

Primerica  
2013 Annual Report

**Financial Highlights** (in millions, except per-share amounts and as noted)

<b>Operating<sup>1</sup></b>	<b>2013</b>	<b>2012</b>	<b>Change<sup>1</sup></b>
Total Revenues	\$1,261.2	\$1,179.3	6.9%
Net Income	\$171.0	\$174.5	-2.0%
Earnings Per Diluted Share <sup>3</sup>	\$2.97	\$2.72	9.1%
Net Income Return on Adjusted Stockholders' Equity	15.0%	14.3%	nm
<b>GAAP</b>	<b>2013</b>	<b>2012</b>	<b>Change</b>
Total Revenues	\$1,267.4	\$1,190.7	6.4%
Net Income	\$162.7	\$173.8	-6.4%
Earnings Per Diluted Share <sup>3</sup>	\$2.83	\$2.71	4.2%
Net Income Return on Stockholders' Equity	13.3%	13.1%	nm
Stockholders' Equity	\$1,222.0	\$1,275.4	-4.2%
Book Value Per Share <sup>3</sup>	\$22.29	\$22.62	-1.5%
Term Life Net Premium	\$597.2	\$543.7	9.8%
End of Period Client Asset Values (in Billions)	\$45.0	\$37.4	20.3%
Weighted Average Shares Used to Calculate Diluted EPS	56.6	62.4	-9.3%
Warrants Repurchased	4.1	0	nm
Common Shares Repurchased	2.5	9.5	-73.7%
End of Period Share Count <sup>4</sup>	54.8	56.4	-2.7%
Cash Dividends Declared Per Common Share	\$0.44	\$0.24	83.3%
Market Price Per Share at Year End	\$42.91	\$30.01	43.0%
Total Stockholder Return	44.7%	30.3%	48.0%
Debt-to-Capital	23.5%	22.7%	nm

1 A reconciliation of operating results to GAAP results can be found on our website at <http://investors.primerica.com>

2 Certain variances are noted as "nm" to indicate not meaningful

3 Percent change in per share calculations is calculated prior to rounding per share amounts

4 Share count reflects outstanding common shares, including restricted shares, and excludes restricted stock units (RSUs)

# Dear Stockholders,

In 2013 Primerica successfully executed initiatives to grow distribution in order to drive long-term organic earnings. Our continued building of the Term Life business and positive Investment and Savings Products performance coupled with share and warrant repurchases drove expansion of operating earnings per share and return on adjusted equity, underscoring the strength of our franchise.



# Distribution Highlights

Primerica's life insurance licensed sales force increased to 95,566, the largest sales force we have had in over three years. Sales force growth was achieved with continued improvement in the ratio of new recruits obtaining a life insurance license as well as improvement in the ratio of licensed representatives renewing their life insurance licenses.

Our average annualized premium and face amount per issued life insurance policy modestly improved in 2013, offsetting the slight decline in issued policies. Our TermNow rapid-issue term life insurance product accounted for over 60% of policies issued in 2013 and over 90% of those eligible received an underwriting decision within two minutes of application submission.

2013 was a record year for our Investment and Savings Products (ISP) segment. We achieved all-time highs in both ISP sales and client asset values due to expanded product offerings and platform enhancements as well as positive market performance. Products introduced in recent years represented approximately 20% of total ISP sales in 2013. Managed account client

asset values grew to \$1.1 billion at the end of 2013 from \$582 million at the end of 2012.

In June, our biennial convention provided the environment and platform to launch new products, incentive programs and technology that enhanced our clients' experience and expanded the business opportunity for our representatives. Approximately 35,000 people from the U.S., Canada and Puerto Rico attended our convention where we announced service enhancements for our life insurance clients, a new variable annuity and a proprietary fixed indexed annuity product. Announcements and incentives focused the sales force on growing the number of insurance licensed representatives and building the Investment and Savings Products business. As part of our strategy to adapt with the changing mobile world, we introduced a streamlined, web-based financial needs analysis (FNA) and a new Primerica "app" with functions that include a contact manager, life insurance Quick Quotes and financial calculators.

In June, our biennial convention provided the environment and platform to launch new products, incentive programs and technology that enhanced our clients' experience and expanded the business opportunity for our representatives.





Tens of thousands of people from all over the U.S., Canada and Puerto Rico gathered in the Georgia Dome for Primerica's 2013 Convention. Members of our company's vast sales force come together for this powerful training event that serves as a catalyst for motivation and momentum.



# Performance

One of the key benefits of Primerica's diverse income sources is our capacity to generate and deploy capital to drive stockholder value while maintaining our financial strength. In each full year since our 2010 IPO, we have consistently returned over 100% of operating earnings to stockholders. In 2013, we returned 105% of operating earnings to stockholders through \$25.1 million of stockholder dividends and \$154.7 million of common stock and warrant repurchases. Quarterly stockholder dividends were increased to \$0.11 cents, or \$0.44 per share for the full-year 2013, maintaining our 1% dividend yield. Our 2013 repurchase transactions retired all of the warrants and 4% of Primerica's common stock outstanding as of December 31, 2012. Since the IPO, we have retired 29% of Primerica's common stock outstanding. In 2014, we expect to further enhance stockholder value by repurchasing approximately \$150 million of our common stock subject to regulatory approval of a redundant reserve financing transaction.

We are committed to optimizing Primerica's strong balance sheet and maintaining a conservative, high quality investment portfolio. Our term life business allows for a low ratio of invested assets to adjusted equity because it does not produce liabilities associated with client funds and is therefore less exposed to interest rate risk than most life insurance companies. Primerica Life Insurance Company remains well positioned to fund future growth with a Risk-Based Capital Ratio in excess of 490% at the end of 2013. Our financial strength was confirmed in 2013 when Standard & Poor's, Moody's and A.M. Best Company affirmed their strong ratings of Primerica, Inc. and Primerica Life Insurance Company.

Our solid performance was driven by 10% growth in term life net premiums and strong Investment and

Savings Products performance compared to 2012. Positive market conditions as well as enhancements to our ISP offerings led to an 11% increase in ISP sales and a 20% increase in client asset values at the end of 2013 versus the end of 2012.

Approximately 75% of Primerica's \$1.3 billion of operating revenue in 2013 was generated by sales activity prior to 2013. Our large block of in-force term life policies generates stable, recurring income that is not highly sensitive to fluctuations in current sales levels. Our ISP segment also generates significant recurring revenue, although sales and market performance have a greater revenue impact on a short-term basis, as apparent in the 2013 ISP results.

Net operating income of \$171.0 million declined \$3.5 million in 2013 compared with 2012, partially reflecting a year-over-year decline in net investment income related to lower yield on invested assets as well as a lower invested asset base following the repurchase of common stock and warrants. An increase in insurance and operating expenses as well as legal fees and expenses related to a specific litigation matter also impacted net operating income in 2013. While these expenses created downward pressure on 2013 results, active capital deployment drove a 9% increase in net operating earnings per diluted share to \$2.97 compared with \$2.72 in 2012. Return on adjusted stockholders' equity expanded for the third consecutive year, increasing to 15.0% in 2013 from 14.3% in 2012.

In 2013, investors responded favorably to the actions we've taken to drive stockholder value. PRI's total stockholder return of 44.7%, including dividends, significantly outpaced the total return of the S&P 500 in 2013.

## Agency Ratings

### Agency

Standard & Poor's

Moody's

A.M. Best Company

### Financial Strength

AA-, stable outlook

A2, stable outlook

A+, stable outlook

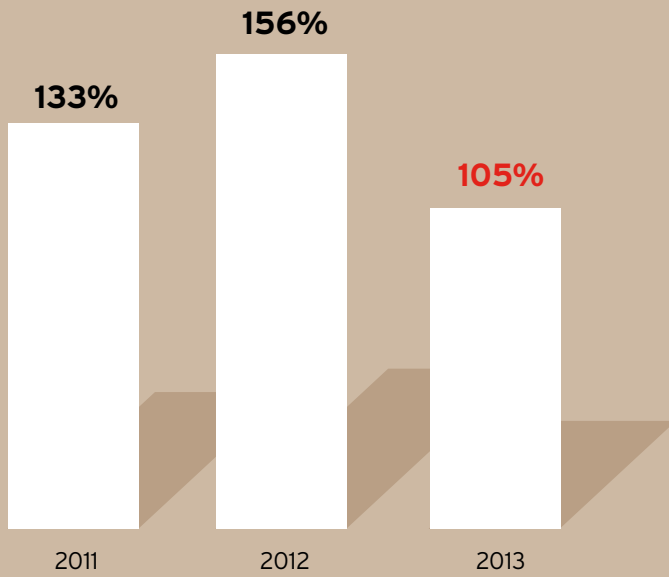
### Senior Unsecured Debt (PRI)

A-, stable outlook

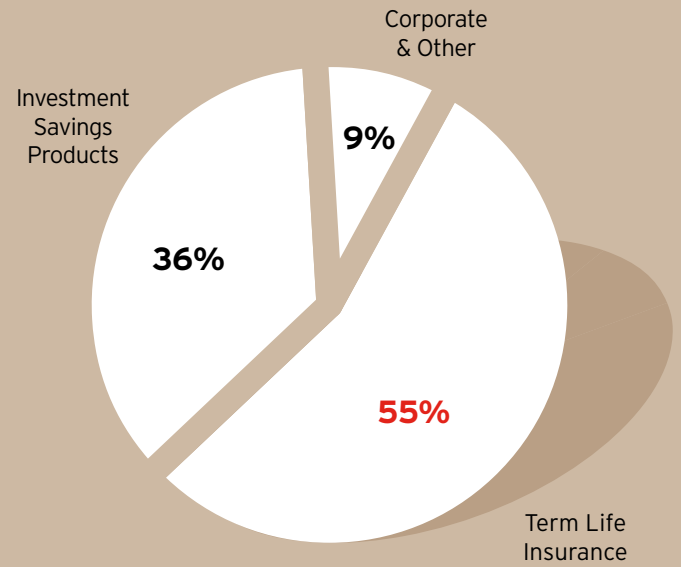
Baa2, stable outlook

a-, stable outlook

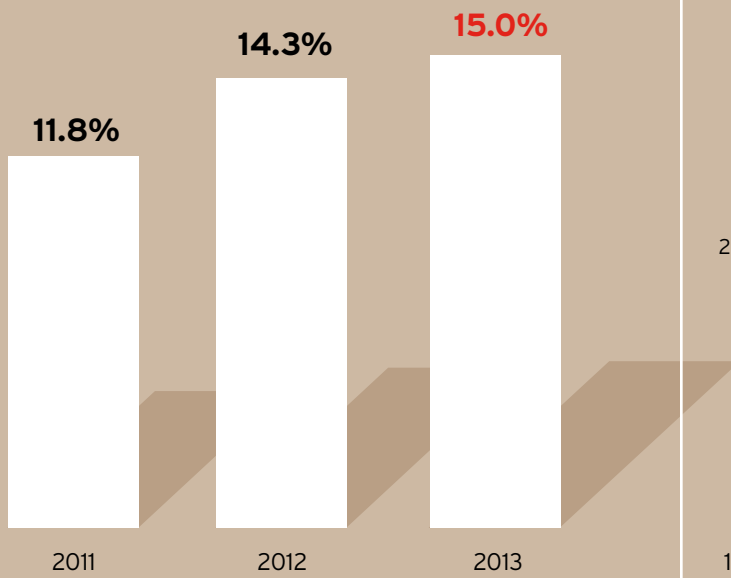
Percentage of Operating Earnings Returned to Stockholders



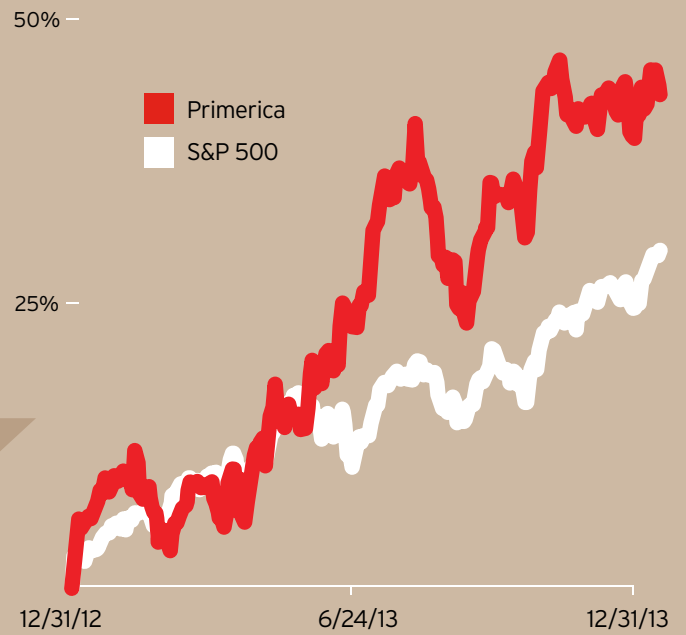
2013 Operating Revenue Sources



Operating Return on Adjusted Stockholders' Equity



2013 PRI Stock Performance vs. S&P 500



# Looking Ahead

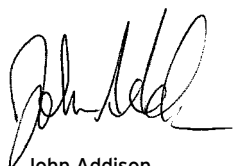
As we look to the future, Primerica's financial strength and solid business fundamentals represent a compelling investment opportunity. We are working on initiatives and business enhancements focused on supporting our sales force in order to grow distribution and help more middle-income families navigate their financial futures. Middle-income families, which make up approximately 58 million households in the U.S., need us more than ever as other financial institutions compete for affluent and mass affluent households. Industry research indicates

that ownership of individual life insurance by American and Canadian households has been declining steadily for decades. With over 95,000 life insurance licensed representatives and 22,000 mutual fund licensed representatives, Primerica is uniquely positioned to fill the financial gaps for these middle-income families. Our distribution capability, coupled with Primerica's consistent, recurring income sources and continued active capital redeployment, will drive meaningful long-term value and enhanced returns for our sales force, clients, employees and stockholders.

Sincerely,



**Rick Williams**  
Chairman of the Board and  
Co-Chief Executive Officer



**John Addison**  
Chairman of Primerica Distribution and  
Co-Chief Executive Officer

Middle-income families, which make up approximately 58 million households in the U.S., need us more than ever as other financial institutions compete for affluent and mass affluent households.





While other companies focus on the wealthy, Primerica helps Main Street families get the protection they need at a price they can afford, invest for the future and get out of debt. We teach them fundamental financial principles, and we give them an opportunity to build a business and transform their lives.



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

**FORM 10-K**

**(Mark One)**

**ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**  
For the fiscal year ended December 31, 2013

OR

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_  
Commission File Number: 001-34680



**PRIMERICA®**

Primerica, Inc.

**(Exact name of registrant as specified in its charter)**

Delaware  
(State or other jurisdiction of incorporation or organization)

27-1204330  
(I.R.S. Employer Identification No.)

1 Primerica Parkway  
Duluth, Georgia  
(Address of principal executive offices)

30099  
(ZIP Code)

**Registrant's telephone number, including area code: (770) 381-1000**

**Securities registered pursuant to Section 12(b) of the Act:**

<u>Title of each class</u>	<u>Name of each exchange on which registered</u>
Common Stock, \$.01 Par Value	New York Stock Exchange

**Securities registered pursuant to Section 12(g) of the Act: None**

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act.  Yes  No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act.  Yes  No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.  Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).  Yes  No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (§229.405 of this chapter) is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  Accelerated filer   
Non-accelerated filer  (Do not check if a smaller reporting company) Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).  Yes  No

The aggregate market value of the voting stock held by non-affiliates of the registrant as of June 28, 2013, was \$1,991,469,205. The number of shares of the registrant's Common Stock outstanding at February 14, 2014, with \$0.01 par value, was 54,966,201.

**Documents Incorporated By Reference**

Certain information contained in the Proxy Statement for the Company's Annual Meeting of Stockholders to be held on May 21, 2014 is incorporated by reference into Part III hereof.

# TABLE OF CONTENTS

	<b>Page</b>
PART I	3
Item 1. Business.	3
Item 1A. Risk Factors.	29
Item 1B. Unresolved Staff Comments.	47
Item 2. Properties.	47
Item 3. Legal Proceedings.	47
Item 4. Mine Safety Disclosures.	47
Item X. Executive Officers of the Registrant.	48
PART II	50
Item 5. Market for Registrant’s Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities.	50
Item 6. Selected Financial Data.	53
Item 7. Management’s Discussion and Analysis of Financial Condition and Results of Operations.	55
Item 7A. Quantitative and Qualitative Disclosures About Market Risk.	86
Item 8. Financial Statements and Supplementary Data.	89
Item 9. Changes in and Disagreements With Accountants on Accounting and Financial Disclosure.	136
Item 9A. Controls and Procedures.	136
Item 9B. Other Information.	139
PART III	140
Item 10. Directors, Executive Officers and Corporate Governance.	140
Item 11. Executive Compensation.	141
Item 12. Security Ownership of Certain Beneficial Owners and Management and Related Stockholder Matters.	141
Item 13. Certain Relationships and Related Transactions, and Director Independence.	141
Item 14. Principal Accounting Fees and Services.	141
PART IV	142
Item 15. Exhibits, Financial Statement Schedules.	142
Signatures	159



## CAUTIONARY STATEMENT CONCERNING FORWARD-LOOKING STATEMENTS

Investors are cautioned that certain statements contained in this report as well as some statements in periodic press releases and some oral statements made by our officials during our presentations are "forward-looking" statements. Forward-looking statements include, without limitation, any statement that may project, indicate or imply future results, events, performance or achievements, and may contain the words "expect", "intend", "plan", "anticipate", "estimate", "believe", "will be", "will continue", "will likely result", and similar expressions, or future conditional verbs such as "may", "will", "should", "would", and "could." In addition, any statement concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible actions taken by us or our subsidiaries are also forward-looking statements. These forward-looking statements involve external risks and uncertainties, including, but not limited to, those described under the section entitled "Risk Factors" included herein.

Forward-looking statements are based on current expectations and projections about future events and are inherently subject to a variety of risks and uncertainties, many of which are beyond the control of our management team. All forward-looking statements in this report and subsequent written and oral forward-looking statements attributable to us, or to persons acting on our behalf, are expressly qualified in their entirety by these risks and uncertainties. These risks and uncertainties include, among others:

- our failure to continue to attract and license new recruits, retain sales representatives, or license or maintain the licensing of our sales representatives;
- changes to the independent contractor status of our sales representatives;
- our or our sales representatives' violation of, or non-compliance, with laws and regulations;
- our or our sales representatives' failure to protect the confidentiality of client information;
- differences between our actual experience and our expectations regarding mortality, persistency, expenses and investment yields as reflected in the pricing for our insurance policies;
- the occurrence of a catastrophic event that causes a large number of premature deaths of our insureds;
- changes in federal and state legislation and regulation, including other legislation or regulation that affects our insurance and investment product businesses;
- our failure to meet risk-based capital standards or other minimum capital or surplus requirements;
- a downgrade or potential downgrade in our insurance subsidiaries' financial strength ratings or in the investment grade credit ratings for our senior unsecured debt;
- the effects of credit deterioration and interest rate fluctuations on our invested asset portfolio;
- incorrectly valuing our investments;
- inadequate or unaffordable reinsurance or the failure of our reinsurers to perform their obligations;
- the failure of, or legal challenges to, the support tools we provide to our sales force;
- heightened standards of conduct or more stringent licensing requirements for our sales representatives;

## CAUTIONARY STATEMENT CONCERNING FORWARD-LOOKING STATEMENTS

- inadequate policies and procedures regarding suitability review of client transactions;
- the inability of our subsidiaries to pay dividends or make distributions;
- our ability to generate and maintain a sufficient amount of working capital;
- our non-compliance with the covenants of our senior unsecured debt;
- legal and regulatory investigations and actions concerning us or our sales representatives;
- the loss of key personnel;
- the failure of our information technology systems, breach of our information security or failure of our business continuity plan; and
- fluctuations in Canadian currency exchange rates.

Developments in any of these areas could cause actual results to differ materially from those anticipated or projected or cause a significant reduction in the market price of our common stock.

