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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934  
(Amendment No. \_\_)**

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 §240.14a-12

**PRIMERICA, INC.**

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(Name of Registrant as Specified In Its Charter)

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

Payment of Filing Fee (Check the appropriate box):

- No fee required.
  - Fee paid previously with preliminary materials.
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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# Your **Vote** Counts!

**PRIMERICA, INC.**

2024 Annual Meeting

Vote by May 7, 2024

11:59 PM ET



PRIMERICA, INC.  
1 PRIMERICA PARKWAY  
DULUTH, GA 30099



V33870-P06462

## You invested in PRIMERICA, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 8, 2024.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to April 24, 2024. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and vote without entering a control number



#### Vote in Person at the Meeting\*

May 8, 2024  
8:30 a.m.

Primerica Home Office  
1 Primerica Parkway  
Duluth, GA 30099

\*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

### THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. To elect the following directors: <b>Nominees:</b>	
1a. John A. Addison, Jr.	✔ For
1b. Joel M. Babbit	✔ For
1c. Amber L. Cottle	✔ For
1d. Gary L. Crittenden	✔ For
1e. Cynthia N. Day	✔ For
1f. Sanjeev Dheer	✔ For
1g. Beatriz R. Perez	✔ For
1h. D. Richard Williams	✔ For
1i. Glenn J. Williams	✔ For
1j. Darryl L. Wilson	✔ For
1k. Barbara A. Yastine	✔ For
2. To consider an advisory vote on executive compensation (Say-on-Pay).	✔ For
3. To ratify the appointment of KPMG LLP as our independent registered public accounting firm for fiscal 2024.	✔ For

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings".