



THIS IS PRIMERICA





- Largest independent financial services marketing organization in North America
- Public company listed on the New York Stock Exchange (PRI)
- In business since 1977, with a proven track record
- Approximately 5 million lives insured through our life companies and more than 2 million client investment accounts
- More than \$693 billion of term life insurance in force
- An average of \$3 million in benefit claims paid every day
- Investment clients have more than \$47 billion in asset values in their Primerica investment accounts
- Life companies are rated A+ (Superior) by A.M. Best, the oldest and most prominent ratings agency in the industry<sup>1</sup>
- Named a Top 10 Innovator for the TermNow product by *Best's Review*
- Received a Gold Nova award for innovation in Customer Experience by *Money Management Executive* magazine
- Accredited by the Better Business Bureau

As of December 31, 2015. Each Primerica company is responsible for its own financial obligations. The above figures represent the combined totals for Primerica, Inc. and its affiliated companies: Primerica Life Insurance Company of Canada (Head Office: Mississauga, ON), National Benefit Life Insurance Company (Home Office: Long Island City, NY) in New York and Primerica Life Insurance Company (Executive Office: Duluth, Georgia), in all other U.S. jurisdictions.



**Named One of America's  
50 Most Trustworthy  
Financial Companies<sup>2</sup>**

(*Forbes*, August 3, 2015)

Ranked second in customer satisfaction among life insurance companies in the 2015 American Customer Satisfaction Index Finance and Insurance Report



Awarded the exclusive DALBAR Service Award for outstanding customer service 13 years running



# What Primerica Does Is So Powerful

While other financial services companies typically focus on the wealthy, Primerica serves Main Street families in neighborhoods all across North America.

## Primerica teaches people how to:

- Become debt free
- Own the proper insurance coverage
- Invest with professional management

Primerica representatives are not professional money managers, nor do they provide professional money management services. Any and all money management services performed in relation to products marketed by Primerica representatives are carried out by professional mutual fund managers employed by third-party fund companies.

## Partnered with Names You Can Trust



to name just a few...

## No One Else Does What Primerica Does

Primerica takes an educational approach and offers sophisticated financial tools to the middle market - for free! It starts with a Financial Needs Analysis, a very basic questionnaire that asks all the right questions to help families determine the next steps to get on the road to a better financial future.

# What the Experts Say

**“For most people, term life still offers the best combination of coverage and cost.”**

wsj.com, viewed December 14, 2015

**“I strongly believe that term is the best insurance for the vast majority of people, and it literally costs a fraction of other forms of life insurance.”**

The Road to Wealth: A Comprehensive Guide to Your Money, Suze Orman

**“Term insurance is pure protection, like fire insurance or auto insurance. Its sole function is to support your family if you die. You can buy large amounts of coverage for modest amounts of money - and big policies are what your spouse and children need.”**

CBSNews.com, viewed August 28, 2015

## Primerica Is Recognized as an Industry Leader

Primerica is recognized as an industry leader, and millions of Main Street families are better off because they met with a Primerica representative. While other financial services companies focus on the wealthy, Primerica is proud to serve the middle market - the ones who need their help the most.



<sup>1</sup> A.M. Best ratings range in order from the highest ratings as follows: A++, A+, A, A-, B++, B+, B, B-, C++, C+, C, C-, D, E, F. <sup>2</sup> America's 50 Most Trustworthy Financial Companies ranking compiled by MSCI ESG Research. Numerical score based on "Aggressive Accounting and Governance Risk (AGR), which is determined by factors including high-risk events, revenue and expense recognition methods, SEC action and bankruptcy risks.