The foregoing list of risks and uncertainties may not contain all of the risks and uncertainties that could affect us. In addition, in light of these risks and uncertainties, the matters referred to in the forward-looking statements contained in this report may not in fact occur. Accordingly, undue reliance should not be placed on these statements. We undertake no obligation to publicly update or revise any forward-looking statements as a result of new information, future events or otherwise, except as otherwise required by law.

# PART I

## Item 1. Business.

Primerica, Inc. (“Primerica”, “we”, “us” or the “Parent Company”) is a leading distributor of financial products to middle income households in the United States and Canada with approximately 95,600 licensed sales representatives at December 31, 2013. We assist our clients in meeting their needs for term life insurance, which we underwrite, and mutual funds, annuities and other financial products, which we distribute primarily on behalf of third parties. We insured more than 4.3 million lives and maintained approximately two million investment accounts on behalf of our clients at December 31, 2013. Our distribution model uniquely positions us to reach underserved middle income consumers in a cost effective manner and has proven itself in both favorable and challenging economic environments.

Our mission is to serve middle income families by helping them make informed financial decisions and providing them with a strategy and means to gain financial independence. Our distribution model is designed to:

- *Address our clients’ financial needs.* Our sales representatives primarily use our proprietary financial needs analysis tool (“FNA”) and an educational approach to demonstrate how our products can assist clients to provide financial protection for their families, save for their retirement and other needs, and manage their debt. Typically, our clients are the friends, family members and personal acquaintances of our sales representatives. Meetings are generally held in informal, face-to-face settings, usually in the clients’ homes.
- *Provide a business opportunity.* We provide an entrepreneurial business opportunity for individuals to distribute our financial products. Low entry costs and the ability to begin part-time allow our sales representatives to supplement their income by starting their own independent businesses without incurring significant start-up costs or leaving their current jobs.

Our unique compensation structure, technology, training and back-office processing are designed to enable our sales representatives to successfully grow their independent businesses.

## Corporate Structure

We conduct our core business activities in the United States through three principal entities, all of which are direct or indirect wholly owned subsidiaries of the Parent Company:

- Primerica Financial Services, Inc. (“PFS”), our general agency and marketing company;
- Primerica Life Insurance Company (“Primerica Life”), our principal life insurance underwriting company; and
- PFS Investments Inc. (“PFS Investments”), our investment and savings products company, broker-dealer and registered investment advisor.

Primerica Life is domiciled in Massachusetts, and its wholly owned subsidiary, National Benefit Life Insurance Company (“NBLIC”), is a New York life insurance underwriting company.

We conduct our core business activities in Canada through three principal entities, all of which are indirect wholly owned subsidiaries of the Parent Company:

- Primerica Life Insurance Company of Canada (“Primerica Life Canada”), our Canadian life insurance underwriting company;
- PFS Investments Canada Ltd. (“PFS Investments Canada”), our Canadian licensed mutual fund dealer; and
- PFS Fund Management Ltd. (“PFS Fund Management”), our Canadian investment funds manager.

Primerica, Inc. was incorporated in the United States as a Delaware corporation in October 2009 to serve as a holding company for the Primerica businesses (collectively, the

"Company"). Our businesses, which prior to April 1, 2010 were wholly owned indirect subsidiaries of Citigroup Inc. ("Citigroup"), were transferred to us by Citigroup on April 1, 2010 in a reorganization pursuant to which we completed an initial public offering in April 2010 (the "IPO"). On March 31, 2010, we entered into certain reinsurance transactions with affiliates of Citigroup (the "Citigroup reinsurers") and ceded between 80% and 90% of the risks and rewards of our term life insurance policies that were in force at year-end 2009.

### ***Our Clients***

Our clients are generally middle income consumers, which we define as households with \$30,000 to \$100,000 of annual income. According to the 2012 U.S. Census Bureau Current Population Survey, the latest period for which data is available, approximately 50% of U.S. households fall in this range. We believe that we understand the financial needs of the middle income segment well:

- *They have inadequate or no life insurance coverage.* Individual life insurance sales in the United States declined from 12.5 million policy sales in 1975 to 6.2 million policy sales in 2012, the latest period for which data is available, according to the Life Insurance Marketing and Research Association International, Inc. ("LIMRA"), a worldwide association of insurance and financial services companies. We believe that term life insurance, which we have provided to middle income clients for many years, is generally the best option for them to meet their life insurance needs.
- *They need help saving for retirement and other personal goals.* Middle income families continually find it challenging to save for retirement and other goals. By developing personalized savings programs for our clients using our proprietary FNA and offering a wide range of mutual funds, annuities, managed accounts and segregated fund products sponsored and managed by reputable firms, our sales

representatives are well equipped to help clients develop long-term savings plans to address their financial needs.

- *They need to reduce their consumer debt.* Many middle income families have numerous debt obligations from credit cards, auto loans, and home mortgages. We help our clients address these financial burdens by providing personalized client-driven debt resolution techniques and third party referrals that can help them reduce and ultimately pay off their debts.
- *They prefer to meet face-to-face when considering financial products.* Historically, middle income consumers have indicated a preference to meet face-to-face when considering financial products or services. As such, we have designed our business model to address this preference in a cost-effective manner.

### ***Our Distribution Model***

Our distribution model, which is based on a traditional insurance agency model and borrows aspects from franchising and direct sales, is designed to reach and serve middle income consumers efficiently through direct selling to customers by our sales representatives. Key characteristics of our unique distribution model include:

- *Independent entrepreneurs:* Our sales representatives are independent contractors building and operating their own businesses. This business-within-a-business approach means that our sales representatives are entrepreneurs who take responsibility for selling products, recruiting sales representatives, setting their own schedules and managing and paying the expenses associated with their sales activities, including office rent and administrative overhead, with minimal start-up costs.
- *Part-time opportunity:* By offering a flexible part-time opportunity, we are able to attract a significant number of recruits



who desire to earn supplemental income and generally concentrate on smaller-sized transactions typical of middle income consumers. Our sales representatives distribute our products directly to consumers, and therefore our business opportunity does not require recruits to purchase and resell our products. Our sales representatives are able to join our sales force at minimal expense, and they receive technological support, pre-licensing training and licensing examination preparation programs. Virtually all of our sales representatives begin selling our products on a part-time basis, which enables them to hold jobs while exploring an opportunity with us.

- *Incentive to build distribution:* When a sale is made, the selling representative receives a commission, as does the representative who recruited and supervises him or her, which we refer to as override compensation. Override compensation is paid through several levels of the selling representative's recruitment and supervisory organization. This structure motivates existing sales representatives to grow our sales force and provides them with commission income from the sales completed by their recruits.
- *Sales force leadership:* A sales representative who has built a successful organization and has obtained his or her life insurance license can achieve the sales designation of Regional Vice President ("RVP"), which entitles him or her to earn higher compensation and bonuses. RVPs are independent contractors who open and operate offices for their sales organizations and devote their full attention to their Primerica businesses. RVPs also support and monitor the part-time sales representatives on whose sales they earn override commissions in compliance with applicable regulatory requirements. RVPs' efforts to expand their businesses are a primary driver of our success.
- *Innovative compensation system:* We have developed an innovative system for

compensating our independent sales force that is contingent upon product sales. We advance to our sales representatives a significant portion of their insurance commissions upon their submission of an insurance application and the first month's premium payment. In addition to being a source of motivation, this upfront payment provides our sales representatives with immediate cash flow to offset costs associated with originating the business. In addition, monthly production bonuses are paid to RVPs whose downline sales organizations meet certain sales levels. With compensation tied to sales activity, our compensation approach accommodates varying degrees of individual productivity, which allows us to effectively use a large group of part-time sales representatives while providing a variable cost structure. In addition, we incentivize our RVPs with equity compensation on a quarterly basis, which aligns their interests with those of our stockholders.

- *Large, dynamic sales force:* Members of our sales force primarily serve their friends, family members and personal acquaintances through individually driven networking activities. We believe that this warm market approach is an effective way to distribute our products because it facilitates face-to-face interaction initiated by a trusted acquaintance of the prospective client, which is difficult to replicate using other distribution approaches. Due to the large size of our sales force and our active recruiting of new sales representatives, our sales force is able to continually access an expanding base of prospective clients without engaging costly media channels.
- *Motivational culture:* In addition to the motivation for our sales representatives to achieve financial success, we seek to create a culture that inspires and rewards our sales representatives for their personal successes and those of their sales organizations through sales force recognition events and contests. We also use in-house television

broadcasts and local, regional and national meetings to inform and teach our sales representatives, as well as facilitate camaraderie and the exchange of ideas across the sales force organization. These initiatives encourage and empower our sales representatives to develop their own successful sales organizations as part of Primerica.

### ***Structure and Scalability of Our Sales Force***

New sales representatives are recruited by existing sales representatives. When these new recruits join our sales force, they are assigned an upline relationship with the sales representative who recruited them and with the recruiting sales representative's respective upline RVP organization. As new sales representatives are successful in recruiting other sales representatives, they begin to build their own organization of sales representatives who become their downline sales representatives. We encourage our sales representatives to bring in new recruits to build their own sales organizations, enabling them to earn override commissions on sales made by members of their downline organization.

While the substantial majority of our sales representatives are part-time, approximately 4,400 sales representatives served as full-time RVPs at December 31, 2013. RVPs establish and maintain their own offices, which we refer to as field offices. Additionally, they are responsible for funding the costs of their administrative staff, marketing materials, travel and training and certain exclusive recognition events for the sales representatives in their respective downline organizations. Field offices provide a location for conducting recruiting meetings, training events and sales-related meetings, disseminating our Internet-streamed TV programming, conducting compliance functions, and housing field office business records.

Our sales-related expenses are largely variable costs that fluctuate with product sales volume. Sales-related expenses consist primarily of sales

commissions and incentive programs for our sales representatives, as well as costs associated with information technology, compliance, administrative activities, sales management, and training.

With support provided by our home office staff, RVPs play a major role in training, motivating and monitoring our sales representatives. Because the sales representative's compensation grows with the productivity of his or her downline organization, our distribution model provides financial rewards to sales representatives who successfully develop, support and monitor productive sales representatives. Furthermore, we have developed proprietary tools and technology to enable our RVPs to reduce the time spent on administrative responsibilities associated with their sales organizations so they can devote more time to the sales and recruiting activities that drive our growth. We believe that our tools and technology, coupled with our bonus and equity incentive award programs, further incentivize our sales representatives to become RVPs.

To encourage our most successful RVPs to build large downline sales organizations that generate strong sales volumes, we established the Primerica Ownership Program to provide qualifying RVPs a contractual right, upon meeting certain criteria, to sell their Primerica businesses to another RVP or transfer it to a qualifying family member.

Both the structure of our sales force and the capacity of our support capabilities provide us with a high degree of scalability as we grow our business. Our support systems and technology are capable of supporting a large sales force and a high volume of transactions. In addition, by sharing training and compliance activities with our RVPs, we are able to grow without incurring proportionate overhead expenses.

### ***Recruitment of Sales Representatives***

The recruitment of sales representatives is undertaken by our existing sales representatives, who identify prospects and share with them the

benefits of associating with our organization. Our sales representatives showcase our organization as dynamic and capable of improving lives by demonstrating the success achieved by the members of our sales force.

After the initial contact, prospective recruits typically are invited to an opportunity meeting, which is conducted by an RVP. The objective of an opportunity meeting is to inform prospective recruits about our mission and their opportunity to join our sales force. At the conclusion of each opportunity meeting, prospective recruits are asked to complete an application and pay a \$99 fee to commence their pre-licensing training and licensing examination preparation programs, as well as to cover their licensing exam registration costs, which are provided by the Company generally at no additional charge. Recruits are not obligated to purchase any of our products in order to become sales representatives, though they may elect to purchase our term life insurance to provide financial protection for their families or our investment and savings products to save for their retirement and other needs.

Our sales force is our sole distribution channel for our term life insurance and investment and savings products, and our success depends on the ongoing recruitment, training and licensing of new sales representatives. Recruits may become our clients or provide us with access to their friends, family members and personal

acquaintances. As a result, we continually work to improve our systematic approach to recruiting and training new sales representatives so they can obtain the licensing and skills necessary for success.

Similar to other distribution systems that rely upon part-time sales representatives and typical of the life insurance industry in general, we experience wide disparities in the productivity of individual sales representatives. Many new recruits do not get licensed, mainly due to the time commitment required to obtain licenses and various regulatory hurdles. Many of our licensed sales representatives are only marginally active in our business. As a result, we plan for this disparate level of productivity and view a continuous recruiting cycle as a key component of our distribution model. Our distribution model is designed to address the varying productivity associated with part-time sales representatives by paying production-based compensation, emphasizing recruiting, and continuing initiatives to address barriers to licensing new recruits. By providing override commissions to sales representatives on the sales generated by their downline sales organization, our compensation structure aligns the interests of our sales representatives with our interests in recruiting new representatives and creating sustainable sales production.

The following table provides information on new recruits and sales representatives:

	Year ended December 31,		
	2013	2012	2011
Number of new recruits	186,251	191,752	244,756
Number of newly insurance-licensed sales representatives	34,155	34,425	33,711
Number of insurance-licensed sales representatives, at period end	95,566	92,373	91,176
Average number of insurance-licensed sales representatives during period	93,086	90,981	91,855

We define new recruits as individuals who have submitted an application to join our sales force, together with payment of a \$99 fee to commence their pre-licensing training. We may not approve certain new recruits to join our sales force, and others elect to withdraw from our sales force prior to becoming active in our business.

On average, it requires approximately three months for our sales representatives to complete the necessary applications and pre-licensing coursework and to pass the applicable state or provincial examinations to obtain a license to sell our term life insurance products. As a result, individuals recruited to join our sales

force within a given fiscal period may not become licensed sales representatives until a subsequent period.

### ***Sales Force Motivation, Training and Communication***

Motivating, training and communicating with our sales force are critical to our success and that of our sales force.

**Motivation.** Through our proven system of sales force recognition events, contests, and communications, we provide incentives that drive our results. Motivation is driven in part by our sales representatives' belief that they can achieve higher levels of financial success by building their own businesses as Primerica sales representatives. The opportunity to help underserved middle income households address financial challenges is also a significant source of motivation for many of our sales representatives, as well as for our management and home office employees.

We motivate our sales representatives to succeed in our business by:

- compensating our sales representatives for product sales by them and their downline organizations;
- helping our sales representatives learn financial fundamentals so they can confidently and effectively assist our clients;
- reducing the administrative burden on our sales force, which allows them to devote more of their time to building a downline organization and selling products; and
- creating a culture in which sales representatives are encouraged to achieve goals through the recognition of their sales and recruiting achievements, as well as those of their sales organizations.

To help our sales representatives understand that they are part of a larger enterprise than their field office, we conduct numerous local, regional and national meetings. These meetings inform and motivate our sales force. In June 2013, we held our biennial international

convention at the Georgia Dome in Atlanta. Approximately 35,000 people attended our biennial international convention at their own expense, which we believe further demonstrates their commitment to our organization and mission.

**Training.** Our sales representatives must hold licenses to sell most of our products. Our in-house insurance licensing program offers a significant number of classroom, online and self-study insurance pre-licensing courses to meet applicable state and provincial licensing requirements and prepare recruits to pass applicable licensing exams. For those representatives who wish to sell our investment and savings products, we contract with third-party training firms to conduct exam preparation and also offer supplemental training tools.

We provide courses, tools and incentives to help new recruits become licensed sales representatives. For example, we offer, generally at no cost to our sales force, a personalized study plan, a variety of review classes, and life insurance study and exam review videos and audios. With a subscription to our secure Internet website, new recruits gain access to an online exam simulator, a tool that uses a student's prior performance to provide simulated exams that focus on individual study needs. We also provide an online interactive tool that provides new recruits with a step-by-step guide to building their Primerica businesses.

Other internal training program opportunities include sales, management skills, business ownership, product and compliance training modules and videos. Additionally, many RVPs conduct sales training either on nights or weekends, providing new recruits a convenient opportunity to attend training outside of weekday jobs or family commitments.

**Communication.** We communicate with our sales force through multiple channels, including:

- Primerica Online ("POL"), which is our secure Internet website designed to be a support system for our sales force. POL provides sales representatives with access to their Primerica e-mail, bulletins and alerts,



business tracking tools and real-time updates on their pending life applications and new recruits. We also use POL to provide real-time recognition of sales representatives' successes and scoreboards for sales force production, contests and trips. In addition, POL is a gateway to our product providers and product support. A substantial majority of our sales representatives subscribe to POL. Subscribers generally pay a \$25 monthly fee to subscribe to POL, which helps cover the cost of maintaining this support system.

- our in-house TV network, which is broadcast by Internet-streaming video. We create original broadcasts and videos that enable senior management to update our sales force and provide training and motivational presentations. We broadcast a live weekly program hosted by home office management and selected RVPs that focuses on new developments and provides motivational messages to our sales force. We also broadcast a training-oriented program to our sales force on a weekly basis and profile successful sales representatives, allowing these individuals to educate and train our other sales representatives by sharing their secrets for success.
- our publications department, which produces materials to support, motivate, and inform our sales force. We sell recruiting materials, sales pieces, business cards and stationery and provide total communications services, including web design, print presentations, graphic design and script writing. We also produce a weekly mailing that includes materials promoting our current incentives, as well as the latest news about our product offerings.

### ***Sales Force Support and Tools***

Our information systems and technology are designed to support a sales and distribution model that relies on a large group of predominantly part-time sales representatives and assist them in building their own businesses.

We provide our sales representatives with sales tools that allow both new and experienced sales representatives to offer financial information and products to their clients. The most significant of these tools are:

- *Our Financial Needs Analysis:* Our FNA is a proprietary, web-based, needs-based analysis tool. The FNA gives our sales representatives the ability to collect and synthesize client financial data and develop a financial analysis for the client that is easily understood. The FNA, while not a financial plan, provides our clients with a personalized explanation of how our products work and introduces prudent financial concepts, such as regular saving and accelerating the repayment of high cost credit card debt to help them reach their financial goals. The FNA provides clients with a snapshot of their current financial position and identifies their life insurance, savings and debt resolution needs.
- *Our Point-of-Sale Application Tool:* Our web-based, point-of-sale software, TurboApps, is an internally developed system that streamlines the application process for our insurance products. This application populates client information from the FNA to eliminate redundant data collection and provides real-time feedback to eliminate incomplete and illegible applications. Integrated with our paperless field office management system described below and with our home office systems, TurboApps allows our RVPs and us to realize the efficiencies of straight-through-processing of application data and other information collected on our sales representatives' mobile devices, which results in expedited processing of our life insurance product sales. We also leverage the TurboApps concept with our investment partners to process U.S. mutual fund and annuity product sales. We developed web-based versions of TurboApps to take advantage of the proliferation of portable devices and wireless Internet connections, including smartphones, laptop computers and tablets.

- *Virtual Base Shop:* In an effort to ease the administrative burden on RVPs and simplify sales force operations, we make available to RVPs a secure Internet-based paperless field office management system as part of the POL subscription. This virtual office is designed to automate the RVP's administrative responsibilities and can be accessed by all sales representatives in an RVP's immediate downline sales organization, which we refer to as his or her base shop.
- *Other Tools:* We utilize proprietary and third-party products, including web-based software and mobile devices and applications, for more efficient application processing, client support, and sales force administration, among other uses. For example, our Primerica App for Android and iOS are broadly used by our sales force for managing contacts, generating client proposals, and receiving and sending communications. In addition to our Primerica App, we continue to develop mobile applications for our web-based software as the use of mobile devices by our sales representatives increases.

We also make available other technology to support our sales force in managing their businesses and in serving our clients, including:

- a toll-free sales support call center to address questions and assist with paperwork, underwriting and licensing;
- a tele-underwriting process that allows clients to provide needed medical information without disclosing it to our sales representatives; and
- POL for tracking the status of pending life insurance applications and the progress of their new recruits in their training and licensing efforts.

### ***Performance-Based Compensation Structure***

Our compensation system is rooted in our origin as an insurance agency. Our sales

representatives can earn compensation in multiple ways, including:

- sales commissions and fees based on their personal sales and client assets under management;
- override commissions based on sales by sales representatives and fees based on client assets under management in their downline organizations;
- bonuses and other compensation, including equity-based compensation, based on their own sales performance, the aggregate sales performance of their downline organizations and other criteria; and
- participation in our contests and other incentive programs.

