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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934**

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Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to Section 240.14a-12

**PRIMERICA, INC.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required
- Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

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**BROADRIDGE FINANCIAL SOLUTIONS, INC.**

BROADRIDGE CORPORATE ISSUER SOLUTIONS  
PO BOX 13427, SUITE 1300  
BRENTWOOD, NY 11717

**BROADRIDGE FINANCIAL SOLUTIONS, INC.**

ATTENTION:  
TEST PRINT  
51 MERCEDES WAY  
EDGEWOOD, NY  
11717



**PRIMERICA, INC.**

**THIS IS A VOTING INSTRUCTION FORM.**

You are receiving this voting instruction form because you hold shares in the above security. You have the right to vote on proposals being presented at the upcoming Annual Meeting to be held on **05/11/22 at 08:30 A.M. EDT**

**Make your vote count.**

Vote must be received by 05/10/2022 to be counted.

1472 0797 1133 0441



Visit  
www.ProxyVote.com



Call  
1-800-454-8683



Return this form  
in the enclosed  
postage-paid  
envelope.



Attend and  
vote at the  
meeting.



Scan to view materials and vote via smartphone.

Voting on [www.ProxyVote.com](http://www.ProxyVote.com) is easy and fast!

Go to [www.ProxyVote.com](http://www.ProxyVote.com), enter the control number above and vote!

The following proxy materials for the meeting are available at [www.ProxyVote.com](http://www.ProxyVote.com):

The Annual Report, Notice & Proxy Statement

**VOTING INSTRUCTIONS**

As the record holder for your shares, we will vote your shares based on your instructions.

Please provide us with your voting instructions before the meeting. If you do not provide us with your voting instructions, we may vote your shares at our discretion on those proposals we are permitted to vote on by New York Stock Exchange rules.

If you sign and return this form, we will vote any unmarked items based on the board's recommendations.

If your securities are held by a bank, your securities cannot be voted without your specific instructions.

THIS VOTING INSTRUCTION FORM IS VALID ONLY WHEN SIGNED AND DATED. PLEASE USE BLUE OR BLACK INK AND RETURN ONLY THE BOTTOM PORTION.

PRIMERICA, INC.

Please check this box if you plan to attend the Meeting and vote your shares in person.

The Board recommends you vote FOR the following director nominee(s): 1A through 1K

1A. Election of Director: John A. Addison, Jr.

For Against Abstain

1B. Election of Director: Joel M. Babbit

1C. Election of Director: P. George Benson

1D. Election of Director: Amber L. Cottle

1E. Election of Director: Gary L. Crittenden

1F. Election of Director: Cynthia N. Day

1G. Election of Director: Sanjeev Dheer

1H. Election of Director: Beatriz R. Perez

1I. Election of Director: D. Richard Williams

1J. Election of Director: Glenn J. Williams

1K. Election of Director: Barbara A. Yastine

The Board recommends you vote FOR the following proposal(s): 2 and 3

2. To consider an advisory vote on executive compensation (Say-on-Pay).

For Against Abstain

3. To ratify the appointment of KPMG LLP as our independent registered public accounting firm for fiscal 2022.

\*NOTE\* Such other business as may properly come before the meeting or any adjournment thereof.

For Against Abstain

11  
0001214878-1 R1.0.0.24 U18075



Signature (PLEASE SIGN WITHIN BOX)

Date

1472 0797 1133 0441 05/11/22 123,456,789,012.00000  
74164M108 \*\*\*\*\*ACCOUNT P65065-01S GS2

**BROADRIDGE FINANCIAL SOLUTIONS, INC.**

BROADRIDGE CORPORATE ISSUER SOLUTIONS  
PO BOX 13427, SUITE 1300  
BRENTWOOD, NY 11717

**IMPORTANT NOTICE REGARDING DELIVERY OF SECURITY HOLDER DOCUMENTS (HH) BROADRIDGE FINANCIAL SOLUTIONS, INC.**  
**ATTENTION:**  
**TEST PRINT**  
51 MERCEDES WAY  
EDGEWOOD, NY  
11717



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PRIMERICA, INC.

Please check this box if you plan to attend the Meeting and vote your shares in person.

The Board recommends you vote FOR the following director nominees (a): 1A through 1K

- 1A. Election of Director: John A. Addison, Jr.
- 1B. Election of Director: Joel M. Babbitt
- 1C. Election of Director: P. George Benson
- 1D. Election of Director: Amber L. Cottle
- 1E. Election of Director: Gary L. Crittenden
- 1F. Election of Director: Cynthia N. Day
- 1G. Election of Director: Sanjeev Dheer
- 1H. Election of Director: Beatriz R. Perez
- 1I. Election of Director: D. Richard Williams
- 1J. Election of Director: Glenn J. Williams
- 1K. Election of Director: Barbara A. Yastine

For Against Abstain

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For Against Abstain

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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The Board recommends you vote FOR the following proposal(s): 2 and 3

- 2. To consider an advisory vote on executive compensation (Say-on-Pay).

For Against Abstain

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3. To ratify the appointment of KPMG LLP as our independent registered public accounting firm for fiscal 2022.

\*NOTE\* Such other business as may properly come before the meeting or any adjournment thereof.

**HOUSEHOLDING ELECTION** - Please indicate if you consent to receive certain future investor communications in a single package per household.

Yes No



Signature (PLEASE SIGN WITHIN BOX)

Date

1472 0797 1133 0441 05/11/22 123,456,789,012.00000  
74164M108 \*\*\*\*\*ACCOUNT P65065-01S GS2

000124878-1 R1.0.0.24 U18075

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OF SECURITY HOLDER DOCUMENTS (HH)  
BROADRIDGE  
FINANCIAL SOLUTIONS, INC.  
ATTENTION:  
TEST PRINT  
51 MERCEDES WAY  
EDGEWOOD, NY  
11717

NO  
NO  
NO

→

PLEASE RETAIN FOR YOUR RECORDS

HHSTDS

**IMPORTANT NOTICE REGARDING HOUSEHOLDING ELECTION OF SHAREHOLDER COMMUNICATIONS**

In December 2000, the Securities Exchange Commission enacted a rule that allows multiple shareholders residing at the same address the convenience of receiving a single copy of all shareholder communications if they consent to do so. This is known as "Householding". Please note that if you do not respond to this notice, Householding will start 60 days after the mailing of this notification. We will allow Householding only upon these certain conditions:

- The issuer agrees to have its documents Household.
- You agree to or do not object to the Householding of your materials.
- You have the same last name and exact address as another shareholder(s).

The HOUSEHOLDING ELECTION, which appears on the enclosed proxy card, provides a means for you to notify us whether or not you consent to participate in Householding. By marking "Yes" in the block provided, you will consent to participate in Householding. By marking "No", you will withhold your consent to participate. If you do nothing, you will be deemed to have given your consent to participate. Your affirmative or implied consent to Household will remain in effect until you revoke it. If you wish to revoke your consent, please call 1-866-540-7095 and follow the instructions or you may send a written request with your name, the name of your financial institution and your account number at the firm to: Householding Department, 51 Mercedes Way, Edgewood, NY 11717. If you revoke your Householding election, each primary account holder will begin receiving individual copies within 30 days of your revocation.

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