

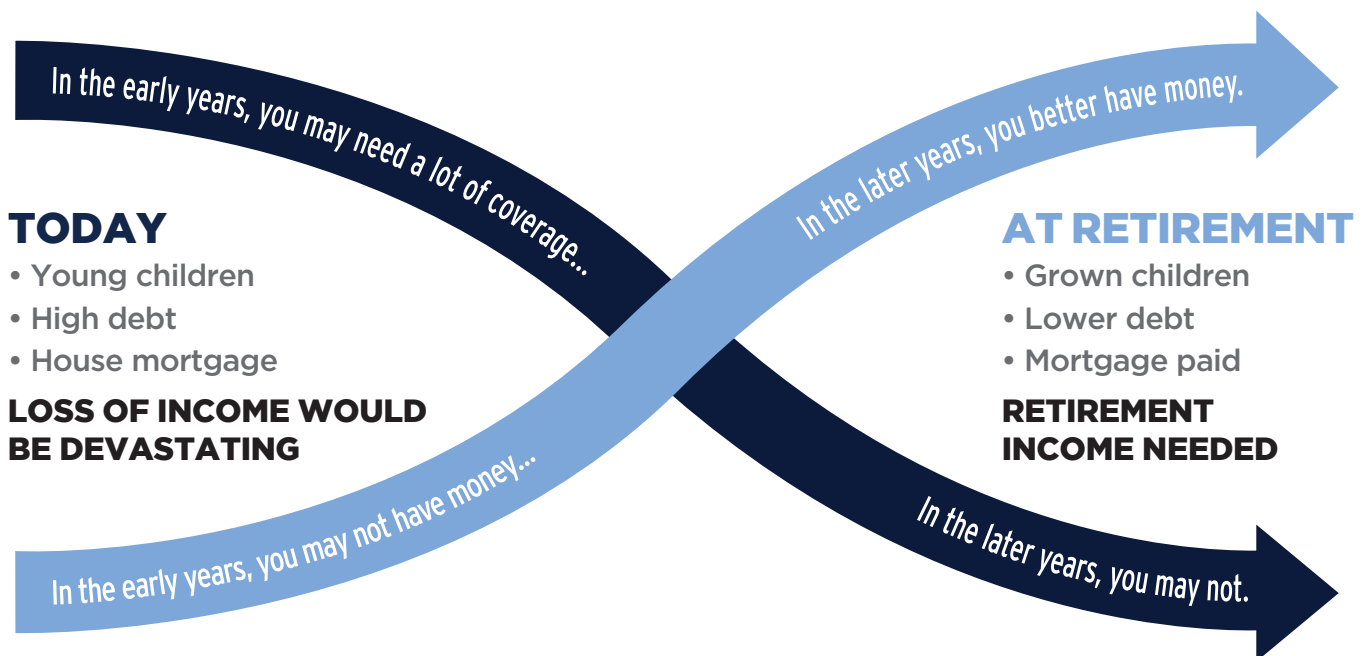
# WE DO WHAT'S RIGHT

We believe in  
“Buy Term and  
Invest the Difference.”

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Our “Buy Term and  
Invest the Difference”  
approach beats cash  
value life insurance.

## THE THEORY OF DECREASING RESPONSIBILITY







# ABOUT PRIMERICA

Primerica is the largest independent financial services marketing organization in North America.<sup>2</sup>

- Listed on the NYSE (PRI)
- Approximately 5.7 million lives insured through our life companies
- Approximately 2.9 million client investment accounts
- 90% of claims are paid within 14 days of receiving all required claim documents
- More than \$944 billion of term life insurance in force
- An average of \$5.1 million in benefit claims paid every day
- Investment clients have nearly \$97 billion in asset values in their Primerica investment accounts

## THE FACTS ARE IN

There's no need to spend a lot of money on a product that won't help you achieve your goals. Talk to the Primerica Representative who gave you this brochure or visit us online to find out how Primerica can help you take control of your future through our term life insurance solutions<sup>3</sup> plus a sound investments strategy!



**1.** IUL products vary and may have different features or components. Please be sure to carefully review any applicable IUL contracts and disclosure documents to fully understand all terms and conditions and decide what may be best for you. **2.** Numbers reflect the combined totals or daily average, as indicated above, as of, or for the year ended, December 31, 2023, for the following affiliated companies: Life Insurance: National Benefit Life Insurance Company (Home Office: Long Island City, NY) in New York; Primerica Life Insurance Company (Executive Offices: Duluth, GA) in all other U.S. jurisdictions; Primerica Life Insurance Company of Canada (Head Office: Suite 400, 6985 Financial Dr., Mississauga, ON L5N 0G3, Tel: 905-812-2900) in Canada. Investments: In the United States, securities are offered by PFS Investments Inc. (PFSI), 1 Primerica Parkway, Duluth, Georgia 30099-0001; In Canada, mutual funds are offered by PFSI Investments Canada Ltd., mutual fund dealer, and segregated funds are offered by Primerica Life Insurance Company of Canada, Head Office: Mississauga, ON. Each company is responsible for its own financial obligations. **3.** Term life insurance provides a death benefit and an initial level premium period. Its premiums increase after initial premium periods at certain ages.

Primerica PrecisionTerm term life insurance policy form ICC21PA0 or PLF22PA0 in the U.S. Primerica PowerTerm term life insurance policy form ICC21QA0 or PLF22QA0 in the U.S.

In the United States (except in New York), term life insurance products are underwritten by Primerica Life Insurance Company, Executive Offices: Duluth, Georgia. In Canada: Term life insurance and Common Sense Funds segregated fund products are underwritten by Primerica Life Insurance Company of Canada, Head Office: Suite 400, 6985 Financial Dr., Mississauga, ON L5N 0G3, Tel: 905-812-2900.

Not all products/services available in all states or provinces. A representative's ability to market products is subject to state and federal licensing and/or certification requirements.

**Not for use in New York.**