Our compensation system pays a commission to the representative who sells the product and override commissions to several levels of the selling representative's upline organization. With respect to term life insurance sales, commissions are calculated based on the total first-year premium (excluding policy fee) for all policies and riders up to a maximum premium. To motivate our sales force, we compensate sales representatives for term life insurance product sales as quickly as possible. We advance a majority of the insurance commission upon the submission of a completed application and the first month's premium payment. As the client makes his or her premium payments, the commission is earned by the sales representative and the commission advance is recovered by the Company. If premium payments are not made by the client and the policy terminates, any outstanding advance commission is charged back to the sales representative. The chargeback would equal that portion of the advance that was made, but not earned, by the sales representative because the client did not pay the full premium for the period of time for which the advance was made to the sales representative. Chargebacks, which occur in the normal course of business, may be recovered by reducing any cash amounts otherwise payable to the sales representative.

Sales representatives and their upline organizations are contractually obligated to repay us any commission advances that are ultimately not earned due to the underlying policy lapsing prior to the full commission being earned. Additionally, we hold back a portion of the commissions earned by our sales representatives as a reserve out of which we may recover chargebacks. The amounts held back are referred to as deferred compensation account commissions ("DCA commissions"). DCA commissions are available to reduce amounts owed to the Company by sales representatives. DCA commissions also provide an upline sales representative with a cushion against the chargeback obligations of their downline sales representatives. DCA commissions, unless applied to amounts owed, are ultimately released to sales representatives.

We pay most term life insurance commissions during the first policy year. One of our term riders provides for coverage increases after the first year. For such riders, we pay commissions after the first year only for premium increases related to the increased coverage. Additionally, we pay renewal commissions on some older in-force policies. At the end of the policy durations, we pay compensation for policy continuations and exchanges.

We also pay compensation to our sales force for the sale of mutual funds, annuities, prepaid legal services, the referral of customers seeking auto and home insurance and other financial products. For most mutual funds (non-managed accounts) and annuity products, commissions are paid both on the sale and on the value of assets under management and are calculated based on the dealer reallowance and trail compensation actually paid to us. For managed account mutual fund products, fees earned are based on the total of assets under management and represent a portion of the annual fee we receive as compensation for as long as we retain the account. Prepaid legal services commissions and credit information product commissions are paid in fixed amounts on the sale of the respective product. For auto and homeowners' insurance products, fees are paid for referrals that result in completed applications. We pay

our sales representatives in Canada a sales commission on segregated fund sales and a quarterly fee based on clients' asset values. We also pay commissions to our sales force related to certain other financial products, which are calculated based on the type of product sold or referred.

We pay bonuses and other incentive compensation for the sale of certain products. Bonuses are paid to the RVPs or to selected override levels, or both, for achieving specified supervising production levels for the sale of term life insurance, investment and savings products and other distributed products.

In addition to these methods of compensation, we use a quarterly compensation program under which RVPs can earn equity awards based on various supervising production criteria. Effective deployment of these programs allows us to align the interests of our sales force with those of our stockholders.

### *Sales Force Licensing*

The states, provinces and territories in which our sales representatives operate generally require our sales representatives to obtain and maintain licenses to sell our insurance and securities products, requiring our sales representatives to pass applicable examinations. Our sales representatives may also be required to maintain licenses to sell certain of our other financial products. To encourage new recruits to obtain their life licenses, we either pay directly or reimburse the sales representative for certain licensing-related fees and expenses once he or she passes the applicable exam and obtains the applicable life insurance license.

To sell insurance products, our sales representatives must be licensed by their resident state, province or territory and by any other state, province or territory in which they do business. In most states, our sales representatives must be appointed by our applicable insurance subsidiary.

To sell mutual funds and variable annuity products, our U.S. sales representatives must be

registered with the Financial Industry Regulatory Authority (“FINRA”) and hold the appropriate license(s) designated by each state in which they sell securities products, as well as be appointed by the annuity underwriter in the states in which they market annuity products. Our representatives must meet all state and regulatory requirements and be designated as an investment advisor representative in order to sell our managed account product.

Our Canadian sales representatives selling mutual fund products are required to be licensed by the securities commissions in the provinces and territories in which they sell mutual fund products. Our Canadian sales representatives who are licensed to sell our insurance products do not need any further licensing to sell our segregated funds products in Canada. In Canada, sales representatives who refer clients to a mortgage lender do not have to be licensed as a mortgage broker.

### ***Supervision and Compliance***

To ensure compliance with various federal, state, provincial and territorial legal requirements, we and our RVPs share responsibility for maintaining an overall compliance program that involves compliance training and supporting and monitoring the activities of our sales representatives. We work with our RVPs to develop appropriate compliance procedures and systems.

Generally, all RVPs must obtain a principal license (FINRA Series 26 in the United States and Branch Manager license in Canada), and, as a result, they assume supervisory responsibility over the activities of their downline sales organizations. Additional supervision is provided by approximately 490 Offices of Supervisory Jurisdiction (“OSJs”), which are run by select RVPs who receive additional compensation for assuming additional responsibility for supervision and compliance monitoring across all product lines. OSJs are required to periodically inspect our field offices and report to us any compliance issues they observe. Our Field Supervision Department regularly assists the OSJs and communicates compliance

requirements to them to ensure they properly discharge their supervisory responsibilities. In addition, our Compliance Department regularly runs surveillance reports designed to monitor the activity of our sales force and investigates any unusual or suspicious activity identified during these reviews or during periodic inspections of our OSJ offices.

All of our sales representatives are required to participate in our annual compliance meeting, a program administered by our senior management and our legal and compliance staff at which we provide a compliance training overview across all product lines and require the completion of compliance checklists by each of our licensed sales representatives for each product he or she offers. Additionally, our sales representatives receive periodic compliance newsletters regarding new compliance developments and issues of special significance. Furthermore, the OSJs are required to complete an annual training seminar that focuses on securities compliance and field supervision.

Our Field Audit Department regularly conducts audits of all sales representative offices, including scheduled and no-notice audits. Our policy is to conduct approximately 50% of the field office audits on a no-notice basis. The Field Audit Department reviews all regulatory-required records that are not maintained at our home office. Any compliance deficiencies noted in the audit must be corrected, and we carefully monitor all corrective action. Field offices that fail an audit are subject to a follow-up audit in 150 days. Audit deficiencies are addressed through a progressive disciplinary structure that includes fines, reprimands, probations and terminations.

### ***Our Products***

Reflecting our philosophy of helping middle income clients with their financial product needs and ensuring compatibility with our distribution model, our products generally meet the following criteria:

- *Consistent with sound individual finance principles:* Products must be consistent



with good personal finance principles for middle income consumers, such as financial protection, minimizing expenses, encouraging long-term savings and reducing debt.

- *Designed to support multiple client goals:* Products are designed to address and support a broad range of financial goals rather than compete with or cannibalize each other. For example, term life insurance does not compete with mutual funds because term life has no cash value or investment element.
- *Ongoing needs based:* Products are designed to meet the ongoing financial needs of many middle income consumers. This long-term approach bolsters our relationship with our clients by allowing us to continue to serve them as their financial needs evolve.
- *Easily understood and sold:* Products must be appropriate for distribution by our sales

force, which requires that the application and approval process must be simple to understand and explain, and the likelihood of approval must be sufficiently high to justify the investment of time by our sales representatives.

We use three operating segments to organize, evaluate and manage our business: Term Life Insurance, Investment and Savings Products, and Corporate and Other Distributed Products. See “Management’s Discussion and Analysis of Financial Condition and Results of Operations — Results of Operations” and Note 2 (Segment Information) to our consolidated financial statements included elsewhere in this report for certain financial information regarding our operating segments and the geographic areas in which we operate.

The following table provides information on our principal products and the principal sources thereof by operating segment as of December 31, 2013.

Operating Segment	Principal Products	Principal Sources of Products (Applicable Geographic Territory)
<b>Term Life Insurance</b>	<i>Term Life Insurance</i>	Primerica Life (U.S. (except New York), the District of Columbia and certain territories) NBLIC (New York) Primerica Life Canada (Canada)
<b>Investment and Savings Products</b>	<i>Mutual Funds and Certain Retirement Plans</i>	American Century Investments (U.S.) American Funds (U.S.) Franklin Templeton (U.S.) ING Life Insurance and Annuity Company (U.S.) Invesco (U.S.) Legg Mason Global Asset Management (U.S.) Pioneer Investments (U.S.) AGF Funds (Canada) Concert™ Funds (Canada) Mackenzie Investments (Canada)
	<i>Managed Accounts</i>	Lockwood Advisors (U.S.)
	<i>Variable Annuities</i>	Lincoln National Life Insurance Company and its affiliates (U.S.) MetLife Investors and its affiliates (U.S.)
	<i>Fixed Indexed Annuities</i>	Lincoln National Life Insurance Company and its affiliates (U.S.)
	<i>Fixed Annuities</i>	MetLife Investors USA Life Insurance Company and its affiliates (U.S.)
	<i>Segregated Funds</i>	Primerica Life Canada (Canada)

Operating Segment	Principal Products	Principal Sources of Products (Applicable Geographic Territory)
<b>Corporate and Other Distributed Products</b>	<i>Credit Information Services</i>	Equifax Consumer Services LLC (U.S. and Canada)
	<i>Long-Term Care Insurance</i>	Genworth Life Insurance Company and its affiliates (U.S.) Various insurance companies, as offered through LTCI Partners, LLC (U.S.)
	<i>Prepaid Legal Services</i>	Pre-paid Legal Services, Inc. (U.S. and Canada)
	<i>Supplemental Health and Accidental Death &amp; Disability Insurance</i>	The Edge Benefits Inc. (Canada)
	<i>Auto and Homeowners' Insurance</i> <sup>(1)</sup>	Various insurance companies, as offered through Answer Financial, Inc. (U.S.)
	<i>Debt Resolution Products</i> <sup>(1)</sup>	Freedom Financial Network, LLC (U.S.)
	<i>Mortgage Loan Referrals</i> <sup>(1)</sup>	B2B Bank (Canada)
	<i>Student Life Insurance</i>	NBLIC (U.S., except Alaska, Hawaii, Montana, Washington and the District of Columbia)
	<i>Short-Term Disability Benefit Insurance</i>	NBLIC (New York and New Jersey)

(1) Referrals only.

### **Term Life Insurance Products**

Through our three life insurance subsidiaries — Primerica Life, NBLIC and Primerica Life Canada — we offer term life insurance to clients in the United States, its territories, the District of Columbia and Canada. In 2012, the latest period for which data is available, we were the largest provider of individual term life insurance in the United States based on the amount of in-force premiums collected, according to LIMRA.

We believe that term life insurance is a better alternative for middle income clients than cash value life insurance. Term life insurance provides a guaranteed death benefit if the insured dies during the fixed coverage period of an in-force policy, thereby providing financial protection for his or her named beneficiaries in return for the periodic payment of premiums. Term insurance products, which are sometimes referred to as pure protection products, have no savings or investment features. By buying term life insurance rather than cash value life insurance, a policyholder initially pays a lower premium and, as a result, would have funds available to invest

for retirement and other needs. We also believe that a person's need for life insurance is inversely proportional to that person's need for retirement savings, a concept we refer to as the theory of decreasing responsibility. Young adults with children, new mortgages and other obligations need to buy higher amounts of insurance to protect their family from the loss of future income resulting from the death of a primary bread winner. With its lower initial premium, term life insurance lets young families buy more coverage for their premium dollar when their needs are greatest and still have the ability to have funds for their retirement and other savings goals.

We design our term life insurance products to be easily understood by, and meet the needs of, our clients. Clients purchasing our term life insurance products generally seek stable, longer-term income protection products for themselves and their families. In response to this demand, we offer term life insurance products with level premium coverage periods that range from 10 to 35 years and a wide range of coverage face

amounts. Additionally, certain term life insurance policies may be customized through the addition of riders to provide coverage for specific protection needs, such as mortgage and college expense protection. Policies remain in force until the expiration of the coverage period or until the policyholder ceases to make premium payments and terminates the policy. Premiums are guaranteed for policies issued in the United States for the initial term period, up to a maximum of 20 years. After 20 years, we have the right to raise the premium, subject to limits provided for in the applicable policy. In Canada, the amount of the premium is guaranteed for the entire term of the policy.

One of the innovative term life insurance products that we offer is TermNow, which is our rapid issue term life product that provides for face amounts of \$250,000 (\$300,000 in Canada)

and below. TermNow allows a sales representative to take an online application and, with the client's permission, allows the Company to access databases, including Medical Information Bureau ("MIB") data in the United States and Canada and prescription drug and motor vehicle records in the United States, as part of the underwriting process. The Company uses this data and the client's responses to application questions to determine any additional underwriting requirements. Results of these processes are reported in real time to our underwriting system, which then decides whether or not to rapidly issue a policy.

The average face amount of our in-force policies issued in 2013 was approximately \$246,800. The following table sets forth selected information regarding our term life insurance product portfolio:

	Year ended December 31,		
	2013	2012	2011
<b>Life insurance issued:</b>			
Number of policies issued	214,617	222,558	237,535
Face amount issued (in millions)	\$ 67,783	\$ 68,053	\$ 73,146
<b>Life insurance in force:</b>			
Number of policies in force	2,320,824	2,317,679	2,316,131
Face amount in force (in millions)	\$ 674,868	\$ 670,412	\$ 664,955

**Pricing and Underwriting.** We believe that effective pricing and underwriting are significant drivers of the profitability of our life insurance business and we have established our pricing assumptions to be consistent with our underwriting practices. We set pricing assumptions for expected claims, lapses, investment returns and expenses based on our experience and other factors. These other factors include:

- expected changes from relevant experience due to changes in circumstances, such as (i) revised underwriting procedures affecting future mortality and reinsurance rates, (ii) new product features, and (iii) revised

administrative programs affecting sales levels, expenses, and client continuation or termination of policies; and

- observed trends in experience that we expect to continue, such as general mortality improvement in the general population and better or worse policy persistency (the period over which a policy remains in force) due to changing economic conditions.

Under our current underwriting guidelines, we individually assess each insurable adult applicant and, in most cases, place such applicant into one of four risk classifications based on current health, medical history and other factors. Each of

these four classifications (preferred plus, preferred, non-tobacco and tobacco) has specific health criteria. We may decline an applicant's request for coverage if his or her health or activities create unacceptable risks for us.

Our sales representatives ask applicants a series of yes or no questions regarding the applicant's medical history. We may also consider information about the applicant from third-party sources, such as MIB, prescription drug databases, motor vehicle bureaus and physician statements. If we believe that follow up regarding an applicant's medical history is warranted, we use a third-party provider and its trained personnel to contact the applicant by telephone to obtain a more detailed medical history. The report resulting from this tele-underwriting process is electronically transmitted to us and is evaluated in our underwriting process.

To accommodate the significant volume of insurance business that we process, we and our sales force use technology to make our operations more efficient. We provide a web-based life insurance application that supports TermNow and other term life insurance products. Approximately 90% of the life insurance applications we received in 2013 were submitted electronically. Our web-based life insurance application ensures that the application is submitted error-free, collects the applicant's electronic signatures and populates the RVP's sales log. For paper applications, we use our proprietary review and screening system to automatically screen that an application meets regulatory and other requirements, as well as alert our application processing staff to any deficiencies with the application. If any deficiencies are noted, our application processing staff telephones the sales representative to obtain the necessary information. Once an application is complete, the pertinent application data is uploaded to our life insurance administrative systems, which manage the underwriting process by electronically analyzing data, recommending underwriting decisions, and communicating with the sales representative and third-party providers.

**Claims Management.** Our insurance subsidiaries processed over 14,000 life insurance benefit claims in 2013 on policies underwritten by us and sold by our sales representatives. These claims fall into three categories: death, waiver of premium (applicable to disabled policyholders who purchased a rider pursuant to which Primerica agrees to waive remaining life insurance premiums during a qualifying disability), or terminal illness. The claim may be reported by our sales representative, a beneficiary or, in the case of terminal illness, the policyholder. Following are the benefits paid by us for each category of claim:

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
Death	\$1,104,123	\$1,040,507	\$993,396
Waiver of premium	31,786	28,665	25,836
Terminal illness <sup>(1)</sup>	11,765	7,819	9,654

(1) We consider claims paid for terminal illness to be loans made to the beneficiary that are repaid to us upon death of the beneficiary from the death benefit.

In the United States, after coverage has been in force for two years, we may not contest the policy for misrepresentations in the application or the suicide of the insured. In Canada, we have a similar two-year contestability period, but we are permitted to contest insurance fraud at any time. As a matter of policy, we do not contest any coverage issued by us to replace the face amount of another insurance company's individual coverage to the extent the replaced coverage would not be contestable by the replaced company. We believe this approach helps our sales representatives sell replacement policies, as it reassures clients that claims made under their replacement policies are not more likely to be contested as to the face amount replaced. Through our claims administration system, we record, process and pay the appropriate benefit for any reported claim. Our claims system is used by our home office investigators to order medical and investigative reports from third-party providers, calculate

amounts due to the beneficiary (including interest) and report payments to the appropriate reinsurance companies.

Since 2011, Primerica Life, a Massachusetts domestic insurer, has regularly consulted the Social Security Administration's Death Master File ("Death Master File") in accordance with Massachusetts Division of Insurance ("Massachusetts DOI") best practices, and NBLIC, a New York domestic insurer, has regularly consulted the Death Master File in accordance with New York State insurance requirements, to identify potential deceased policyholders for whom claims have not been presented in the normal course of business. If unreported deaths are identified, Primerica Life and NBLIC attempt to determine if a valid claim exists, to locate beneficiaries, and to pay benefits accordingly. Prior to 2011, the Company did not use the Death Master File in any aspect of its business.

**Reinsurance.** We use reinsurance primarily to reduce the volatility risk with respect to mortality. Since 1994, we have reinsured death benefits in the United States on a first dollar quota share yearly renewable term ("YRT") basis. We pay premiums to each reinsurer based on rates in the applicable agreement.

We generally reinsure 90% of all U.S. insurance policies that we underwrite, excluding coverage under certain riders, and, for all risks in excess of \$4.0 million per life of coverage, we reinsure on a case-by-case basis. With respect to our Canadian insurance policies, we previously utilized reinsurance arrangements pursuant to which we reinsured only face amounts above \$500,000 per life on an excess loss YRT basis, and, for all risk in excess of \$2.0 million per life, we reinsured on a case-by-case basis. In 2012, we began a YRT reinsurance arrangement in Canada similar to our U.S. program that reinsures 80% of the face amount for every policy sold. We also reinsure substandard cases on a facultative basis to capitalize on the extensive experience some of our reinsurers have with substandard cases. A substandard case has a level of risk that is acceptable to us, but at higher premium rates than a standard case because of the health, habits or occupation of the applicant.

While our reinsurance agreements have indefinite terms, both we and our reinsurers are entitled to discontinue any reinsurance agreement as to future policies by giving advance notice of 90 days to the other. Each reinsurer's ability to terminate coverage for existing policies is limited to circumstances such as a material breach of contract or nonpayment of premiums by us. Each reinsurer has the right to increase rates with certain restrictions. If a reinsurer increases rates, we have the right to immediately recapture the business. Either party may offset any balance due from the other party. For additional information on our reinsurance, see Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) and Note 5 (Reinsurance) to our consolidated financial statements included elsewhere in this report.

**Financial Strength Ratings.** Ratings with respect to financial strength are an important factor in establishing our competitive position and maintaining public confidence in us and our ability to market our products. Ratings organizations review the financial performance and condition of most insurers and provide opinions regarding financial strength, operating performance and ability to meet obligations to policyholders. For additional information, see "Management's Discussion and Analysis of Financial Condition and Results of Operations — Liquidity and Capital Resources — Financial Ratings."

