FORM 4

### **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

| OMB Number:             | 3235-0287 |
|-------------------------|-----------|
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| 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).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the

#### 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

| affirmative defense of 10b5-1(c). See Instr |         |          |  |   |   |                       |  |  |
|---|---------|----------|--|---|---|-----------------------|--|--|
| 1. Name and Address <u>Babbit Joel M.</u>   |         |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol Primerica, Inc. [ PRI ]                                   |   | ionship of Reporting Person(s)<br>all applicable)<br>Director                 | to Issuer             |  |  |
| (Last)                                      | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 02/20/2024  |   | Officer (give title below)  | Other (specify below) |  |  |
| 1 PRIMERICA PA                              | ARKWAY  |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applica |   |   |                       |  |  |
| (Street)                                    |         |          |  | X | Form filed by One Reporting Person  Form filed by More than One Reporting Per |                       |  |  |
| DULUTH                                      | GA      | 30099    |  |   | . o mod by more under one   | o respecting to seein |  |  |
| (City)                                      | (State) | (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) | Date, Transaction Code (Instr. |   | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) |               |          | 5. Amount of<br>Securities<br>Beneficially Owned<br>Following Reported | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4) | Beneficial<br>Ownership |
|---------------------------------|--|---|--------------------------------|---|---|---------------|----------|--|---|-------------------------|
|                                 |  |   | Code                           | v | Amount  | (A) or<br>(D) | Price    | Transaction(s)<br>(Instr. 3 and 4)                                     |   | (Instr. 4)              |
| Common Stock                    | 02/20/2024                                 |   | S                              |   | 750   | D             | \$245.46 | 7,690.8862   | D   |                         |

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

|     | 1. Title of         | 2.          | 3. Transaction   | 3A. Deemed       | 4.               |                 |                |                  |                  |            | 7. Title and Amount of |                | 8. Price of    | 9. Number of | 10.       | 11. Nature  | ı |
|-----|---------------------|-------------|------------------|------------------|------------------|-----------------|----------------|------------------|------------------|------------|------------------------|----------------|----------------|--------------|-----------|-------------|---|
| - 1 | Derivative          | Conversion  | Date             | Execution Date,  | Transaction      |                 | Derivative     |                  | Expiration Date  |            | Securities Underlying  |                | Derivative     | derivative   | Ownership | of Indirect | L |
| - 1 | Security (Instr. 3) | or Exercise | (Month/Day/Year) | if any           | Code (Instr.     |                 | r. Securities  |                  | (Month/Day/Year) |            | Derivative Security    |                | Security       | Securities   | Form:     | Beneficial  | L |
| - 1 |                     | Price of    |                  | (Month/Day/Year) | 8)               | 8) Acquired (A) |                | (Instr. 3 and 4) |                  | 4)         | (Instr. 5)             | Beneficially   | Direct (D)     | Ownership    | L         |             |   |
|     |                     | Derivative  |                  |                  | or Disposed of   |                 | or Disposed of |                  |                  |            |                        | Owned          | or Indirect    | (Instr. 4)   | L         |             |   |
| - 1 |                     | Security    |                  |                  | (D) (Instr. 3, 4 |                 |                |                  |                  | l .        | Following              | (I) (Instr. 4) |                | L            |           |             |   |
|     |                     |             |                  |                  | and 5)           |                 | ınd 5)         |                  |                  |            |                        | Reported       |                |              | L         |             |   |
| - 1 |                     |             |                  |                  |                  |                 |                |                  |                  |            |                        | 1              | Transaction(s) |              |           | L           |   |
| - 1 |                     |             |                  |                  |                  | l               |                |                  |                  |            |                        | Amount         |                | (Instr. 4)   |           |             | 1 |
| - 1 |                     |             |                  |                  |                  | l               |                |                  |                  |            |                        | or             |                |              |           |             | 1 |
| - 1 |                     |             |                  |                  |                  | l               |                |                  | Date             | Expiration |                        | Number         |                |              |           |             | 1 |
|     |                     |             |                  |                  | Code             | l v             | (A)            | (D)              | Exercisable      | Date       | Title                  | of Shares      |                |              |           |             | ı |
| - L |                     |             |                  |                  |                  |                 |                |                  |                  |            | <u> </u>               |                |                |              | l         |             | 4 |

Explanation of Responses:

/s/ Stacey K. Geer, attorney in fact 02/21/2024

Date

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

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.

<sup>\*\*</sup> Signature of Reporting Person

<sup>\*</sup> If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).