

Primerica

- The **largest** independent financial services marketing organization in North America
- Primerica, Inc. listed on the New York Stock Exchange (PRI)
- Approximately **2.8 million client** investment accounts*
- Over **5.7 million** lives insured through our life companies*
- Named #1 **Most Trusted Life Insurance Company** and #3 **Most Trusted Financial Company** by *Investor's Business Daily* in 2022**

Our Mission

- Help families **earn more income** and become **properly protected, debt free** and **financially independent**.

How We Do What We Do

- We educate people using our **HOW MONEY WORKS™** concepts so that they can make informed decisions about managing their finances.
- We provide a **Financial Needs Analysis** to give clients a snapshot of their financial situation.
- Primerica offers a variety of **products and services** designed to help people get properly protected, get out of debt and become financially independent.



*Numbers reflect the combined totals as of December 31, 2022 for the following affiliated companies: Primerica Life Insurance Company of Canada (Head Office: 6985 Financial Drive, Suite 400, Mississauga, ON L5N 0G3 | Phone: 905-812-2900; 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; Each company is responsible for its own financial obligations.

***Investor's Business Daily* survey results are presented solely with respect to Primerica's U.S. term life insurance business.

Do you understand the importance of your credit score?

Typically, the higher your credit score, the lower your interest rate will be.

Even a slight difference in your interest rate can make a huge impact on your cost of borrowing.

Interest rate	Monthly payment amount	Interest cost over 5 years
4%	\$1,587.06	\$55,845.39
5%	\$1,744.81	\$70,211.42

Potential Annual Savings = \$1,893

Invest the savings until age 65 - the total, given a 9% rate of return, is \$290,966

Source: Example of monthly mortgage payment for a mortgage of \$300,000.00 with an amortization of 25 years at various interest rates," *Canada.ca, Interest on mortgages*, September 22, 2022.

The accumulation figure reflects continued investment at the same rate (monthly at \$157.75) starting at age 35 for 30 years, invested at beginning of each month, at a 9% nominal rate of return compounded monthly and does not take into consideration taxes or other factors, which would lower results. This example uses a constant rate of return, unlike actual investments, which will fluctuate in value. This is hypothetical and does not represent an actual investment.

Have you considered how it would feel to be debt free?

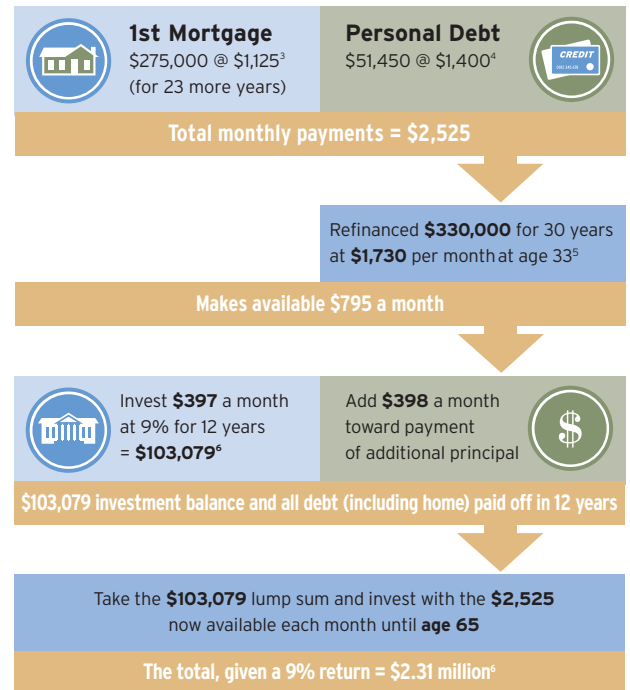
The Debt Stacking Path¹

Credit Card 1	\$180	+\$180		
Credit Card 2	\$750	\$930	+\$930	
Personal Loan	\$480	\$480	\$1,410	+\$1,410
Mortgage	\$1,157	\$1,157	\$1,157	\$2,567
Total	\$2,567	\$2,567	\$2,567	\$2,567

	Without Debt Stacking	With Debt Stacking
Payoff Date	25 years, 1 month	10 years 6 months 14.5 Years Sooner
Interest Saved	\$0	\$112,546
Interest Paid	\$205,279	\$92,733
Monthly Payments	\$2,567	\$2,567