### **Investment and Savings Products**

We believe that middle income families have significant unmet retirement and other savings needs. Using our FNA tool, our sales representatives help our clients understand their current financial situation and how they can use time-tested financial principles, such as prioritizing personal savings, to reach their savings goals. Our products comprise basic saving and investment vehicles that seek to meet the needs of clients in all stages of life.

Through PFS, PFS Investments, Primerica Life Canada, PFS Investments Canada, and our



licensed sales representatives, we distribute and sell to our clients mutual funds, managed accounts, variable and fixed annuities, fixed indexed annuities and segregated funds. As of December 31, 2013, approximately 21,800 of our sales representatives were licensed to distribute mutual funds in the United States and Canada. As of December 31, 2013, approximately 11,400 of our sales representatives were licensed and appointed to distribute variable and fixed annuities in the United States and approximately 9,900 of our sales representatives were licensed to sell segregated funds in Canada.

**Mutual Funds.** In the United States, our licensed sales representatives primarily distribute mutual funds from the following select asset management firms: American Century Investments, American Funds, Franklin Templeton, Invesco, Legg Mason and Pioneer. We have selling agreements with each of these fund companies and a number of other fund companies. These firms have diversified product offerings, including domestic and international stock, bond and money market funds. Each firm has individual funds with long track records and each continually evaluates its fund offerings and adds new funds on a regular basis. Additionally, their product offerings reflect diversified asset classes and varied investment styles. We believe these asset management firms provide funds that meet the investment needs of our clients.

During 2013, four of these fund families (Legg Mason, Invesco, American Funds and Franklin Templeton) accounted for approximately 94% of our mutual fund sales in the United States. Legg Mason and Invesco each have large wholesaling teams that support our sales force in distributing their mutual fund products. Our selling agreements with these firms all have indefinite terms and provide for termination at will. Each of these agreements authorizes us to receive purchase orders for shares of mutual funds or similar investments underwritten by the fund company and to sell and distribute the shares on behalf of the fund company. All purchase orders are subject to acceptance or rejection by the relevant fund company in its sole discretion. Purchase orders received by the fund company from us are accepted only at the then-applicable

public offering price for the shares ordered (the net asset value of the shares plus any applicable sales charge).

In Canada, our sales representatives offer Primerica-branded Concert™ Series funds, which accounted for approximately 37% of our Canadian mutual fund product sales in 2013. Our Concert™ Series of funds consist of six different asset allocation funds with varying investment objectives ranging from fixed income to aggressive growth. Each Concert™ Series fund is a fund of funds that allocates fund assets among equity and income mutual funds of AGF Funds, a major asset management firm in Canada. The asset allocation within each Concert™ Series fund is determined on a contract basis by Legg Mason. The principal non-proprietary funds that we offer our clients in Canada are funds of AGF Funds and Mackenzie Investments. Sales of these non-proprietary funds accounted for approximately 43% of mutual fund product sales in Canada in 2013. Like our U.S. fund family list, the asset management partners we have chosen in Canada have a diversified offering of stock, bond and money market funds, including domestic and international funds with a variety of investment styles.

A key part of our investment philosophy for our clients is the long-term benefits of dollar cost averaging through systematic investing. To accomplish this, we assist our clients by facilitating monthly contributions to their investment account by bank draft against their checking accounts. As of December 31, 2013, qualified retirement plans accounted for 73% of client account assets in the United States and 78% of client account assets in Canada. Our high concentration of retirement plan accounts and our systematic savings philosophy are beneficial to us as these accounts tend to have lower redemption rates than the industry and, therefore, generate more recurring asset-based revenues.

**Managed Accounts.** PFS Investments is a registered investment advisor in the United States, and it offers a managed accounts program under a contract with Lockwood

Advisors, a registered investment advisor and unit of Bank of New York Mellon. The offering consists of a mutual fund advisory program with a \$25,000 minimum initial investment. As part of our contract, Lockwood Advisors participates in the design and assists in the ongoing administration of the program, including the investment of client assets on a discretionary basis into one or more asset allocation portfolios. In contrast to our existing mutual fund and annuity business, in an advisory fee program, clients do not pay an upfront commission; rather, they pay an annual fee based on the value of the assets in their account.

**Variable Annuities.** Our U.S. licensed sales representatives also distribute variable annuities underwritten and provided by MetLife and Lincoln National Life Insurance Company and its affiliates ("Lincoln National"). Variable annuities are insurance products that enable our clients to invest in accounts with attributes similar to mutual funds, but also have benefits not found in mutual funds, including death benefits that protect beneficiaries from losses due to a market downturn and income benefits that guarantee future income payments for the life of the policyholder(s). These companies bear the insurance risk on the variable annuities that we distribute.

We are a party to a selling agreement with MetLife, which, among certain other rights, gave it the right to supply us with certain annuity and other insurance products on an exclusive basis until July 2013 and on a non-exclusive basis until July 2015. With the expiration of the exclusivity provision, we are able to enter into selling arrangements with other underwriters and have done so with Lincoln National.

**Segregated Funds.** In Canada, we offer segregated fund products, which are branded as our Common Sense Funds™, that have some of the characteristics of our variable annuity products distributed in the United States. Our Common Sense Funds™ are underwritten by Primerica Life Canada and offer our clients the ability to participate in a diversified managed investment program that can be opened for as little as C\$25. While the assets and corresponding

liability (reserves) are recognized on our Consolidated Balance Sheets, the assets are held in trust for the benefit of the segregated fund contract owners and are not commingled with the general assets of the Company.

The investment objective of segregated funds is long-term capital appreciation combined with some guarantee of principal. Unlike mutual funds, our segregated fund product guarantees clients at least 75% of their net contributions (net of withdrawals) at the earlier of the date of their death or at the segregated fund's maturity date, which is selected by the client. The portfolio consists of both equities and bonds with the equity component consisting of a pool of large cap Canadian equities and the bond component consisting of Canadian federal government zero coupon treasuries. The portion of the segregated fund portfolio allocated to zero coupon treasuries are held in sufficient quantity to satisfy the guarantees payable at the maturity date of the segregated fund. As a result, our potential loss exposure is very low as it comes from the guarantees payable upon the death of the client prior to the maturity date. With the guarantee level at 75% and in light of the time until the scheduled maturity of our segregated funds contracts, we currently do not believe it is necessary to allocate any corporate capital as reserves for segregated fund contract benefits.

Many of our Canadian clients invest in segregated funds through a registered retirement savings plan ("RRSP"). An RRSP is similar to an individual retirement account, or IRA, in the United States in that contributions are made to the RRSP on a pre-tax basis and income is earned on a tax-deferred basis. Our Common Sense Funds™ are managed by AGF Funds, one of Canada's leading investment management firms, and a leading provider of our mutual fund products.

**Fixed Indexed Annuities.** We offer fixed indexed annuity products through Lincoln National. These products combine safety of principal and guaranteed rates of return with additional investment options tied to the S&P 500 Index that allow for returns that may move

higher or lower based on the performance of the index. During 2013, we launched a proprietary fixed indexed annuity product underwritten by Lincoln National that includes an integrated income rider, which is tailored for income-oriented clients due to periodic increases in the guaranteed rate of return. We believe these and other fixed annuity products give both our life and securities representatives more ways to assist our clients with their retirement planning needs.

**Fixed Annuities.** We sell fixed annuities underwritten by MetLife Investors USA Insurance Company and its affiliates in the United States. Our current offering includes a fixed premium deferred annuity, a single premium immediate annuity and a longevity income guaranteed annuity. The fixed premium deferred annuity allows our clients to accumulate savings on a tax deferred basis with safety of principal and a guaranteed rate of return. The single premium immediate annuity and longevity income guaranteed annuity provide clients with income alternatives during retirement.

#### **Investment and Savings Products**

**Revenue.** In the United States, we earn revenue from our investment and savings products business in three ways: commissions earned on the sale of such products; fees earned based upon client asset values; and account-based revenue. On the sale of mutual funds (non-managed accounts) and annuities, we earn a dealer reallowance or commission on new purchases as well as trail commissions on the assets held in our clients' accounts. We also receive marketing and support fees from most of our fund providers. These payments are typically a percentage of sales or a percentage of the clients' total asset values, or a combination of both.

We perform custodial services and receive fees on a per-account basis for serving as a non-bank custodian for certain of our clients' retirement plan accounts for certain of the funds offered in the United States. We also perform recordkeeping services for some of our select U.S. fund companies and receive compensation on a per-account basis for these services.

Because the total amount of these fees fluctuates with the number of such accounts, the opening or closing of accounts has a direct impact on our revenues. From time to time, the fund companies for whom we provide these services request that accounts with small balances be closed.

In Canada, we earn revenue from the sales of our investment and savings products in two ways: commissions (or dealer reallowance) on mutual fund sales and fees paid based upon clients' asset values (mutual fund trail commissions and asset management fees from segregated funds and Concert™ Series funds). On the sale of segregated funds, we earn a fee based on total asset value.

#### **Other Distributed Products**

We offer other products, including prepaid legal services, auto and homeowners' insurance referrals, credit information products, long-term care insurance, and debt resolution referrals. In Canada, we also offer mortgage loan referrals and insurance offerings for small businesses. While many of these products are Primerica-branded, all of them are underwritten or otherwise provided by a third party.

We offer our U.S. and Canadian clients a Primerica-branded prepaid legal services program on a subscription basis that is underwritten and provided by Pre-paid Legal Services, Inc. The prepaid legal services program offers a network of attorneys in each state, province or territory to assist subscribers with legal matters such as drafting wills, living wills and powers of attorney, trial defense and motor vehicle-related matters. We receive a commission based on our sales of these subscriptions.

We have an arrangement with Answer Financial, Inc. ("Answer Financial"), an independent insurance agency, whereby our U.S. sales representatives refer clients to Answer Financial to receive multiple, competitive auto and homeowners' insurance quotes. Answer Financial's comparative quote process allows clients to easily identify the underwriter that is

most competitively priced for their type of risk. We receive commissions based on completed auto and homeowners' insurance applications and pay our sales representatives a flat referral fee for each completed application.

We offer our credit information products in the United States and Canada. Credit information products allow clients to access their credit score and other personal credit information. Clients also have the capability of creating a simple-to-understand plan for paying off their debts with information from their credit file. Our credit information products are co-branded with and supported by a subsidiary of Equifax Inc.

We have an arrangement with LTCI Partners, LLC ("LTCI Partners"), an independent brokerage general agency specializing in long-term care insurance, whereby our U.S. sales representatives refer clients to LTCI Partners to receive a long-term care insurance quote. Many of these policies are underwritten and provided by Genworth Life Insurance Company and its affiliates and some by various other insurance providers. We receive commissions based on the annualized premium of placed and taken policies.

We have an arrangement with Freedom Financial Network, LLC, an independent limited liability company and its affiliates (collectively, "FFN"), whereby our U.S. sales representatives refer clients to FFN to receive solutions for resolving unmanageable debt. FFN's debt solutions include a debt resolution program, whereby FFN acts as the credit advocate for its clients by negotiating discounts to resolve unsecured debts and a federal income tax debt resolution program. We receive fees from FFN based on referred clients' enrollments in FFN's unsecured debt and tax resolution programs, and we pay our sales representatives a scheduled fee with respect to qualified enrollments.

In Canada, we have a referral program for mortgage loan products offered by a third party lender, B2B Bank. Due to regulatory requirements, our sales representatives in Canada only refer clients to the lender and are not involved in the loan application and closing process.

In Canada, we offer insurance products, including supplemental medical and dental, accidental death, and disability, to small businesses. These insurance products are underwritten and provided by The Edge Benefits Inc. and its affiliates. We receive a commission based on our sales of these policies and any subsequent renewals.

We also offer student life and, through 2013, short-term disability benefit insurance, which we underwrite through our New York insurance subsidiary, NBLIC. These products are distributed solely by outside third parties. During the first quarter of 2014, NBLIC sold its short-term disability benefit business to AmTrust North America, Inc. In 2014, NBLIC will also cease the marketing and underwriting of new student life insurance policies but will continue to administer the existing block of student life business.

### *Regulation*

Our operations are subject to extensive laws and governmental regulations, including administrative determinations, court decisions and similar constraints. The purpose of the laws and regulations affecting our operations is primarily to protect our clients and other consumers. Many of the laws and regulations to which we are subject are regularly re-examined, and existing or future laws and regulations may become more restrictive or otherwise adversely affect our operations.

Insurance and securities regulatory authorities periodically make inquiries regarding compliance by us and our subsidiaries with insurance, securities and other laws and regulations regarding the conduct of our insurance and securities businesses. At any given time, a number of financial or market conduct examinations of our subsidiaries may be ongoing. We cooperate with such inquiries and take corrective action when warranted.

### Regulation of Our Insurance Business

Primerica Life, as a Massachusetts domestic insurer, is regulated by the Massachusetts DOI

and is licensed to transact business in the United States (except New York), the District of Columbia and certain U.S. territories. NBLIC, as a New York domestic insurer and a wholly owned subsidiary of Primerica Life, is regulated by the New York State Department of Financial Services ("NYSDFS") and is licensed to transact business in all 50 states, the District of Columbia and the U.S. Virgin Islands. Peach Re, Inc. ("Peach Re"), as a special purpose financial captive insurance company domiciled in Vermont and a wholly owned subsidiary of Primerica Life, is regulated by the Vermont Department of Financial Regulation ("Vermont DOI").

State insurance laws and regulations regulate all aspects of our U.S. insurance business. Such regulation is vested in state agencies having broad administrative and, in some instances, discretionary power dealing with many aspects of our business, which may include, among other things, premium rates and increases thereto, reserve requirements, marketing practices, advertising, privacy, policy forms, reinsurance reserve requirements, acquisitions, mergers, and capital adequacy.

Our U.S. insurance subsidiaries are required to file certain annual, quarterly and periodic reports with the supervisory agencies in the jurisdictions in which they do business, and their business and accounts are subject to examination by such agencies at any time. These examinations generally are conducted under National Association of Insurance Commissioners ("NAIC") guidelines. Under the rules of these jurisdictions, insurance companies are examined periodically (generally every three to five years) by one or more of the supervisory agencies on behalf of the states in which they do business. Our most recent insurance department examinations have not produced any significant adverse findings regarding any of our insurance subsidiaries.

Primerica Life Canada is federally incorporated and provincially licensed. It transacts business in all Canadian provinces and territories. Primerica Life Canada is regulated federally by the Office of the Superintendent of Financial Institutions Canada ("OSFI") and provincially by the Superintendents of Insurance for each province

and territory. Federal and provincial insurance laws regulate all aspects of our Canadian insurance business. OSFI regulates insurers' corporate governance, financial and prudential oversight, and regulatory compliance, while provincial and territorial regulators oversee insurers' market conduct practices and related compliance.

Our Canadian insurance subsidiary files quarterly and annual financial statements prepared in accordance with International Financial Reporting Standards ("IFRS") and other locally accepted standards with OSFI in compliance with legal and regulatory requirements. OSFI conducts periodic detailed examinations of insurers' business and financial practices, including the control environment, internal and external auditing and minimum capital adequacy, surpluses and related testing, legislative compliance and appointed actuary requirements. These examinations also address regulatory compliance with anti-money laundering practices, outsourcing, related-party transactions, privacy and corporate governance. Provincial regulators conduct periodic market conduct examinations of insurers doing business in their jurisdiction.

In addition to federal and provincial oversight, Primerica Life Canada is also subject to the guidelines set out by the Canadian Life and Health Insurance Association ("CLHIA"). CLHIA is an industry association that works closely with federal and provincial regulators to establish market conduct guidelines and sound business and financial practices addressing matters such as sales representative suitability and screening, insurance illustrations and partially guaranteed savings products.

The laws and regulations governing our U.S. and Canadian insurance businesses include numerous provisions governing the marketplace activities of insurers, including policy filings, payment of insurance commissions, disclosures, advertising, product replacement, sales and underwriting practices and complaints and claims handling. The state insurance regulatory authorities in the United States and the federal and provincial regulators in Canada generally



enforce these provisions through periodic market conduct examinations.

In addition, most U.S. states and Canadian provinces and territories, as well as the Canadian federal government, have laws and regulations governing the financial condition of insurers, including standards of solvency, types and concentration of investments, establishment and maintenance of reserves, reinsurance and requirements of capital adequacy, and the business conduct of insurers, including sales and marketing practices, claim procedures and practices, and policy form content. As discussed previously, U.S. state insurance law and Canadian provincial insurance law also require certain licensing of insurers and their agents.

**Insurance Holding Company Regulation; Limitations on Dividends.** The states in which our U.S. insurance subsidiaries are domiciled have enacted legislation and adopted regulations regarding insurance holding company systems. These laws require registration of, and periodic reporting by, insurance companies domiciled within the jurisdiction that control, or are controlled by, other corporations or persons so as to constitute an insurance holding company system. These laws also affect the acquisition of control of

insurance companies as well as transactions between insurance companies and companies controlling them.

The Parent Company is a holding company that has no significant operations. Our primary asset is the capital stock of our subsidiaries, and our primary liability is \$375.0 million in principal amount of senior unsecured notes (the "Senior Notes"). As a result, we depend on dividends or other distributions from our insurance and other subsidiaries as the principal source of cash to meet our obligations, including the payment of interest on, and repayment of, principal of any debt obligations.

The states in which our U.S. insurance subsidiaries are domiciled impose certain restrictions on our insurance subsidiaries' ability to pay dividends to us. In Canada, dividends can be paid subject to the paying insurance company's continuing compliance with regulatory requirements and upon notice to OSFI. We determine the dividend capacity of our insurance subsidiaries using statutory accounting principles ("SAP") in the United States and IFRS in Canada.

The following table sets forth the statutory value of cash and securities dividends paid or payable by our insurance subsidiaries:

	<b>Cash and Securities Dividends Paid or Payable</b>		
	<b>Year ended December 31,</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
	<b>(In thousands)</b>		
Primerica Life	\$150,000	\$150,000	\$200,000
Primerica Life Canada	14,387	15,100	—

For additional information on dividend capacity and restrictions, see Note 14 (Statutory Accounting and Dividend Restrictions) to our consolidated financial statements included elsewhere in this report.

**Policy and Contract Reserve Sufficiency Analysis.** Under the laws and regulations of their jurisdictions of domicile, our U.S. insurance subsidiaries are required to conduct annual analyses of the sufficiency of their life insurance statutory reserves. In addition, other U.S.

jurisdictions in which our U.S. subsidiaries are licensed may have certain reserve requirements that differ from those of their domiciliary jurisdictions. In each case, a qualified actuary must submit an opinion that states that the aggregate statutory reserves, when considered in light of the assets held with respect to such reserves, make good and sufficient provision for the associated contractual obligations and related expenses of the insurer. If such an opinion cannot be provided, the affected insurer

must set up additional reserves by moving funds from surplus. Our U.S. insurance subsidiaries most recently submitted these opinions without qualification as of December 31, 2013 to applicable insurance regulatory authorities.

Our Canadian insurance subsidiary also is required to conduct regular analyses of the sufficiency of its life insurance statutory reserves. Life insurance reserving and reporting requirements are completed by our Canadian insurance subsidiary's appointed actuary. Materials provided by the appointed actuary are filed with OSFI as part of our annual filing and are subject to OSFI's review. Based upon this review, OSFI may institute remedial action against our Canadian insurance subsidiary as OSFI deems necessary. Our Canadian insurance subsidiary has not been subject to any such remediation or enforcement by OSFI.

**Surplus and Capital Requirements.** U.S. insurance regulators have the discretionary authority, in connection with the ongoing licensing of our U.S. insurance subsidiaries, to limit or prohibit the ability of an insurer to issue new policies if, in the regulators' judgment, the insurer is not maintaining a minimum amount of surplus or is in hazardous financial condition. Insurance regulators may also limit the ability of an insurer to issue new life insurance policies and annuity contracts above an amount based upon the face amount and premiums of policies of a similar type issued in the prior year. We do not believe that the current or anticipated levels of statutory surplus of our U.S. insurance subsidiaries present a material risk that any such regulator would limit the amount of new policies that our U.S. insurance subsidiaries may issue.

