | Securities       | Form: Direct (D) | Beneficial<br>Ownership |
|---------------------------------|--|---|------------------------------|---|------------------------------------|---------------|----------|------------------|------------------|-------------------------|
|                                 |  |   | Code                         | v | Amount                             | (A) or<br>(D) | Price    | (Instr. 3 and 4) |                  | (Instr. 4)              |
| Common Stock                    | 05/17/2023                                 |   | A                            |   | 720(1)(2)                          | A             | \$180.46 | 17,124.936       | D                |                         |

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

| 1. Title of<br>Derivative<br>Security (Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code (Ir<br>8) |   | 5. Num<br>Derivat<br>Securit<br>Acquire<br>or Disp<br>(D) (Ins<br>and 5) | ive<br>ies<br>ed (A)<br>osed of | 6. Date Exerc<br>Expiration Da<br>(Month/Day/Y | ate                | 7. Title and A<br>Securities Un<br>Derivative Se<br>(Instr. 3 and | nderlying<br>ecurity                | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4) |
|--|---|---|---------------------------------|---|--|---------------------------------|--|--------------------|---|-------------------------------------|---|--|--|---------------------------------------|
|  |   |   | Code                            | v | (A)  | (D)                             | Date<br>Exercisable                            | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of Shares |   | Transaction(s)<br>(Instr. 4)   |  |                                       |

### **Explanation of Responses:**

- 1. Each RSU is granted under the Issuer's 2020 Omnibus Incentive Plan and represents a contingent right to receive one share of PRI common stock.
- 2. RSUs vest 25% on each of August 17, 2023; November 17, 2023; February 17, 2024; and May 8, 2024.

/s/ Stacey K. Geer, attorney in fact 05/18/2023

\*\* Signature of Reporting Person

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

- $^{\star}$  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.