Once debts are paid off, invest \$2,567 each month until age 65 - the total, given a 9% return, is \$2 million.²

The Debt Consolidation Path



¹ This example is for illustrative purposes only. The Debt Stacking concept assumes that: (1) you make consistent payments on all of your debts, (2) when you pay off the first debt in your plan, you add the payment you were making toward that debt to your existing payment on the next debt in your plan (therefore you make the same total monthly payment each month toward your debts) (3) you continue this process until you have eliminated all of the debts in your plan (4) no further debt is accumulated. In the example above, when credit card 1 is paid off, the \$180 is applied to credit card 2, accelerating its payment to \$930. After credit card 2 is paid off, the \$930 is applied to the personal loan for a total payment of \$1,410. The process is then continued until all debts are paid off. Note that the total payment per month remains constant. ² The accumulation figure reflects continued contributions of the same dollar amount (made at the beginning of each month) over 22 years at a 9% constant nominal rate of return compounded monthly, unlike actual investments which will fluctuate in value, and does not take into consideration taxes or other factors, which would lower results. This is hypothetical and does not represent an actual investment. ³ The above monthly payment does not include taxes and insurance. Cost of borrowing (COB) of 2.78%. ⁴ Based on the assumption that the present payment program continues on two open-end credit card accounts with balances totalling \$15,000, interest rates depend on the credit cards terms and conditions, and monthly payment totalling \$650, as well as two personal loans with a balance totalling \$36,450, monthly payment of \$750, interest rate depend on loans' terms and conditions. ⁵ The above monthly payment does not include taxes and insurance. The refinancing amount of \$330,000 includes estimated refinancing costs and any associated penalty. This example assumes a COB of 4.84%. Assumes no additional debt is incurred. ⁶ The accumulation figure reflects continued contributions of the same dollar amount (made at the beginning of each month) over the number of years indicated above at a 9% constant nominal rate of return compounded monthly, unlike actual investments which will fluctuate in value, and does not take into consideration taxes or other factors, which would lower results. This is hypothetical and does not represent an actual investment.

66% of Canadians reported living paycheque-to-paycheque and are financially stressed.

Half of Canadians report they are worried about their current debt load.

GlobalNews.ca, "Canadians are facing a 'financial storm,' and experts say it's time to plan ahead," October 3, 2023

Over 30% of Canadians don't have a life insurance.

CLHIA 2023 report

Canadians average a debt load of \$21,131 in non-mortgage debts.

WealthProfessional.ca, "Canadian debt at \$2.4 trillion but consumer credit spending is slowing," September 14, 2023

40% Canadians spend more than they earn, meaning they are taking more debt and dipping into their savings each pay cycle!

AngusReid.org, "Tightening up, drawing down: Vast majority of Canadians making tough decisions to handle cost-of-living crisis," April 6, 2023

Household debt as a proportion of income is as high as 181.6%.

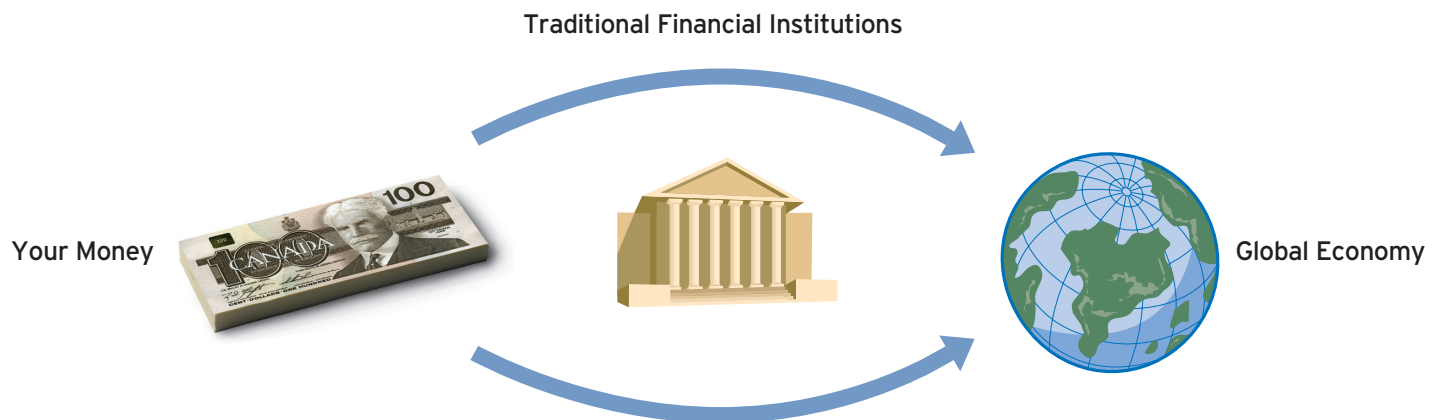
BNNBloomberg.ca, "Statistics Canada says household debt-to-income ratio lower in Q3, service costs up," December 12, 2023

