## FORM 4

Check this box if no longer subject to

Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

|  | Check this box to indicate that a<br>transaction was made pursuant to a<br>contract, instruction or written plan for the<br>purchase or sale of equity securities of the<br>issuer that is intended to satisfy the<br>affirmative defense conditions of Rule<br>10b5-1(c). See Instruction 10. |
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| in traine and radiece of teperang refeet |  |       | 2. Issuer Name and Ticker or Trading Symbol<br><u>Primerica, Inc.</u> [ PRI ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner  |
|--|--|-------|---|---|
| (Last)<br>1 PRIMERICA                    | (Last) (First) (Middle)<br>1 PRIMERICA PARKWAY |       | 3. Date of Earliest Transaction (Month/Day/Year)<br>03/01/2024                | X         Officer (give title<br>below)         Other (specify<br>below)           Principal Accounting Officer                                     |
| (Street)<br>DULUTH                       | GA   | 30099 | 4. If Amendment, Date of Original Filed (Month/Day/Year)                      | 6. Individual or Joint/Group Filing (Check Applicable Line)<br>X Form filed by One Reporting Person<br>Form filed by More than One Reporting Person |
| (City)                                   | (State)  | (Zip) | ivative Securities Acquired Dispessed of an Peneficia                         |   |

## 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) | 3.<br>Transac<br>Code (Ir<br>8) |   | 4. Securities Acquired (A) or<br>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) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|---------------------------------|---|--|---------------|----------|--|---|---|
|                                 |  |   | Code                            | v | Amount   | (A) or<br>(D) | Price    | Transaction(s)<br>(Instr. 3 and 4)                                     |   | (instr. 4)  |
| Common Stock                    | 03/01/2024                                 |   | М                               |   | <b>60</b> <sup>(1)</sup>   | Α             | \$245.26 | 110.85   | D   |   |
| Common Stock                    | 03/01/2024                                 |   | F                               |   | 22(2)  | D             | \$245.26 | 88.85  | D   |   |
| Common Stock                    | 03/01/2024                                 |   | М                               |   | 207(1)   | Α             | \$245.26 | 295.85   | D   |   |
| Common Stock                    | 03/01/2024                                 |   | F                               |   | 65 <sup>(2)</sup>  | D             | \$245.26 | 230.85   | D   |   |
| Common Stock                    | 03/01/2024                                 |   | М                               |   | 148(1)   | Α             | \$245.26 | 378.85   | D   |   |
| Common Stock                    | 03/01/2024                                 |   | F                               |   | 45(2)  | D             | \$245.26 | 333.85   | 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.<br>3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code (Ir<br>8) |   |     |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security (Instr.<br>3 and 4) |                                     | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>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)   |  |                                       |
| Restricted Stock<br>Unit                            | (3)   | 03/01/2024                                 |   | М                               |   |     | 60  | (4)  | (4)                | Common<br>Stock  | 60                                  | \$0   | 1,223  | D  |                                       |
| Restricted Stock<br>Unit                            | (3)   | 03/01/2024                                 |   | М                               |   |     | 207 | (4)  | (4)                | Common<br>Stock  | 207                                 | \$0   | 1,016  | D  |                                       |
| Restricted Stock<br>Unit                            | (3)   | 03/01/2024                                 |   | М                               |   |     | 148 | (4)  | (4)                | Common<br>Stock  | 148                                 | \$0   | 868  | D  |                                       |

Explanation of Responses:

1. Represents RSUs vested on March 1, 2024.

2. Represents shares withheld to cover taxes due upon the vesting of RSUs.

3. Each RSU represents a contingent right to receive one share of PRI common stock.

4. 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 03/11/2024

\*\* Signature of Reporting Person Date

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.

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