55% of near-retiree households will have to make lifestyle compromises to avoid outliving their financial savings.

BenefitsCanada.com, "Seventy-One Percent of Canadians Finding It Challenging to Save for Retirement Amid Rising Inflation: Survey," Viewed: December 13, 2023

? Do you have a written program to get out of debt and retire financially secure?

How Money Works



Traditional Institutions = Historically Low Rates of Return

GICs and savings/chequing accounts are generally CDIC insured up to \$100,000.

The Power of Compound Interest

\$200 Monthly Savings for 35 Years (Age 30-65)

3% interest		\$162,820
6% interest		\$327,893
9% interest		\$714,475

The accumulation figures reflect continued contributions of the same dollar amount (made at the beginning of each month) over 35 years at the constant nominal rate of return indicated above compounded monthly, unlike actual investments which will fluctuate in value, and does not take into consideration taxes or other factors, which would lower results. This is hypothetical and does not represent actual investments.

"Compound interest is the most powerful force in the universe."

Albert Einstein, as quoted in *Dow 40,000*, David Elias (1999)

The Rule of 72

This simple calculation gives you the approximate number of years it may take to double your investment.

Years	3%	6%	12%
0	\$10,000	\$10,000	\$10,000
6			\$20,000
12		\$20,000	\$40,000
18			\$80,000
24	\$20,000	\$40,000	\$160,000
30			\$320,000
36		\$80,000	\$640,000
42			\$1,280,000
48	\$40,000	\$160,000	\$2,560,000

Based on The Rule of 72, a one-time contribution of \$10,000 doubles six more times at 12 than at 3.

\$50,000 Savings for 40 Years

0.5%	\$61,068
3.0%	\$165,757
6.0%	\$547,873
9.0%	\$1,805,495

This table serves as a demonstration of how the Rule of 72 concept works from a mathematical standpoint. It is not intended to represent an investment. The chart uses constant rates of return, unlike actual investments which will fluctuate in value. It does not include fees or taxes, which would lower performance. It is unlikely that an investment would grow 10% or more on a consistent basis, given current market conditions.

Hypothetical illustration assumes a \$50,000 one-time investment, 40 years, at the following constant nominal rates of return compounded monthly, unlike actual investments which will fluctuate in value, and does not take into consideration taxes or other factors, which would lower results. No additional contributions.

❓ How many doubling periods do you have in your life?

❓ Are your current savings drawing minimal returns?

One of the biggest "investments" people make is in life insurance.

Cash Value vs. Buy Term and Invest the Difference

Death Benefit Before Primerica		Changed to Primerica's Term	
John	\$200,000		\$400,000
Mary	\$200,000		\$400,000
Total Coverage	\$400,000		\$800,000
Monthly Premium	\$315		\$113
		Invest the Difference	
		(\$202/mo.) = \$372,584 at age 65	

Double the coverage for \$202 LESS per month!

Monthly premium for cash value policies is an average of nine whole life policies from six Canadian life insurance companies for male and female, both age 35 and standard risk. Cash value life insurance can be universal life, whole life, etc., and may contain features in addition to death protection, such as dividends, interest, or cash value available for a loan or upon surrender of the policy. Cash value insurance usually has level premiums for the life of the policy. Term insurance provides a death benefit and its premiums increase after initial premium periods and at certain ages. Primerica monthly premium for 30-year Primerica PrecisionTerm policy, Class 6, husband (ZLF22PA0G), and Primerica PrecisionTerm policy, Class 4, wife (ZLF22PA0G), both age 35, underwritten by Primerica Life Insurance Company of Canada. The accumulation figure reflects continued investment at the same 9% nominal rate of return compounded monthly and does not take into consideration taxes or other factors, which would lower results. This example uses a constant rate of return, unlike actual investments which will fluctuate in value. This is hypothetical and does not represent an actual investment.

"Term life insurance is the simplest and most affordable option for most people."

PolicyGenius.com, "Types of Life Insurance," July 19, 2022

"Term life insurance is a top choice for people who want to cover financial obligations that are common when raising a family."

Forbes.com, "What Is Term Life Insurance?" March 7, 2022

The Theory of Decreasing Responsibility

How Life Works

In the early years, you may need a lot of coverage...

Today

1. Young children
 2. High debt
 3. House mortgage
- Loss of income would be devastating**

In the later years, you better have money.

At Retirement

1. Grown children
 2. Lower debt
 3. Mortgage paid
- Retirement income needed**

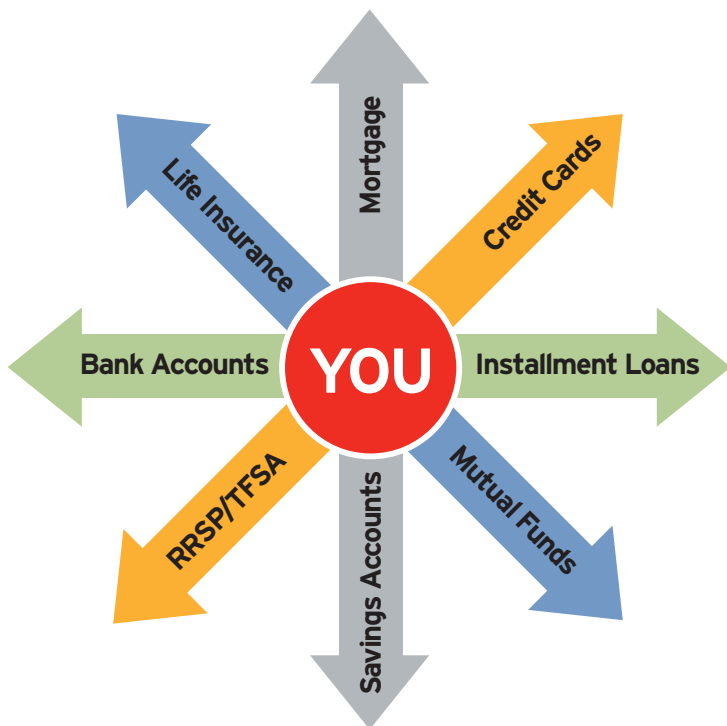
In the early years, you may not have a lot of money...

In the later years, you may not.

Most People Don't Plan to Fail, They Fail to Plan

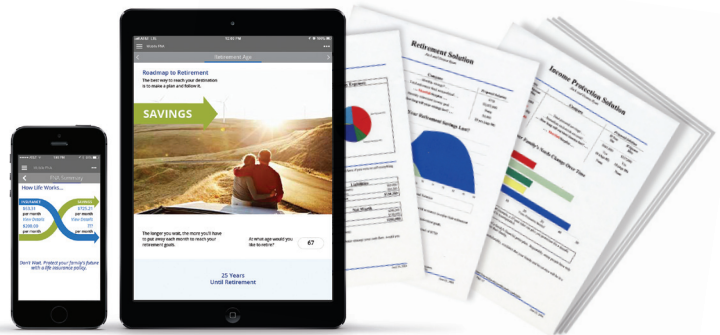
The Problem:

Traditional financial institutions sell products; they don't provide a total solution.



The Solution: A Financial Needs Analysis

A complimentary, confidential and customized program that helps you achieve your goals and dreams.



The FNA provides solutions in these areas:

- Savings
- Debt Solutions
- Income Protection
- Income Management

? On a scale of 1-10, *10 being the highest*, how would you rate your desire to become properly protected, debt free, and financially independent? _____

What You Would Have Earned

	Mortgage Loan Referral		Insurance		Investments		Total
District Leader	\$181		\$612		\$483		\$1,276
RVP	\$341	+	\$1,346	+	\$845	=	\$2,532
RVP Override	\$160		\$734		\$362		\$1,256

The Key: Recruit, Train & Develop People

Representatives of Primerica are independent contractors and are paid commissions only on sale of products, and are not paid for recruiting. Life and investment product earnings are based on prior "Cash Value vs. Buy Term and Invest the Difference" section. Assumes all products remain in force for 12 months. Life commissions cash flow includes 75% advance of 1st year commission. Assumes average premium per policy of \$1,354. Assumes \$22,576 transfer plus additional investments of \$202/mo. for 12 months. Investment assumes 1. a 3% advance, 2. a 1% Front End charge, 3. 1.42% average dealer service fee net of HST; no market growth or redemptions considered across investment. Investments with advance compensation assumes 80% of the invested amount is invested in Advance Compensation funds, and the remaining 20% are invested in Front End Funds where no advance is provided. Commissions include cash flow that is received over 12 months. RVP Overrides reflect what an RVP would earn on sales by a District Leader. Life and securities licenses required.

A Track Record of Success ... with Tremendous Momentum

Cumulative Number of Earners

12-Month Cash Flow	1977-2019	2020-2022	TOTAL
Over \$50,000	7,380 14 per month	1,240 34 per month	8,620
Over \$100,000	3,746 7 per month	857 24 per month	4,603
New Diamonds	3,903 8 per month	1,526 42 per month	5,429
Over \$1 Million	95 2 per year	31 10 per year	126
Over \$2 Million	19 1 every 3 years	9 3 per year	28

In 2022, Primerica paid more than \$1 billion to its sales force!

? With this track record, what would prevent you from pursuing this opportunity?

These numbers represent 12-month rolling cash flow levels, including advances, that have been achieved by Primerica representatives, past and present, at some point during their affiliation with Primerica. The representatives are not necessarily achieving those levels at this time. Further, the numbers reflected in the "Cumulative Number of Earners" column are cumulative from level to level and, therefore, include all representatives who have ever achieved the stated cash flow figures, even if they are also included in a higher cash flow category. The compensation scenarios are not intended to demonstrate typical earnings, but are hypotheticals for certain leadership levels in the sales force. Most representatives do not achieve these levels and clients do not always buy the hypothetical product sets. In order to become a District Leader, you must achieve certain requirements and get life licensed. Reaching other leadership levels is also dependent on achieving certain requirements. The ability to sustain any level of sales and earnings depends on the size of the organization you build, the number of sales and override commissions you earn, and the efforts of your downlines.

This communication is not a solicitation or offer to sell products or services. This is solely intended to promote Primerica's business opportunity. Primerica's business opportunity involves the sale of term life insurance and various other financial products and services by Primerica's independent contractor sales force, which is made up of individuals who have signed an Independent Business Application together with payment of a fee and who have been approved to become a member of Primerica's sales force. RVP is not a corporate officer title.

From January 1 through December 31, 2022, Primerica paid cash flow to its Canadian sales force at an average of \$17,141, which includes commissions paid in Canadian dollars on all lines of business to life licensed representatives.

Primerica Representatives are individuals who have signed an Independent Business Application ("IBA") and who have been approved to become a member of Primerica's sales force. Primerica Representatives are independent contractors and are not employees of any of the Primerica Companies, including Primerica, Inc. Recruits/Representatives are not required to purchase any of the Primerica products or services.

Primerica does not deal in mortgages or debt consolidation lending. Primerica Representatives make simple referrals for debt consolidation loans secured by residential real estate.

Term life insurance and segregated fund products are underwritten by Primerica Life Insurance Company of Canada. Mutual Funds offered by PFSL Investments Canada Ltd., mutual fund dealer. Commissions, trailing commissions, management fees and expenses all may be associated with mutual funds and segregated funds. Please read the prospectus or information folder before investing. Mutual funds are not guaranteed. For segregated funds, other than the guaranteed maturity value and the guaranteed death benefit, the amounts you receive under your contract are not guaranteed. Mutual fund and segregated fund values change frequently and past performance may not be repeated. Investing entails risk, including loss of principal. Units, when redeemed, may be worth more or less than their original value. Head Office: 6985 Financial Drive, Suite 400, Mississauga, ON L5N 0G3 | 905-812-2900.



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