The NAIC has established risk-based capital ("RBC") standards for U.S. life insurance companies, as well as a model act to be applied at the state level. The model act provides that life insurance companies must submit an annual RBC report to state regulators reporting their RBC based upon four categories of risk: asset risk, insurance risk, interest rate risk and business risk. For each category, the capital requirement is determined by applying factors to various asset, premium and reserve items, with the

factor being higher for those items with greater underlying risk and lower for less risky items. The formula is intended to be used by insurance regulators as an early warning tool to identify possible weakly capitalized companies for purposes of initiating further regulatory action. If an insurer's RBC falls below specified levels, the insurer would be subject to different degrees of regulatory action depending upon the level. These actions range from requiring the insurer to propose actions to correct the capital deficiency to placing the insurer under regulatory control. As of December 31, 2013, Primerica Life had statutory capital and surplus in excess of the applicable regulatory thresholds.

In Canada, OSFI has authority to request an insurer to enter into a prudential agreement implementing measures to maintain or improve the insurer's safety and soundness. OSFI also may issue orders to an insurer directing it to refrain from unsafe or unsound practices or to take action to remedy financial concerns. OSFI has neither requested that our Canadian insurance subsidiary enter into any prudential agreement nor has OSFI issued any order against our Canadian insurance subsidiary.

In Canada, OSFI oversees an insurer's minimum capital requirement and determines the sum of capital requirements for five categories of risk: asset default risk, mortality/morbidity/lapse risks, changes in interest rate environment risk, segregated funds risk and foreign exchange risk. As of December 31, 2013, Primerica Life Canada had statutory capital in excess of the applicable regulatory thresholds.

**NAIC Pronouncements and Reviews.** The NAIC promulgates model insurance laws and regulations for adoption by the states in order to standardize insurance industry accounting and reporting guidance. Although many state regulations emanate from NAIC model statutes and pronouncements, statutory accounting principles continue to be established by individual state laws, regulations and permitted practices. Certain changes to NAIC model statutes and pronouncements, particularly as they affect accounting issues, may take effect automatically without affirmative action by a

given state. With respect to some financial regulations and guidelines, non-domiciliary states sometimes defer to the interpretation of the insurance department of the state of domicile. However, neither the action of the domiciliary state nor the action of the NAIC is binding on a non-domiciliary state. Accordingly, a non-domiciliary state could choose to follow a different interpretation.

The NAIC has established guidelines to assess the financial strength of insurance companies for U.S. state regulatory purposes. The NAIC conducts annual reviews of the financial data of insurance companies primarily through the application of 12 financial ratios prepared on a statutory basis. The annual statements are submitted to state insurance departments to assist them in monitoring insurance companies in their state.

**Statutory Accounting Principles.** SAP is a basis of accounting developed by U.S. insurance regulators to monitor and regulate the solvency of insurance companies. In developing SAP, insurance regulators were primarily concerned with evaluating an insurer's ability to pay all of its current and future obligations to policyholders. As a result, statutory accounting focuses on conservatively valuing the assets and liabilities of insurers, generally in accordance with standards specified by the insurer's domiciliary jurisdiction. Uniform statutory accounting practices are established by the NAIC and generally adopted by regulators in the various U.S. jurisdictions. These accounting principles and related regulations determine, among other things, the amounts our insurance subsidiaries may pay to us as dividends, and they differ somewhat from accounting principles generally accepted in the United States of America ("U.S. GAAP"), which are designed to measure a business on a going-concern basis. Under U.S. GAAP, certain expenses are capitalized when incurred and then amortized over the life of the associated policies. The valuation of assets and liabilities under U.S. GAAP is based in part upon best estimate assumptions made by the insurer. U.S. GAAP-basis stockholders' equity represents both amounts currently available and amounts

expected to emerge over the life of the business. As a result, the values for assets, liabilities and equity reflected in financial statements prepared in accordance with U.S. GAAP may be different from those reflected in financial statements prepared under SAP.

**State Insurance Guaranty Funds Laws.** Under most state insurance guaranty fund laws, insurance companies doing business therein can be assessed up to prescribed limits for policyholder losses incurred by insolvent companies. Most insurance guaranty fund laws currently provide that an assessment may be excused or deferred if it would threaten an insurer's own financial strength. In addition, assessments may be partially offset by credits against future state premium taxes.

**Additional Oversight in Canada.** The Minister of Finance (Canada) under the Insurance Companies Act (Canada) approved our indirect acquisition of Primerica Life Canada in April 2010. The Minister expects that a person controlling a federal insurance company will provide ongoing financial, managerial or operational support to its subsidiary should such support prove necessary. The Minister required us to sign a support principle letter, which provides, without limiting the scope of the support principle letter, that this ongoing support may take the form of additional capital, the provision of managerial expertise or the provision of support in such areas as risk management, internal control systems and training. The provision of the support principle letter is intended to ensure that the person controlling the federal insurance company is aware of the importance and relevance of the support principle in the consideration of the application. However, the letter does not create a legal obligation on our part to provide the support.

Our Canadian insurance subsidiary is currently in compliance with the terms of the support principle letter.

## Regulation of Our Investment and Savings Products Business

PFS Investments is registered with, and regulated by, FINRA and the Securities and Exchange Commission ("SEC"). It is subject to regulation by the Municipal Securities Rulemaking Board (the "MSRB") with respect to 529 plans, by the Department of Labor ("DOL") with respect to certain retirement plans, and by state securities agencies. PFS Investments operates as an introducing broker-dealer and is registered in all 50 states and with the SEC. As such, it performs the suitability review of investment recommendations in accordance with FINRA requirements, but it does not hold client accounts. U.S. client funds are held by the mutual fund in which such client funds are invested or by the annuity underwriters in the case of variable annuities.

The SEC rules and regulations that currently apply to PFS Investments and our registered representatives generally require that we make suitable investment recommendations to our customers and disclose conflicts of interest that might affect the recommendations or advice we provide. The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 (the "Dodd-Frank Act") gave the SEC the power to impose on broker-dealers a heightened standard of conduct (fiduciary duty) that is currently applicable only to investment advisors. As required by the Dodd-Frank Act, the SEC staff submitted a report to Congress in 2010 in which it recommended that the SEC adopt a uniform fiduciary standard of conduct. The timing of any future rulemaking is unclear.

In October 2010, the DOL published a proposed rule (the "DOL Proposed Rule") that would more broadly define the circumstances under which a person or entity may be considered a fiduciary for purposes of the prohibited transaction rules of Internal Revenue Code Section 4975 ("IRC Section 4975"). Under IRC Section 4975, certain types of compensation paid by third parties with respect to transactions involving assets in qualified accounts, including IRAs, may be prohibited. In September 2011, the DOL withdrew the DOL Proposed Rule, but has

indicated that it will re-propose a similar fiduciary rule in 2014. If PFS Investments and its securities-licensed representatives are deemed to be fiduciaries under a rule similar to the DOL Proposed Rule, our ability to receive and retain certain types of compensation paid by third parties with respect to both new and existing assets in qualified accounts could be significantly limited. Due to the uncertainty of present facts and circumstances, we currently are unable to determine the impact, if any, on our business, financial position or results of operations. For more information, see "Risk Factors."

PFS Investments is also approved as a non-bank custodian under Internal Revenue Service ("IRS") regulations and, in that capacity, may act as a custodian or trustee for certain retirement accounts. Our sales representatives who sell securities products through PFS Investments (including, in certain jurisdictions, variable annuities) are required to be registered representatives of PFS Investments. All aspects of PFS Investments' business are regulated, including sales methods and charges, trade practices, the use and safeguarding of customer securities, capital structure, recordkeeping, conduct and supervision of its employees.

PFS Investments is an SEC-registered investment advisor and, under the name Primerica Advisors, offers a managed accounts, or mutual fund advisory, program. In most states, our representatives are required to obtain an additional license to offer this program.

Primerica Shareholder Services, Inc. ("PSS") is registered with the SEC as a transfer agent and, accordingly, is subject to SEC rules and examinations.

PFSL Investments Canada is a mutual fund dealer registered with and regulated by the Mutual Fund Dealers Association of Canada (the "MFDA"), the national self-regulatory organization for the distribution side for the Canadian mutual fund industry. It is also registered with provincial and territorial securities commissions throughout Canada. As a registered mutual fund dealer, PFSL Investments Canada performs the suitability review of mutual

fund investment recommendations, and like our U.S. broker-dealer, it does not hold client accounts.

PFSL Investments Canada sales representatives are required to be registered in the provinces and territories in which they do business, including regulation by the Autorité des marchés financiers in Quebec, and are also subject to regulation by the MFDA. These regulators have broad administrative powers, including the power to limit or restrict the conduct of our business and impose censures or fines for failure to comply with the law or regulations.

PFSL Fund Management in Canada is registered as an Investment Fund Manager in connection with our Concert™ Series mutual funds and is regulated by provincial securities commissions.

#### Other Laws and Regulations

The USA Patriot Act of 2001 (the "Patriot Act") contains anti-money laundering and financial transparency laws and mandates the implementation of various regulations applicable to broker-dealers and other financial services companies, including insurance companies. The Patriot Act seeks to promote cooperation among financial institutions, regulators and law enforcement entities in identifying parties that may be involved in terrorism or money laundering.

U.S. federal and state laws and regulations require financial institutions, including insurance companies, to protect the security and confidentiality of consumer financial information and to notify consumers about their policies and practices relating to their collection and disclosure of consumer information and their policies relating to protecting the security and confidentiality of that information. Similarly, federal and state laws and regulations also govern the disclosure and security of consumer health information. In particular, regulations promulgated by the U.S. Department of Health and Human Services regulate the disclosure and use of protected health information by health insurers and others (including certain life insurers), the physical and procedural safeguards

employed to protect the security of that information and the electronic storage and transmission of such information. Congress and state legislatures are expected to consider additional legislation relating to privacy and other aspects of consumer information.

The Financial Consumer Agency of Canada ("FCAC"), a Canadian federal regulatory body, is responsible for ensuring that federally regulated financial institutions, which include Primerica Life Canada and PFSL Investments Canada, comply with federal consumer protection laws and regulations, voluntary codes of conduct and their own public commitments. The Financial Transactions and Reports Analysis Centre of Canada ("FINTRAC") is Canada's financial intelligence unit. Its mandate includes ensuring that entities subject to the Proceeds of Crime (Money Laundering) and Terrorist Financing Act comply with reporting, recordkeeping and other obligations under that act. We are also subject to privacy laws under the jurisdiction of federal and provincial privacy commissioners, anti-money laundering laws enforced by FINTRAC and OSFI, and the consumer complaints provisions of federal insurance laws under the mandate of the FCAC, which requires insurers to belong to a complaints ombud-service and file a copy of their complaints handling policy with the FCAC.

#### *Segment Financial and Geographic Disclosures*

We have two primary operating segments — Term Life Insurance and Investment and Savings Products. The Term Life Insurance segment includes underwriting profits on our in-force book of term life insurance policies, net of reinsurance, which are underwritten by our life insurance company subsidiaries. The Investment and Savings Products segment includes mutual funds and annuities distributed through licensed broker-dealer subsidiaries and includes segregated funds, an individual annuity savings product that we underwrite in Canada through Primerica Life Canada. We also have a Corporate and Other Distributed Products segment, which consists primarily of revenues and expenses related to the distribution of non-core products.



See “Management’s Discussion and Analysis of Financial Condition and Results of Operations — Results of Operations” and Note 2 (Segment Information) to our consolidated financial statements for more information concerning our domestic and international operations and our operating segments.

For information on risks relating to our Canadian operations, see “Risk Factors” and “Quantitative and Qualitative Information About Market Risks — Canadian Currency Risk.”

### ***Competition***

We operate in a highly competitive environment with respect to the sale of financial products and, to a lesser extent, for retaining our more productive sales representatives. Because we offer several different financial products, we compete directly with a variety of financial institutions, such as insurance companies and brokers, banks, finance companies, credit unions, broker-dealers, mutual fund companies and other financial products and services companies.

Competitors with respect to our term life insurance products consist both of stock and mutual insurance companies, as well as other financial intermediaries. Competitive factors affecting the sale of life insurance products include the level of premium rates, benefit features, risk selection practices, compensation of sales representatives and financial strength ratings from ratings agencies such as A.M. Best.

In offering our securities products, our sales representatives compete with a range of other advisors, broker-dealers and direct channels, including wirehouses, regional broker-dealers, independent broker-dealers, insurers, banks, asset managers, registered investment advisors, mutual fund companies and other direct distributors. The mutual funds that we offer face competition from other mutual fund families and alternative investment products, such as exchange-traded funds. Our annuity products compete with products from numerous other companies. Competitive factors affecting the sale of annuity products include price, product features, investment performance, commission

structure, perceived financial strength, claims-paying ratings, service and distribution capabilities.

### ***Information Technology***

We built a sophisticated information technology platform to support our clients, operations and sales force. Located at our main campus in Duluth, Georgia, our data center houses an enterprise-class IBM mainframe that serves as the repository for all client and sales force data and operates as a database server for our distributed environment. Our business applications, many of which are proprietary, are supported by application developers and data center staff at our main campus. Our information security team provides services that include project consulting, threat management, application and infrastructure assessments, secure configuration management and information security administration. This infrastructure also supports a combination of local and remote recovery solutions for business resumption in the event of a disaster.

### ***Employees***

As of December 31, 2013, we had 1,775 full-time employees in the United States and 220 full-time employees in Canada. In addition, as of December 31, 2013, we had 535 on-call employees in the United States and 75 on-call employees in Canada who provided services on an as-needed hourly basis. None of our employees is a member of any labor union, and we have never experienced any business interruption as a result of any labor disputes.

### ***Available Information***

We make available free of charge on our website ([www.primerica.com](http://www.primerica.com)) our annual reports on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K, and amendments to those reports filed or furnished pursuant to Section 13(a) or 15(d) of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), as soon as reasonably practicable upon filing such

information with, or furnishing it to, the SEC. Information included on our website is not incorporated by reference into this annual report on Form 10-K. The Company's reports are also available at the SEC's Public Reference Room at 100 F. Street, NE, Washington, DC 20549, on their website at [www.sec.gov](http://www.sec.gov), or by calling the SEC at 1-800-SEC-0330.

## Item 1A. Risk Factors.

### *Risks Related to Our Distribution Structure*

Our Failure to Continue to Attract New Recruits, Retain Sales Representatives or License or Maintain the Licensing of Our Sales Representatives Would Materially Adversely Affect Our Business, Financial Condition and Results of Operations.

New sales representatives provide us with access to new clients, enable us to increase sales and provide the next generation of successful sales representatives. As is typical with distribution businesses, we experience a high rate of turnover among our part-time sales representatives, which requires us to attract, retain and motivate a large number of sales representatives. Recruiting is performed by our current sales representatives, and the effectiveness of our recruiting is generally dependent upon our reputation as a provider of a rewarding and potentially lucrative income opportunity, as well as the general competitive and economic environment. Whether recruits are motivated to complete their training and licensing requirements and to commit to selling our products is largely dependent upon the effectiveness of our compensation and promotional programs and the competitiveness of such programs compared with other companies, including other part-time business opportunities.

If our new business opportunities and products do not generate sufficient interest to attract new recruits, motivate them to become licensed sales representatives and maintain their licenses and incentivize them to sell our products and recruit

other new sales representatives, our business would be materially adversely affected.

Furthermore, if we or any other businesses with a similar distribution structure engage in practices resulting in increased negative public attention for our business model, the resulting reputational challenges could adversely affect our ability to attract new recruits. Companies such as ours that use independent agents to sell directly to customers can be the subject of negative commentary on website postings, social media and other non-traditional media. This negative commentary can spread inaccurate or incomplete information about distribution companies in general or our company in particular, which can make our recruiting more difficult.

From time to time, various jurisdictions make changes to the state or provincial licensing examination process that may make it more difficult for our sales representatives to obtain their life insurance licenses. The Canadian Insurance Services Regulatory Organizations ("CISRO") is developing a new unified provincial life insurance licensing examination program to be implemented in early 2016 that could significantly increase the cost, time and difficulty for our agents to obtain their life insurance licenses in Canada. If CISRO's new licensing system is implemented as currently described, it could ultimately result in a decline in the number of our licensed representatives in Canada and our business could be materially adversely affected.

Certain of our key RVPs have large sales organizations that include thousands of downline sales representatives. These key RVPs are responsible for attracting, motivating, supporting and assisting the sales representatives in their sales organizations. The loss of one or more key RVPs together with a substantial number of their sales representatives for any reason could materially adversely affect our financial results and could impair our ability to attract new sales representatives.

There are a Number of Laws and Regulations that Could Apply to Our Distribution Model, Which Subject Us to the Risk that We May Have to Modify Our Distribution Structure.

In the past, certain distribution models that use independent agents to sell directly to customers have been subject to challenge under various laws, including laws relating to business opportunities, franchising and unfair or deceptive trade practices.

In general, state business opportunity and franchise laws in the United States prohibit sales of business opportunities or franchises unless the seller provides potential purchasers with a pre-sale disclosure document that has first been filed with a designated state agency and grants purchasers certain legal recourse against sellers of business opportunities and franchises. In Canada, the provinces of Alberta, Ontario, New Brunswick and Prince Edward Island have enacted legislation dealing with franchising, which typically requires mandatory disclosure to prospective franchisees.

We have not been, and are not currently, subject to business opportunity laws because the amounts paid by our new representatives to us: (i) are less than the minimum thresholds set by many state statutes and (ii) are not fees paid for the right to participate in a business, but rather are for bona fide expenses such as state-required insurance examinations and pre-licensing training. We have not been, and are not currently, subject to franchise laws for similar reasons. However, there is a risk that a governmental agency or court could disagree with our assessment or that these laws and regulations could change. In addition, although we do not believe that the Federal Trade Commission ("FTC")'s Business Opportunity Rule applies to our company, it could be interpreted in a manner inconsistent with our interpretation. Becoming subject to business opportunity or franchise laws or regulations could require us to provide certain disclosures and regulate the manner in which we recruit our sales representatives that may increase the expense

of, or adversely impact our success in, recruiting new sales representatives and make it more difficult for us to successfully attract and recruit new sales representatives.

There are various laws and regulations that prohibit fraudulent or deceptive schemes known as pyramid schemes. In general, a pyramid scheme is defined as an arrangement in which new participants are required to pay a fee to participate in the organization and then receive compensation primarily for recruiting other persons to participate, either directly or through sales of goods or services that are merely disguised payments for recruiting others. The application of these laws and regulations to a given set of business practices is inherently fact-based and, therefore, is subject to interpretation by applicable enforcement authorities. Our sales representatives are paid commissions based on sales of our products and services to bona fide purchasers, and for this and other reasons we do not believe that we are subject to laws regulating pyramid schemes. Moreover, our sales representatives are not required to purchase any of the products marketed by us. However, even though we believe that our distribution practices are currently in compliance with, or exempt from, these laws and regulations, there is a risk that a governmental agency or court could disagree with our assessment or that these laws and regulations could change, which may require us to cease our operations in certain jurisdictions or result in other costs or fines.

There are also federal, state and provincial laws of general application, such as the FTC Act, and state or provincial unfair and deceptive trade practices laws that could potentially be invoked to challenge aspects of our recruiting of sales representatives and compensation practices. In particular, our recruiting efforts include promotional materials for recruits that describe the potential opportunity available to them if they join our sales force. These materials, as well as our other recruiting efforts and those of our sales representatives, are subject to scrutiny by the FTC and state and provincial enforcement authorities with respect to misleading statements, including misleading earnings claims

made to convince potential new recruits to join our sales force. If claims made by us or by our sales representatives are deemed to be misleading, it could result in violations of the FTC Act or comparable state and provincial statutes prohibiting unfair or deceptive trade practices or result in reputational harm.

Being subject to, or out of compliance with, the aforementioned laws and regulations could require us to change our distribution structure, which could materially adversely affect our business, financial condition and results of operations.

Regulators could adopt laws or interpret existing laws in a way that would require retroactive changes to our business, accounting practices, or redundant reserve financing structure. Any such retroactive changes could have a material adverse effect on our business, financial condition and results of operations.

There May be Adverse Tax and Employment Law Consequences if the Independent Contractor Status of Our Sales Representatives is Successfully Challenged.

Our sales representatives are independent contractors who operate their own businesses. In the past, we have been successful in defending our company in various contexts before courts and governmental agencies against claims that our sales representatives should be treated like employees. Although we believe that we have properly classified our representatives as independent contractors, there is nevertheless a risk that the IRS or another authority will take a different view. Furthermore, the tests governing the determination of whether an individual is considered to be an independent contractor or an employee are typically fact-sensitive and vary from jurisdiction to jurisdiction. Laws and regulations that govern the status and misclassification of independent sales representatives are subject to change or interpretation by various authorities.

The classification of workers as independent contractors has been the subject of federal

legislative and regulatory interest over the last several years, with proposals being made that call for greater scrutiny of independent contractor classifications and greater penalties for companies who wrongly classify workers as independent contractors instead of employees. Thus far, none of these proposals has been enacted by the federal government. In 2012, the DOL reiterated its intention first communicated in 2010 to gather information and pursue rulemaking under the Fair Labor Standards Act referred to as "Right to Know". If rules are adopted, companies such as Primerica that utilize independent contractors may be required to give each potential independent contractor information about that status, including how the classification was determined, an individual's rights to challenge his or her classification and disclosures of all of the possible downsides (such as lack of benefits and lack of pay protections under the Fair Labor Standards Act) of being categorized as an independent contractor. Several states are considering similar efforts. We cannot predict the outcome of these legislative and regulatory efforts, but we expect the topic of independent contractor classification to remain active.

If a federal, state or provincial authority enacts legislation or adopts regulations that change the manner in which employees and independent contractors are classified or makes any adverse determination with respect to some or all of our independent contractors, we could incur significant costs in complying with such laws and regulations, including in respect of tax withholding, social security payments and recordkeeping, or we may be required to modify our business model, any of which could have a material adverse effect on our business, financial condition and results of operations. In addition, there is the risk that we may be subject to significant monetary liabilities arising from fines or judgments as a result of any such actual or alleged non-compliance with federal, state, or provincial tax or employment laws or with respect to any applicable employee benefit plan.

The Company or Its Independent Sales Representatives' Violation of, or Non-Compliance with, Laws and Regulations and the Related Claims and Proceedings Could Expose Us to Material Liabilities.

Extensive federal, state, provincial and territorial laws regulate our products and our relationships with our clients, imposing certain requirements that our sales representatives must follow. At any given time, we may have pending state, federal or provincial examinations or inquiries of our investment and savings products and insurance businesses. In addition to imposing requirements that sales representatives must follow in their dealings with clients, these laws and regulations generally require us to maintain a system of supervision to attempt to ensure that our sales representatives comply with the requirements to which they are subject. We have developed policies and procedures to comply with these laws and regulations. However, despite these compliance and supervisory efforts, the breadth of our operations and the broad regulatory requirements could result in oversight failures and instances of non-compliance or misconduct on the part of our sales representatives.

From time to time, we are subject to private litigation as a result of alleged misconduct by our sales representatives. Examples include claims that a sales representative's failure to disclose underwriting-related information regarding the insured on an insurance application resulted in the denial of a life insurance policy claim, and with respect to investment and savings products sales, errors or omissions that a sales representative made in connection with an account. In addition to the potential for non-compliance with laws or misconduct applicable to our existing product offerings, we could experience similar regulatory issues or litigation with respect to new products. Non-compliance or misconduct by our sales representatives could result in adverse findings in either examinations or litigation and could subject us to sanctions, monetary liabilities, restrictions on or the loss of the operation of our business, claims against us or reputational harm, any of which could have a

material adverse effect on our business, financial condition and results of operations.

Any Failure to Protect the Confidentiality of Client Information Could Adversely Affect Our Reputation and Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.

Pursuant to federal laws, various federal agencies have established rules protecting the privacy and security of personal information. In addition, most states and some provinces have enacted laws, which vary significantly from jurisdiction to jurisdiction, to safeguard the privacy and security of personal information. Many of our sales representatives and employees have access to, and routinely process, personal information of clients through a variety of media, including the Internet and software applications. We rely on various internal processes and controls to protect the confidentiality of client information that is accessible to, or in the possession of, our company, our employees and our sales representatives. It is possible that a sales representative or employee could, intentionally or unintentionally, disclose or misappropriate confidential client information. If we fail to maintain adequate internal controls or if our sales representatives or employees fail to comply with our policies and procedures, misappropriation or intentional or unintentional inappropriate disclosure or misuse of client information could occur. Such internal control inadequacies or non-compliance could materially damage our reputation or lead to civil or criminal penalties, which, in turn, could have a material adverse effect on our business, financial condition and results of operations.

### ***Risks Related to Our Insurance Business and Reinsurance***

We May Face Significant Losses if Our Actual Experience Differs from Our Expectations Regarding Mortality or Persistency.

We set prices for life insurance policies based upon expected claim payment patterns derived



from assumptions we make about the mortality rates, or likelihood of death, of our policyholders in any given year. The long-term profitability of these products depends upon how our actual mortality rates compare to our pricing assumptions. For example, if mortality rates are higher than those assumed in our pricing assumptions, we could be required to make more death benefit payments under our life insurance policies or to make such payments sooner than we had projected, which may decrease the profitability of our term life insurance products and result in an increase in the cost of our subsequent reinsurance transactions.

The prices and expected future profitability of our life insurance products are also based, in part, upon assumptions related to persistency. Actual persistency that is lower than our persistency assumptions could have an adverse effect on profitability, especially in the early years of a policy, primarily because we would be required to accelerate the amortization of expenses we deferred in connection with the acquisition of the policy. Actual persistency that is higher than our persistency assumptions could have an adverse effect on profitability in the later years of a block of policies because the anticipated claims experience is higher in these later years. If actual persistency is significantly different from that assumed in our pricing assumptions, our reserves for future policy benefits may prove to be inadequate. We are precluded from adjusting premiums on our in-force business during the initial term of the policies, and our ability to adjust premiums on in-force business after the initial policy term is limited to the maximum premium rates in the policy.

Our assumptions and estimates regarding mortality and persistency require us to make numerous judgments and, therefore, are inherently uncertain. We cannot determine with precision the actual persistency or ultimate amounts that we will pay for actual claim payments on a block of policies, the timing of those payments, or whether the assets supporting these contingent future payment obligations will increase to the levels we

estimate before payment of claims. If we conclude that our future policy benefit reserves, together with future premiums, are insufficient to cover actual or expected claims payments and the scheduled amortization of our deferred policy acquisition costs ("DAC") assets, we would be required to first accelerate our amortization of the DAC assets and then increase our future policy benefit reserves and incur income statement charges for the period in which we make the determination, which could materially adversely affect our business, financial condition and results of operations.

#### The Occurrence of a Catastrophic Event Could Materially Adversely Affect Our Business, Financial Condition and Results of Operations.

Our insurance operations are exposed to the risk of catastrophic events, which could cause a large number of premature deaths of our insureds. A catastrophic event could also cause significant volatility in global financial markets and disrupt the economy. Although we have ceded a significant majority of our mortality risk to reinsurers, a catastrophic event could cause a material adverse effect on our business, financial condition and results of operations. Claims resulting from a catastrophic event could cause substantial volatility in our financial results for any quarter or year and could also materially harm the financial condition of our reinsurers, which would increase the probability of default on reinsurance recoveries. Our ability to write new business could also be adversely affected.

In addition, most of the jurisdictions in which our insurance subsidiaries are admitted to transact business require life insurers doing business within the jurisdiction to participate in guaranty associations, which raise funds to pay contractual benefits owed pursuant to insurance policies issued by impaired, insolvent or failed issuers. It is possible that a catastrophic event could require extraordinary assessments on our insurance companies, which could have a material adverse effect on our business, financial condition and results of operations.

Our Insurance Business is Highly Regulated, and Statutory and Regulatory Changes May Materially Adversely Affect Our Business, Financial Condition and Results of Operations.

Life insurance statutes and regulations are generally designed to protect the interests of the public and policyholders. Those interests may conflict with the interests of our stockholders. Currently, in the United States, the power to regulate insurance resides almost exclusively with the states. The laws of the various U.S. jurisdictions grant state insurance regulators broad powers to regulate almost all aspects of our insurance business. Much of this state regulation follows model statutes or regulations developed or amended by the NAIC, which is composed of the insurance commissioners of each U.S. jurisdiction. The NAIC re-examines and amends existing model laws and regulations (including holding company regulations) in addition to determining whether new ones are needed.

The U.S. Congress continues to examine the current condition of U.S. state-based insurance regulation to determine whether to impose federal regulation and to allow optional federal insurance company incorporation. The Dodd-Frank Act created the Federal Insurance Office and authorized it to, among other things, study methods to modernize and improve insurance regulation, including uniformity and the feasibility of federal regulation. We cannot predict with certainty whether, or in what form, reforms will be enacted and, if so, whether the enacted reforms will materially affect our business. Changes in federal statutes, including the Gramm-Leach-Bliley Act and the McCarran-Ferguson Act, financial services regulation and federal taxation, in addition to changes to state statutes and regulations, may be more restrictive than current requirements or may result in higher costs, and could materially adversely affect our business, financial condition and results of operations.

We are currently undergoing targeted multi-state treasurer audits with respect to unclaimed

property laws, and Primerica Life and NBLIC are engaged in targeted multi-state market conduct examinations with respect to their claims-paying practices. The Treasurer of the State of West Virginia brought a suit against Primerica Life and other insurance companies alleging violations of the West Virginia unclaimed property act. The suit was dismissed, and the Treasurer has appealed. Other jurisdictions may pursue similar audits examinations and litigation. The potential outcome of such actions is difficult to predict but could subject us to adverse consequences, including, but not limited to, settlement payments, additional payments to beneficiaries and additional escheatment of funds deemed abandoned under state laws. We cannot predict with certainty the effect these proceedings may have on the conduct of our business, financial condition and results of operations.

Provincial and federal insurance laws regulate all aspects of our Canadian insurance business. Changes to provincial or federal statutes and regulations may be more restrictive than current requirements or may result in higher costs, which could materially adversely affect our business, financial condition and results of operations. If OSFI determines that our corporate actions do not comply with applicable Canadian law, Primerica Life Canada could face sanctions or fines, and Primerica Life Canada could be subject to increased capital requirements or other requirements deemed appropriate by OSFI.

We received approval from the Minister of Finance (Canada) under the Insurance Companies Act (Canada) in connection with our indirect acquisition of Primerica Life Canada. The Minister expects that a person controlling a federal insurance company will provide ongoing financial, managerial or operational support to its subsidiary should such support prove necessary, and has required us to sign a support principle letter to that effect. This ongoing support may take the form of additional capital, the provision of managerial expertise or the provision of support in such areas as risk management, internal control systems and training. However, the letter does not create a legal obligation on the part of the person to

provide the support. In the event that OSFI determines Primerica Life Canada is not receiving adequate support from the Parent under applicable Canadian law, Primerica Life Canada may be subject to increased capital requirements or other requirements deemed appropriate by OSFI.

If there were to be extraordinary changes to statutory or regulatory requirements in the United States or Canada, we may be unable to fully comply with or maintain all required insurance licenses and approvals. Regulatory authorities have relatively broad discretion to grant, renew and revoke licenses and approvals. If we do not have all requisite licenses and approvals, or do not comply with applicable statutory and regulatory requirements, the regulatory authorities could preclude or temporarily suspend us from carrying on some or all of our insurance activities or impose fines or penalties on us, which could materially adversely affect our business, financial condition and results of operations. We cannot predict with certainty the effect any proposed or future legislation or regulatory initiatives may have on the conduct of our business.

A Decline in the Regulatory Capital Ratios of Our Insurance Subsidiaries Could Result in Increased Scrutiny by Insurance Regulators and Ratings Agencies and Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.

Each of our U.S. insurance subsidiaries is subject to RBC standards (imposed under the laws of its respective jurisdiction of domicile). The RBC formula for U.S. life insurance companies generally establishes capital requirements relating to insurance, business, asset and interest rate risks. Our U.S. insurance subsidiaries are required to report their results of RBC calculations annually to the applicable state department of insurance and the NAIC. Our Canadian life insurance subsidiary is subject to minimum continuing capital and surplus requirements ("MCCSR"), and Tier 1 capital ratio

requirements, and is required to provide its MCCSR and Tier 1 capital ratio calculations to the Canadian regulators. The capitalization of our insurance subsidiaries is maintained at levels in excess of the effective minimum requirements of the NAIC in the United States and OSFI in Canada. In any particular year, statutory capital and surplus amounts and RBC and MCCSR ratios may increase or decrease depending on a variety of factors, including the amount of statutory income or losses generated by our insurance subsidiaries (which is sensitive to equity and credit market conditions), the amount of additional capital our insurance subsidiaries must hold to support business growth, changes in their reserve requirements, the value of certain fixed-income and equity securities in their investment portfolios, the credit ratings of investments held in their portfolios, the value of certain derivative instruments, changes in interest rates, credit market volatility, changes in consumer behavior, as well as changes to the NAIC's RBC formula or the MCCSR calculation of OSFI. Many of these factors are outside of our control.

Our financial strength and credit ratings are significantly influenced by the statutory surplus amounts and RBC and MCCSR ratios of our insurance company subsidiaries. Ratings agencies may change their internal models, effectively increasing or decreasing the amount of statutory capital our insurance subsidiaries must hold to maintain their current ratings. In addition, ratings agencies may downgrade the invested assets held in our portfolio, which could result in a reduction of their capital and surplus. Changes in statutory accounting principles could also adversely impact our insurance subsidiaries' ability to meet minimum RBC, MCCSR and statutory capital and surplus requirements. There is no assurance that our insurance subsidiaries will not need additional capital or, if needed, that we will be able to provide it to maintain the targeted RBC and MCCSR levels to support their business operations.

The failure of any of our insurance subsidiaries to meet its applicable RBC and MCCSR requirements or minimum capital and surplus requirements could subject it to further examination or corrective action imposed by

insurance regulators, including limitations on its ability to write additional business, supervision by regulators or seizure or liquidation. Any corrective action imposed could have a material adverse effect on our business, financial condition and results of operations. A decline in RBC or MCCR also limits the ability of our insurance subsidiaries to pay dividends or make distributions and could be a factor in causing ratings agencies to downgrade the financial strength ratings of all our insurance subsidiaries. Such downgrades would have an adverse effect on our ability to write new insurance business and, therefore, could have a material adverse effect on our business, financial condition and results of operations.

#### We May be Unable to Redeploy Capital Through Reserve Financing Transactions.

From time to time, management considers methods for the deployment of capital, including through the use of redundant reserve financing transactions. Certain state regulators, as well as the NAIC, have been reviewing the use of captive insurance companies for the purpose of redundant reserve financing transactions, and it is uncertain whether state regulators will continue to approve such transactions going forward. Management currently intends to pursue a redundant reserve financing transaction for Primerica Life in 2014. However, there is a possibility that state regulators will not approve such a transaction and, as a result, Primerica Life may not be able to redeploy capital to the Parent Company through reserve financing transactions.

#### A Ratings Downgrade by a Ratings Organization Could Materially Adversely Affect Our Business, Financial Condition and Results of Operations.

Each of our insurance subsidiaries, with the exception of Peach Re, has been assigned a financial strength rating by A.M. Best. Primerica Life currently also has an insurer financial strength rating from Standard & Poor's and Moody's. NBLIC, Primerica Life Canada, and Peach Re are not rated by Standard & Poor's and Moody's.

The financial strength ratings of our insurance subsidiaries are subject to periodic review using, among other things, the ratings agencies' proprietary capital adequacy models, and are subject to revision or withdrawal at any time. Insurance financial strength ratings are directed toward the concerns of policyholders and are not intended for the protection of stockholders or as a recommendation to buy, hold or sell securities. Our financial strength ratings will affect our competitive position relative to other insurance companies. If the financial strength ratings of our insurance subsidiaries fall below certain levels, some of our policyholders may move their business to our competitors. In addition, the models used by ratings agencies to determine financial strength are different from the capital requirements set by insurance regulators.

Ratings organizations review the financial performance and financial conditions of insurance companies, and provide opinions regarding financial strength, operating performance and ability to meet obligations to policyholders. A downgrade in the financial strength ratings of any of our insurance subsidiaries, or the announced potential for a downgrade, could have a material adverse effect on our business, financial condition and results of operations by, among other things:

- reducing sales of insurance products;
- adversely affecting our relationships with our sales representatives;
- materially increasing the amount of policy cancellations by our policyholders;
- requiring us to reduce prices to remain competitive; and
- adversely affecting our ability to obtain reinsurance at reasonable prices or at all.

If the rating agencies or regulators change their approach to financial strength ratings and statutory capital requirements, we may need to take action to maintain current ratings and capital adequacy ratios, which could have a material adverse effect on our business, financial condition and results of operations.

In addition to financial strength ratings of our insurance subsidiaries, the Parent Company currently has investment grade credit ratings from Standard & Poor's, Moody's, and A.M. Best for its senior unsecured debt. These ratings are indicators of a debt issuer's ability to meet the terms of debt obligations and are important factors in its ability to access liquidity in the debt markets. A rating downgrade by a rating agency can occur at any time if the rating agency perceives an adverse change in our financial condition, results of operations or ability to service debt. If such a downgrade occurs, it could have a material adverse effect on our financial condition and results of operations in many ways, including adversely limiting our access to capital in the unsecured debt market and potentially increasing the cost of such debt.

Credit Deterioration in, and the Effects of Interest Rate Fluctuations on, Our Invested Asset Portfolio Could Materially Adversely Affect Our Business, Financial Condition and Results of Operations.

A large percentage of our invested asset portfolio is invested in fixed-income securities. As a result, credit deterioration and interest rate fluctuations could materially affect the value and earnings of our invested asset portfolio. Fixed-income securities decline in value if there is no active trading market for the securities or the market's impression of, or the ratings agencies' views on, the credit quality of an issuer worsens. During periods of declining market interest rates, any interest income we receive on variable interest rate investments would decrease, and we would be forced to invest the cash we receive as interest, return of principal on our investments and cash from operations in lower-yielding, high-grade instruments or in lower-credit instruments to maintain comparable returns. Issuers of fixed-income securities could also decide to prepay their obligations to borrow at lower market rates, which would increase our reinvestment risk. If interest rates generally increase, the market value of our fixed rate income portfolio decreases. Additionally, if the market value of any security in our invested

asset portfolio decreases, we may realize losses if we deem the value of the security to be other-than-temporarily impaired. To the extent that any fluctuations in fair value or interest rates are significant or we recognize impairments that are material, it could have a material adverse effect on our business, financial condition and results of operations.

Valuation of Our Investments and the Determination of Whether a Decline in the Fair Value of Our Invested Assets is Other-than-Temporary are Based on Estimates That May Prove to be Incorrect.

U.S. GAAP requires that when the fair value of any of our invested assets declines and such decline is deemed to be other-than-temporary, we recognize a loss in either accumulated other comprehensive income or on our statement of income based on certain criteria in the period that such determination is made. Determining the fair value of certain invested assets, particularly those that do not trade on a regular basis, requires an assessment of available data and the use of assumptions and estimates. Once it is determined that the fair value of an asset is below its carrying value, we must determine whether the decline in fair value is other-than-temporary, which is based on subjective factors and involves a variety of assumptions and estimates.

There are certain risks and uncertainties associated with determining whether declines in market value are other-than-temporary. These include significant changes in general economic conditions and business markets, trends in certain industry segments, interest rate fluctuations, rating agency actions, changes in significant accounting estimates and assumptions and legislative actions. In the case of mortgage- and asset-backed securities, there is added uncertainty as to the performance of the underlying collateral assets. To the extent that we are incorrect in our determination of the fair value of our investment securities or our determination that a decline in their value is other-than-temporary, we may realize losses



that never actually materialize or may fail to recognize losses within the appropriate reporting period.

The Failure by Any of Our Reinsurers to Perform Its Obligations to Us Could Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.

We extensively use reinsurance in the United States to diversify our risk and to manage our loss exposure to mortality risk. Reinsurance does not relieve us of our direct liability to our policyholders, even when the reinsurer is liable to us. We, as the insurer, are required to pay the full amount of death benefits even in circumstances where we are entitled to receive payments from the reinsurer. Due to factors such as insolvency, adverse underwriting results or inadequate investment returns, our reinsurers may not be able to pay the amounts they owe us on a timely basis or at all. Further, reinsurers might refuse or fail to pay losses that we cede to them or might delay payment. Since death benefit claims may be paid long after a policy is issued, we bear credit risk with respect to our reinsurers. The creditworthiness of our reinsurers may change before we can recover amounts to which we are entitled. Any such failure to pay by our reinsurers could have a material adverse effect on our business, financial condition and results of operations.

The Failure by the Affiliates of Citigroup Who are Parties to the Citigroup Reinsurance Transactions to Perform Their Obligations to Us Under Our Coinsurance Agreements Could Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.

Immediately prior to the IPO, we entered into four coinsurance agreements with three reinsurer affiliates of Citigroup pursuant to which we ceded between 80% and 90% of the risks and rewards of our term life insurance policies that were in force at year-end 2009.

Under this arrangement, our current third-party reinsurance agreements remain in place. The largest of these transactions involved two coinsurance agreements between Primerica Life and Prime Reinsurance Company, Inc. ("Prime Re"), then a wholly owned subsidiary of Primerica Life. Pursuant to these reinsurance agreements, we distributed to Citigroup all of the issued and outstanding common stock of Prime Re. Prime Re was formed solely for the purpose of entering into these reinsurance transactions, had no operating history at the time the coinsurance agreements were executed and does not possess a financial strength rating from any rating agency. The other transactions were between (i) Primerica Life Canada and Financial Reassurance Company 2010 Ltd., a Bermuda reinsurer and wholly owned subsidiary of Citigroup, formed to operate solely for the purpose of reinsuring Citigroup-related risks and (ii) NBLIC and American Health and Life Insurance Company ("AHL"), a wholly owned insurance subsidiary of Citigroup that is rated by A.M. Best. Each of the three reinsurers entered into trust agreements with our respective insurance subsidiaries and a trustee pursuant to which the reinsurer placed assets (primarily treasury and fixed-income securities) in trust for such subsidiary's benefit to secure the reinsurer's obligations to such subsidiary. Each such coinsurance agreement requires each reinsurer to maintain assets in trust sufficient to give the subsidiary full credit for regulatory purposes for the insurance, which amount will not be less than the amount of the reserves for the reinsured liabilities. In addition, in the case of the reinsurance transactions between Prime Re and Primerica Life, Citigroup has agreed in a capital maintenance agreement to maintain Prime Re's RBC above a specified minimum level, subject to a maximum amount being contributed by Citigroup. In the case of the reinsurance transaction between NBLIC and AHL, Citigroup has agreed to over-collateralize the assets in the trust for NBLIC for the life of the coinsurance agreement between NBLIC and AHL. Furthermore, our insurance subsidiaries have the right to recapture the business upon the occurrence of an event of default under their respective coinsurance agreement with the

Citigroup affiliates subject to any applicable cure periods. While any such recapture would be at no cost to us, such recapture would result in a substantial increase in our insurance exposure and require us to be fully responsible for the management of the assets set aside to support statutory reserves. The type of assets we might obtain as a result of a recapture may not be as liquid as our current invested asset portfolio and could result in an unfavorable impact on our risk profile.

There is no assurance that the relevant Citigroup reinsurer will pay the reinsurance obligations owed to us now or in the future or that it will pay these obligations on a timely basis. Notwithstanding the capital maintenance agreement between Prime Re and Citigroup and the initial over-collateralization of assets in trust for the benefit of our insurance companies, if any of the Citigroup reinsurers becomes insolvent, the amount in the trust account to support the obligations of such reinsurer is insufficient to pay such reinsurer's obligations to us and we fail to enforce our right to recapture the business, it could have a material adverse effect on our business, financial condition and results of operations.

### ***Risks Related to Our Investments and Savings Products Business***

Our Investment and Savings Products Segment is Heavily Dependent on Mutual Fund and Annuity Products Offered by a Relatively Small Number of Companies, and, if These Products Fail to Remain Competitive with Other Investment Options or We Lose Our Relationship with One or More of These Fund Companies or with the Source of Our Annuity Products, Our Business, Financial Condition and Results of Operations May be Materially Adversely Affected.

We earn a significant portion of our earnings through our relationships with a small group of mutual fund and annuity companies. A decision by one or more of these companies to alter or discontinue their current arrangements with us

could materially adversely affect our business, financial condition and results of operations. In addition, if any of our investment and savings products fail to achieve satisfactory investment performance, our clients may seek higher yielding alternative investment products, and we could experience higher redemption rates.

In recent years there has been an increase in the popularity of alternative investments, which we do not currently offer, principally index funds and exchange traded funds. These investment options typically have low fee structures and provide some of the attributes of mutual funds, such as risk diversification. If these products continue to gain traction among our client base as viable alternatives to mutual fund investments, our investment and savings products revenues could decline.

In addition to sales commissions and asset-based compensation, a portion of our earnings from investment and savings products comes from recordkeeping services that we provide to third parties and from fees earned for custodial services that we provide to clients with retirement plan accounts in the funds of these mutual fund companies. We also receive revenue sharing payments from each of these mutual fund companies. A decision by one or more of these fund companies to alter or discontinue their current arrangements with us would materially adversely affect our business, financial condition and results of operations.

The Company or Its Securities-Licensed Sales Representatives' Violations of, or Non-Compliance with, Laws and Regulations Could Expose Us to Material Liabilities.

Our subsidiary broker-dealer and registered investment advisor, PFS Investments, is subject to federal and state regulation of its securities business. These regulations cover sales practices, trade suitability, supervision of registered representatives, recordkeeping, the conduct and qualification of officers and employees, the rules and regulations of the MSRB and state blue sky regulation. Investment advisory representatives are generally held to a higher standard of

conduct than registered representatives. Our subsidiary, PSS, is a registered transfer agent engaged in the recordkeeping business and is subject to SEC regulation. Violations of laws or regulations applicable to the activities of PFS Investments or PSS, or violations by a third party with which PFS Investments or PSS contracts which improperly performs its task, could subject us to disciplinary actions and could result in the imposition of cease and desist orders, fines or censures, restitution to clients, disciplinary actions (including the potential suspension or revocation of its license by the SEC, or the suspension or expulsion from FINRA), and reputational damage, any of which could materially adversely affect our business, financial condition and results of operations.

Our Canadian dealer subsidiary, PFSL Investments Canada and its sales representatives are subject to the securities laws of the provinces and territories of Canada in which we sell our mutual fund products and those of third parties and to the rules of the MFDA, the self-regulatory organization governing mutual fund dealers. PFSL Investments Canada is subject to periodic review by both the MFDA and the provincial and territorial securities commissions to assess its compliance with, among other things, applicable capital requirements and sales practices and procedures. These regulators have broad administrative powers, including the power to limit or restrict the conduct of our business for failure to comply with applicable laws or regulations. Possible sanctions that could be imposed include the suspension of individual sales representatives, limitations on the activities in which the dealer may engage, suspension or revocation of the dealer registration, censure or fines, any of which could materially adversely affect our business, financial condition and results of operations.

If Heightened Standards of Conduct or More Stringent Licensing Requirements, Such as Those Proposed by the SEC and Proposed and Withdrawn by the DOL, are Imposed on Us or Our Sales Representatives or Selling Compensation

is Reduced as a Result of New Legislation or Regulations, it Could Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.

Our U.S. sales representatives are subject to federal and state regulation as well as state licensing requirements. PFS Investments, which is regulated as a broker-dealer, and our U.S. sales representatives are currently subject to general anti-fraud limitations under the Exchange Act and SEC rules and regulations, as well as other conduct standards prescribed by FINRA. These standards generally require that broker-dealers and their sales representatives disclose conflicts of interest that might affect the advice or recommendations they provide and require them to make suitable investment recommendations to their customers. In January 2011 under the authority of the Dodd-Frank Act, which gives the SEC the power to impose on broker-dealers a heightened standard of conduct that is currently applicable only to investment advisers, the SEC staff submitted a report to Congress in which it recommended that the SEC adopt a fiduciary standard of conduct for broker-dealers that is uniform with that of investment advisors. The SEC has slated the rule on its regulatory agenda for “long-term action” without a specific timetable.

In October 2010, the DOL published the DOL Proposed Rule, which would more broadly define the circumstances under which a person or entity may be considered a fiduciary for purposes of the prohibited transaction rules of IRC Section 4975. IRC Section 4975 prohibits certain types of compensation paid by third parties with respect to transactions involving assets in qualified accounts, including IRAs. In September 2011, the DOL withdrew the DOL Proposed Rule. The DOL has indicated that it will re-propose a similar fiduciary rule in 2014. If PFS Investments and its securities-licensed representatives are deemed to be fiduciaries under a rule similar to the DOL Proposed Rule, our ability to receive and retain certain types of compensation paid by third parties with respect to both new and existing assets in qualified accounts could be significantly limited.

IRAs and other qualified accounts are a core component of the Investment and Savings Products segment of our business and accounted for a significant portion of the total revenue of this segment for the year ended December 31, 2013. Thus, if a fiduciary rule similar to the DOL Proposed Rule is re-proposed and adopted, we would expect to substantially restructure our current business model for qualified accounts. Such restructuring could make it significantly more difficult for us and our sales representatives to profitably serve the middle-income market and could result in a significant reduction in the number of IRAs and qualified accounts that we serve, which could materially adversely affect the amount of revenue that we generate from this line of business and ultimately could result in a decline in the number of our securities-licensed sales representatives. Furthermore, our licensed representatives could be required to obtain additional securities licenses, which they may not be willing or able to obtain.

The form, substance and timing of any re-proposed or final rule are unknown at this time. It is possible that a rule could be adopted in a form that does not materially adversely affect us. If re-proposed and adopted in the form initially proposed, however, the DOL Proposed Rule could have a materially adverse effect on our business, financial condition and results of operations.

Heightened standards of conduct as a result of either of the above proposals or another similar proposed rule or regulation could also increase the compliance and regulatory burdens on our representatives, and could lead to increased litigation and regulatory risks, changes to our business model, a decrease in the number of our securities-licensed representatives and a reduction in the products we offer to our clients, any of which could have a material adverse effect on our business, financial condition and results of operations.

If Our Suitability Policies and Procedures Were Deemed Inadequate, It Could Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.

We review the account applications that we receive for our investment and savings products for suitability. While we believe that the policies and procedures we implemented to help our sales representatives assist clients in making appropriate and suitable investment choices are reasonably designed to achieve compliance with applicable securities laws and regulations, it is possible that the SEC, FINRA or MFDA may not agree. Further, we could be subject to regulatory actions or private litigation, which could materially adversely affect our business, financial condition and results of operations.

Our Sales Force Support Tools May Fail to Appropriately Identify Suitable Investment Products.

Our support tools are designed to educate clients, help identify their financial needs, and introduce the potential benefits of our products. There could be a risk that the assumptions and methods of analyses embedded in our support tools could be successfully challenged and subject us to regulatory action or private litigation, which could materially adversely affect our business, financial condition and results of operations.

Non-Compliance with Applicable Regulations Could Lead to Revocation of Our Subsidiary's Status as a Non-Bank Custodian.

PFS Investments is a non-bank custodian of retirement accounts, as permitted under Treasury Regulation 1.408-2. A non-bank custodian is an entity that is not a bank and that is permitted by the IRS to act as a custodian for retirement plan account assets of our clients. The IRS retains authority to revoke or suspend that status if it finds that PFS Investments is

unwilling or unable to administer retirement accounts in a manner consistent with the requirements of the applicable regulations. Revocation of PFS Investments' non-bank custodian status would affect its ability to earn revenue for providing such services and, consequently, could materially adversely affect our business, financial condition and results of operations.

### ***Other Risks Related to Our Business***

*Changes in Accounting Standards Can be Difficult to Predict and Could Adversely Impact How We Record and Report Our Financial Condition and Results of Operations.*

Our accounting policies and methods are fundamental to how we record and report our financial condition and results of operations. U.S. GAAP continues to evolve and, as a result, may change the financial accounting and reporting standards that govern the preparation of our financial statements. These changes can be hard to anticipate and implement and can materially impact how we record and report our financial condition and results of operations. For example, the Financial Accounting Standards Board's ("FASB") current insurance contracts accounting project could, among other things, significantly change the way we measure insurance liabilities on our Consolidated Balance Sheets and the way we present earnings on our statement of income. This project, in addition to other projects such as the FASB's financial instruments accounting project, could adversely impact both our financial condition and results of operations as reported on a U.S. GAAP basis as well as our statutory capital calculations.

*The Effects of Economic Down Cycles in the United States and Canada Could Materially Adversely Affect Our Business, Financial Condition and Results of Operations.*

Our business, financial condition and results of operations have been materially adversely

affected by economic downturns in the United States and Canada. Economic downturns, which are often characterized by higher unemployment, lower family income, lower valuation of retirement savings accounts, lower corporate earnings, lower business investment and lower consumer spending, have adversely affected the demand for the term life insurance, investment and other financial products that we sell. Future economic down cycles could severely adversely affect new sales and cause clients to liquidate mutual funds and other investments sold by our sales representatives. This could cause a decrease in the asset value of client accounts, reduce our trailing commission revenues and result in other-than-temporary impairments in our invested asset portfolio. In addition, we may experience an elevated incidence of lapses or surrenders of insurance policies, and some of our policyholders may choose to defer paying insurance premiums or stop paying insurance premiums altogether. Further, volatility in equity markets or downturns could discourage purchases of the investment products that we distribute and could have a materially adverse effect on our business, including our ability to recruit and retain sales representatives.

*We are Subject to Various Federal Laws and Regulations in the United States and Canada, Changes in Which or Violations of Which May Require Us to Alter Our Business Practices and Could Materially Adversely Affect Our Business, Financial Condition and Results of Operations.*

In the United States, we are subject to many regulations, including the Gramm-Leach-Bliley Act and its implementing regulations, including Regulation S-P, the Fair Credit Reporting Act, the Right to Financial Privacy Act, the Foreign Corrupt Practices Act, the Sarbanes-Oxley Act, the Telemarketing and Consumer Fraud and Abuse Prevention Act, the Telephone Consumer Protection Act, the FTC Act, and the Electronic Funds Transfer Act. We are also subject to anti-money laundering laws and regulations, including the Bank Secrecy Act, as amended by



the Patriot Act, which requires us to develop and implement customer identification and risk-based anti-money laundering programs, report suspicious activity and maintain certain records. Further, we are required to follow certain economic and trade sanctions programs that are administered by the Office of Foreign Asset Control that prohibit or restrict transactions with suspected countries, their governments, and in certain circumstances, their nationals.

In Canada, we are subject to provincial and territorial regulations, including consumer protection legislation that pertains to unfair and misleading business practices, provincial and territorial credit reporting legislation that provides requirements in respect of obtaining credit bureau reports and providing notices of decline, the Personal Information Protection and Electronic Documents Act, the Competition Act, the Corruption of Foreign Public Officials Act, the Telecommunications Act and certain Canadian Radio-television and Telecommunications Commission Telecom Decisions in respect of unsolicited telecommunications. We are also subject to the Proceeds of Crime (Money Laundering) and Terrorist Financing Act and its accompanying regulations, which require us to develop and implement money laundering policies and procedures relating to customer indemnification, reporting and recordkeeping, develop and maintain ongoing training programs for employees, perform a risk assessment on our business and clients and institute and document a review of our anti-money laundering program at least once every two years. We are also required to follow certain economic and trade sanctions and legislation that prohibit us from, among other things, engaging in transactions with, and providing services to, persons on lists created under various federal statutes and regulations and blocked persons and foreign countries and territories subject to Canadian sanctions administered by Foreign Affairs and International Trade Canada and the Department of Public Safety Canada. Changes in, or violations of, any of these laws or regulations may require additional compliance procedures, or result in enforcement proceedings, sanctions

or penalties, which could have a material adverse effect on our business, financial condition and results of operations.

Litigation and Regulatory Investigations and Actions May Result in Financial Losses and Harm Our Reputation.

We face a risk of litigation and regulatory investigations and actions in the ordinary course of operating our businesses. From time to time, we are subject to private litigation and regulatory investigations as a result of sales representative misconduct. In addition, we may become subject to lawsuits alleging, among other things, issues relating to sales or underwriting practices, payment of improper sales commissions, claims issues, product design and disclosure, additional premium charges for premiums paid on a periodic basis, denial or delay of benefits, pricing and sales practices issues. Life insurance companies have historically been subject to substantial litigation resulting from policy disputes and other matters. If we become subject to similar litigation, any judgment or settlement of such claims could have a material adverse effect on our business, financial condition and results of operations.

In addition, we are subject to litigation arising out of our general business activities. For example, we have a large sales force, and we could face claims by some of our sales representatives arising out of their relationship with us. In particular, the memorandum of understanding that we signed in connection with the Florida Retirement System matters may not result in resolution with the claimants. In such event, the pending litigation with the existing claimants would continue, and, in any event, new claimants may emerge. We are also subject to various regulatory inquiries, such as information requests, subpoenas and books and record examinations, from state, provincial and federal regulators and other authorities. A substantial legal liability or a significant regulatory action against us could have a material adverse effect on our business, financial condition and results of operations.

Moreover, even if we ultimately prevail in any litigation, regulatory action or investigation, we could suffer significant reputational harm and we could incur significant legal expenses, either of which could have a material adverse effect on our business, financial condition and results of operations. In addition, increased regulatory scrutiny and any resulting investigations or proceedings could result in new legal precedents and industry-wide regulations or practices that could materially adversely affect our business, financial condition and results of operations.

#### The Current Legislative and Regulatory Climate with Regard to Financial Services May Adversely Affect Our Business, Financial Condition, and Results of Operations.

The volume of legislative and regulatory activity relating to financial services has increased substantially in recent years, and we expect that the level of enforcement actions and investigations by federal regulators will increase correspondingly. The same factors that have contributed to legislative, regulatory and enforcement activity at the federal level are likely to contribute to heightened activity at the state and provincial level. If we or our sales representatives become subject to new requirements or regulations, it could result in increased litigation, regulatory risks, changes to our business model, a decrease in the number of our securities-licensed representatives or a reduction in the products we offer to our clients or the profits we earn, which could have a material adverse effect on our business, financial condition and results of operations.

#### The Inability of Our Subsidiaries to Pay Dividends or Make Distributions or Other Payments to Us in Sufficient Amounts Would Impede Our Ability to Meet Our Obligations and Return Capital to Our Stockholders.

We are a holding company, and we have no significant operations. Our primary asset is the capital stock of our subsidiaries and our primary

liability is our senior unsecured notes. We rely primarily on dividends and other payments from our subsidiaries to meet our operating costs, other corporate expenses, senior unsecured notes obligations, as well as to return capital to our stockholders. The ability of our subsidiaries to pay dividends to us depends on their earnings, covenants contained in existing and future financing or other agreements and on regulatory restrictions. The ability of our insurance subsidiaries to pay dividends will further depend on their statutory income and surplus. If the cash we receive from our subsidiaries pursuant to dividend payments and tax sharing arrangements is insufficient for us to fund our obligations or if a subsidiary is unable to pay dividends to us, we may be required to raise cash through the incurrence of debt, the issuance of equity or the sale of assets. However, given the historic volatility in the capital markets, there is no assurance that we would be able to raise cash by these means.

The jurisdictions in which our insurance subsidiaries are domiciled impose certain restrictions on their ability to pay dividends to us. In the United States, these restrictions are based, in part, on the prior year's statutory income and surplus. In general, dividends up to specified levels are considered ordinary and may be paid without prior approval. Dividends in larger amounts are subject to approval by the insurance commissioner of the state of domicile. In Canada, dividends can be paid, subject to the paying insurance company continuing to meet the regulatory requirements for capital adequacy and liquidity and upon 15 days' minimum notice to OSFI. No assurance is given that more stringent restrictions will not be adopted from time to time by jurisdictions in which our insurance subsidiaries are domiciled, and such restrictions could have the effect, under certain circumstances, of significantly reducing dividends or other amounts payable to us by our subsidiaries without prior approval by regulatory authorities. In addition, in the future, we may become subject to debt covenants or other agreements that limit our ability to return capital to our stockholders. The ability of our insurance subsidiaries to pay dividends to us is also limited

by our need to maintain the financial strength ratings assigned to us by the ratings agencies.

If any of our subsidiaries were to become insolvent, liquidate or otherwise reorganize, we, as sole stockholder, will have no right to proceed against the assets of that subsidiary.

Furthermore, with respect to our insurance subsidiaries, we, as sole stockholder, will have no right to cause the liquidation, bankruptcy or winding-up of the subsidiary under the applicable liquidation, bankruptcy or winding-up laws, although, in Canada, we could apply for permission to cause liquidation. The applicable insurance laws of the jurisdictions in which each of our insurance subsidiaries is domiciled would govern any proceedings relating to that subsidiary. The insurance authority of that jurisdiction would act as a liquidator or rehabilitator for the subsidiary. Both creditors of the subsidiary and policyholders (if an insurance subsidiary) would be entitled to payment in full from the subsidiary's assets before we, as the sole stockholder, would be entitled to receive any distribution from the subsidiary.

If the ability of our insurance or non-insurance subsidiaries to pay dividends or make other distributions or payments to us is materially restricted by regulatory requirements, bankruptcy or insolvency, or our need to maintain our financial strength ratings, or is limited due to operating results or other factors, it could materially adversely affect our ability to fund our obligations and return capital to our stockholders.

A Significant Change in the Competitive Environment in which We Operate Could Negatively Affect Our Ability to Maintain or Increase Our Market Share and Profitability.

We face competition in all of our business lines. Our competitors include financial services companies, mutual fund companies, banks, investment management firms, broker-dealers, insurance companies and direct sales companies. In many of our product lines, we face competition from competitors that have greater market share or breadth of distribution, offer a

broader range of products, services or features, assume a greater level of risk, have lower profitability expectations or have higher financial strength ratings than we do. A significant change in this competitive environment could materially adversely affect our ability to maintain or increase our market share and profitability.

The Loss of Key Employees and Sales Force Leaders Could Negatively Affect Our Financial Results and Impair Our Ability to Implement Our Business Strategy.

Our success substantially depends on our ability to attract and retain key members of our senior management team. The efforts, personality and leadership of our senior management team have been, and will continue to be, critical to our success. The loss of service of our senior management team due to disability, death, retirement or some other cause could reduce our ability to successfully motivate our sales representatives and implement our business plan and have a material adverse effect on our business, financial condition and results of operations. Although our Co-Chief Executive Officers, as well as our other senior executives, have entered into employment agreements with us, there is no assurance that they will complete the term of their employment agreements or renew them upon expiration.

In addition, the loss of key RVPs for any reason could negatively affect our financial results, impair our ability to attract new sales representatives and hinder future growth.

If One of Our Significant Information Technology Systems Fails, If its Security is Compromised or If the Internet Becomes Disabled or Unavailable, Our Business, Financial Condition and Results of Operations May be Materially Adversely Affected.

Our business is highly dependent upon the effective operation of our information technology systems, which are centered on a

mainframe platform supported by servers housed at our home office and back-up site. We rely on these systems throughout our business for a variety of functions. Our information technology systems run a variety of third-party and proprietary software, including POL (our website portal to our sales force), our insurance administration system, Virtual Base Shop (our paperless office for RVPs), TurboApps (our point-of-sale data collection tool for product/recruiting applications), our licensing decision and support system and our compensation system.

We are also dependent on information technology systems to record and process customer transactions and other components of our financial statements. We could experience a failure of one or more of these systems or could fail to complete all necessary data reconciliation or other conversion controls when implementing new software systems. Information security risks also exist with respect to the use of electronic mobile devices such as laptops and smartphones, which are particularly vulnerable to loss and theft. These risks are also applicable where we rely on outside vendors to provide services, which may operate in a cloud environment. We are dependent on certain third-party vendors to operate secure and reliable systems, which may include data transfers over the Internet.

Despite the implementation of security and back-up measures, our information technology systems may be vulnerable to physical or electronic intrusions, viruses or other attacks, programming errors and similar disruptions. The failure of any one of these systems for any reason could cause significant interruptions to our operations, which could have a material adverse effect on our business, financial condition and results of operations. We retain confidential information in our information technology systems, and we rely on industry standard commercial technologies to maintain the security of those systems. Anyone who is able to circumvent our security measures and penetrate our information technology systems could access, view, misappropriate, alter, or delete information in the systems, including

personally identifiable client information and proprietary business information. In addition, an increasing number of jurisdictions require that clients be notified if a security breach results in the disclosure of personally identifiable client information.

Operating system failures, ineffective system implementation, or the compromise of security with respect to internal or external operating systems or portable electronic devices could subject us to significant civil and criminal liability, harm our reputation, interrupt our business operations, deter people from purchasing our products, and adversely affect our internal control over financial reporting, business, financial condition, results of operations, or cash flows.

*In the Event of a Disaster, Our Business Continuity Plan May Not be Sufficient, Which Could Have a Material Adverse Effect on Our Business, Financial Condition and Results of Operations.*

Our infrastructure supports a combination of local and remote recovery solutions for business resumption in the event of a disaster. In the event of either a campus-wide destruction or the inability to access our main campus in Duluth, Georgia, our business recovery plan provides for our employees to perform their work functions via a dedicated business recovery site located 25 miles from our main campus or by remote access from an employee's home. However, in the event of a full scale local or regional disaster, our business recovery plan may be inadequate, and our employees and sales representatives may be unable to carry out their work, which could have a material adverse effect on our business, financial condition and results of operations.

*We May be Materially Adversely Affected by Currency Fluctuations in the United States Dollar Versus the Canadian dollar.*

A weaker Canadian dollar relative to the U.S. dollar would result in lower levels of reported

revenues, net income, assets, liabilities and accumulated other comprehensive income in our U.S. dollar reporting currency financial statements. Significant exchange rate fluctuations between the U.S. dollar and Canadian dollar could have a material adverse effect on our financial condition and results of operations.

### Item 1B. Unresolved Staff Comments.

Not applicable.

### Item 2. Properties.

We lease all of our office, warehouse, printing, and distribution properties. Our executive and home office operations for substantially all of our domestic U.S. operations (except New York) are located in Duluth, Georgia, in a build-to-suit facility completed in 2013. The initial lease term for the facility is 15 years.

We also lease continuation of business, print/distribution, and warehouse space in or around Duluth, Georgia, under leases expiring in January 2018, June 2018 and June 2023, respectively.

NBLIC subleases general office space in Long Island City, New York, from a subsidiary of Citigroup under a sublease expiring in August 2014.

In Canada, we lease general office space in Mississauga, Ontario, under a lease expiring in April 2018 and warehouse and printing operation space in Mississauga, Ontario, under a lease also expiring in April 2018.

Each of these leased properties is used by each of our operating segments, with the exception of our NBLIC office space, which is not used by our Investment and Savings Products segment.

We believe that our existing facilities in the U.S. and Canada are adequate for our current requirements and for our operations in the foreseeable future.

For additional details on our operating leases, see "Management's Discussion and Analysis of Financial Condition and Results of Operations — Liquidity and Capital Resources — Contractual Obligations."

### Item 3. Legal Proceedings.

We are involved from time to time in legal disputes, regulatory inquiries and arbitration proceedings in the normal course of business. Additional information regarding certain legal proceedings to which we are a party is described under "Contingent Liabilities" in Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements included elsewhere in this report, and such information is incorporated herein by reference. As of the date of this report, we do not believe any pending legal proceeding to which Primerica or any of its subsidiaries is a party is required to be disclosed pursuant to this item.

### Item 4. Mine Safety Disclosures.

Not applicable.



## Item X. Executive Officers of the Registrant

Our executive officers are elected or appointed by our Board of Directors and hold office until their successors are elected and qualified, or

until their death, resignation or removal, subject to the terms of applicable employment agreements. The name, age at February 27, 2014, and position of each of our executive officers are presented below.

Name	Age	Position
D. Richard Williams	57	Chairman of the Board and Co-Chief Executive Officer
John A. Addison, Jr.	56	Chairman of Primerica Distribution, Co-Chief Executive Officer and Director
Glenn J. Williams	54	President
Michael C. Adams	57	Executive Vice President and Chief Business Technology Officer
Chess E. Britt	57	Executive Vice President and Chief Marketing Officer
Jeffrey S. Fendler	57	Executive Vice President and Chief Compliance and Risk Officer
Gregory C. Pitts	51	Executive Vice President and Chief Operating Officer
Alison S. Rand	46	Executive Vice President and Chief Financial Officer
Peter W. Schneider	57	Executive Vice President, General Counsel and Chief Administrative Officer
William A. Kelly	58	President of PFS Investments

Set forth below is biographical information concerning our executive officers.

**D. Richard Williams** was elected to our Board of Directors and began serving as Chairman in October 2009. He has served as our Co-Chief Executive Officer since 1999 and has served our company in various capacities since 1989. Mr. Williams earned both his B.S. degree in 1978 and his M.B.A. in 1979 from the Wharton School of the University of Pennsylvania. Mr. Williams serves on the Board of Trustees for the Woodruff Arts Center, the Board of Directors of the Anti-Defamation League Southeast Region and the Atlanta Area Council of the Boy Scouts of America.

**John A. Addison, Jr.** was elected to our Board of Directors in October 2009. He is the Chairman of Primerica Distribution, has served as our Co-Chief Executive Officer since 1999 and has served our company in various capacities since 1982. Mr. Addison earned his B.A. in economics from the University of Georgia in 1979 and his M.B.A. from Georgia State University in 1988.

**Glenn J. Williams** has served as President since 2005, as Executive Vice President from 2000 to 2005 and in various capacities at our company

since 1983. Mr. Williams earned his B.S. in education from Baptist University of America in 1981. He serves on the board of the Georgia Baptist Foundation.

**Michael C. Adams** has served as Chief Business Technology Officer since April 2010, as Executive Vice President responsible for business technology since 1998 and in various capacities at our company since 1980. Mr. Adams earned his B.A. in business and economics from Hendrix College in 1978.

**Chess E. Britt** has served as Chief Marketing Officer since April 2010, as Executive Vice President responsible for marketing administration and field communications since 1995 and in various capacities at our company since 1982. Mr. Britt earned his B.A. in business administration from the University of Georgia in 1978. He serves on the Board of Directors of the Gwinnett Chamber of Commerce.

**Jeffrey S. Fendler** has served as Executive Vice President and Chief Compliance and Risk Officer of our company since February 2014. He served as President of Primerica Life, a subsidiary of Primerica, from 2005 through January 2014 and in various capacities at our company since 1980.

Mr. Fendler received a B.A. in economics from Tulane University. He is a member of Operation Hope's National Board and is the Co-Chair of Operation Hope's Southeastern Region Board.

**Gregory C. Pitts** has served as Executive Vice President and Chief Operating Officer since December 2009, as Executive Vice President since 1995 with responsibilities within the Term Life Insurance and Investment and Savings Products segments and information technology division and in various capacities at our company since 1985. Mr. Pitts earned his B.A. in general business from the University of Arkansas in 1985.

**Alison S. Rand** has served as Executive Vice President and Chief Financial Officer since 2000 and in various capacities at our company since 1995. Prior to 1995, Ms. Rand worked in the audit department of KPMG LLP. Ms. Rand earned her B.S. in accounting from the University of Florida in 1990 and is a certified public accountant. She is a board member of the Atlanta Children's Shelter and the Partnership Against Domestic Violence. She also serves on

the Terry College of Business Executive Education CFO Roundtable Advisory Board.

**Peter W. Schneider** has served as Executive Vice President, General Counsel and Chief Administrative Officer since 2000. He served as Corporate Secretary from 2000 through January 2014. He worked at the law firm of Rogers & Hardin LLP as a partner from 1988 to 2000. Mr. Schneider earned both his B.S. in political science and industrial relations in 1978 and J.D. in 1981 from the University of North Carolina at Chapel Hill. He serves on the Boards of Directors of the Georgia Chamber of Commerce, the Northwest YMCA and the Carolina Center for Jewish Studies.

**William A. Kelly** has overseen Primerica Life Insurance Company of Canada, a subsidiary of Primerica, since 2009, has served as President of PFS Investments, a subsidiary of Primerica, since 2005 and has served our company in various capacities since 1985. Mr. Kelly graduated from the University of Georgia in 1979 with a B.B.A. in accounting.

## PART II

### Item 5. Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities.

#### *Quarterly Common Stock Prices and Dividends*

The common stock of Primerica, Inc. ("Primerica", "we", "us" or the "Parent Company") is listed for trading on the New York Stock Exchange ("NYSE") under the symbol "PRI". The quarterly high and low sales prices for our common stock as reported on the NYSE and the dividends paid per quarter for the periods indicated were as follows:

	High	Low	Dividend
<b>2013</b>			
4th quarter	\$44.22	\$38.74	\$0.11
3rd quarter	42.37	36.42	0.11
2nd quarter	37.93	31.13	0.11
1st quarter	34.35	30.38	0.11
<b>2012</b>			
4th quarter	\$30.08	\$27.22	\$0.09
3rd quarter	30.29	26.02	0.07
2nd quarter	26.88	23.28	0.05
1st quarter	26.15	22.92	0.03

#### *Dividends*

We have paid quarterly dividends to our stockholders totaling approximately \$25.1 million and \$14.7 million in 2013 and 2012, respectively.

As of February 14, 2014, we had 50 holders of record of our common stock. We currently expect to continue to pay quarterly cash dividends to holders of our common stock comparable to those paid in 2013 on a per-share basis. Our payment of cash dividends is at the discretion of our Board of Directors in accordance with applicable law after taking into account various factors, including our financial

condition, operating results, current and anticipated cash needs and plans for growth. Under Delaware law, we can only pay dividends either out of surplus or out of the current or the immediately preceding year's earnings. Therefore, no assurance is given that we will continue to pay any dividends to our common stockholders, or as to the amount of any such dividends.

We are a holding company and have no operations. Our primary asset is the capital stock of our operating subsidiaries. The states in which our U.S. insurance company subsidiaries are domiciled impose certain restrictions on our insurance subsidiaries' ability to pay dividends to us. Our Canadian subsidiary can pay dividends subject to meeting regulatory requirements for capital adequacy and liquidity with appropriate minimum notice to the Office of the Superintendent of Financial Institutions Canada ("OSFI"). In addition, in the future, we may become subject to debt instruments or other agreements that limit our ability to pay dividends. See Note 14 (Statutory Accounting and Dividend Restrictions) to our consolidated financial statements included elsewhere in this report.

#### *Issuer Purchases of Equity Securities*

Depending on market conditions, shares may be repurchased from time to time at prevailing market prices through open market or privately negotiated transactions. Our Board of Directors has authorized a share repurchase program, and we expect to repurchase up to \$150 million of our outstanding common stock. The Parent Company has no obligation to repurchase any shares. Subject to applicable corporate securities laws, repurchases may be made at such times and in such amounts as management deems appropriate. Repurchases under a publicly announced program can be discontinued at any time management believes additional repurchases are not warranted.

During the quarter ended December 31, 2013, we did not repurchase any shares of our common stock.

For more information on our share repurchases, see Note 11 (Stockholders' Equity) to our consolidated financial statements included elsewhere in this report.

### ***Securities Authorized for Issuance under Equity Compensation Plans***

We have two compensation plans under which our equity securities are authorized for issuance.

The Primerica, Inc. Amended and Restated 2010 Omnibus Incentive Plan was approved by our stockholders in May 2011. The Primerica, Inc. Stock Purchase Plan for Agents and Employees was approved by our sole stockholder in March 2010. The following table sets forth certain information relating to these equity compensation plans at December 31, 2013.

	Number of securities to be issued upon exercise of outstanding options, warrants and rights	Weighted-average exercise price of outstanding options, warrants and rights	Number of securities remaining available for future issuance under equity compensation plans
<b>Equity compensation plans approved by stockholders:</b>			
Primerica, Inc. Amended and Restated 2010 Omnibus Incentive Plan	1,225,658 <sup>(1)</sup>	\$32.63 <sup>(2)</sup>	2,757,378 <sup>(3)</sup>
Primerica, Inc. Stock Purchase Plan for Agents and Employees	—	—	2,167,432 <sup>(4)</sup>
<b>Total</b>	<b>1,225,658</b>	<b>\$32.63</b>	<b>4,924,810</b>
<b>Equity compensation plans not approved by stockholders</b>			
	n/a	n/a	n/a

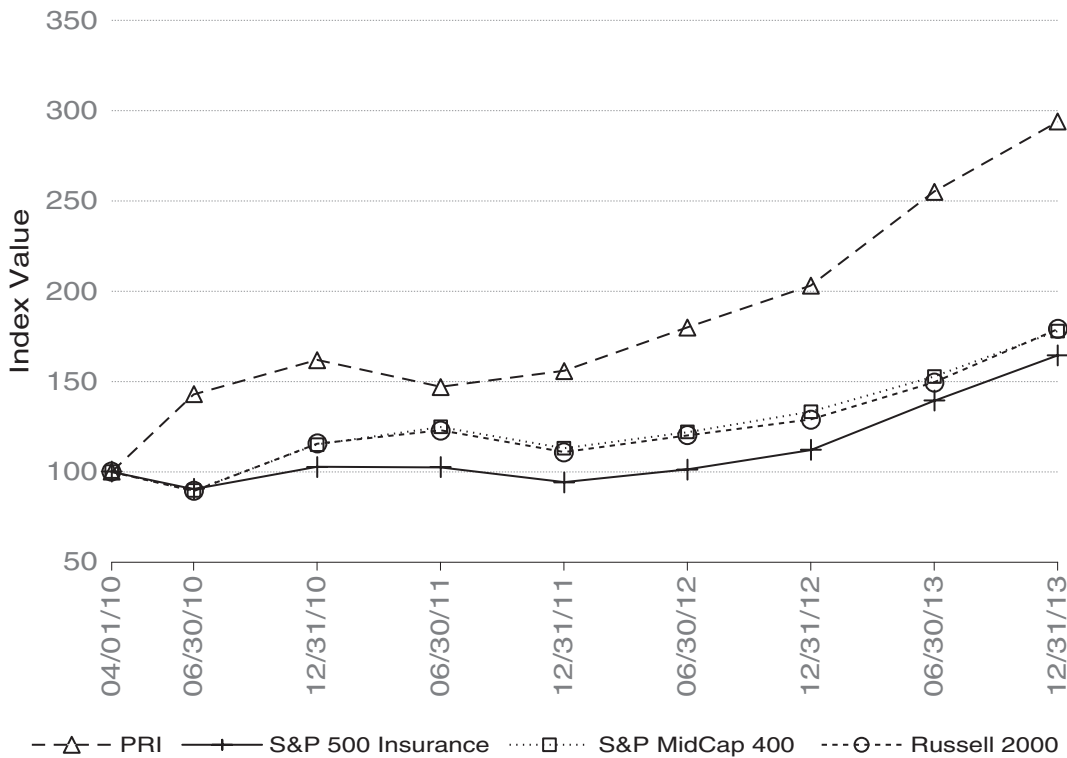
- (1) Consists of 1,091,436 and 134,222 shares of our common stock to be issued in connection with outstanding restricted stock units ("RSUs") and options, respectively.
- (2) The options outstanding have a weighted average exercise price of \$32.63.
- (3) The number of shares of our common stock available for future issuance is 10,800,000 less the cumulative number of awards granted under the plan plus the cumulative number of awards canceled under the plan.
- (4) The number of shares of our common stock available for future issuance is 2,500,000 less the cumulative number of shares issued under the plan.

**Stock Performance Table**

The following graph compares the performance of our common stock since the initial public offering (“IPO”) to the Standard & Poor’s (“S&P”) MidCap 400 Index, Russell 2000 Index, and the S&P Insurance Index by assuming \$100 was invested in each investment option as of April 1, 2010, the date of the IPO. The S&P MidCap 400 Index measures the performance of the United

States middle market capitalization (“mid-cap”) equities sector. The Russell 2000 Index measures the performance of the small market capitalization (“small-cap”) segment in the United States. The S&P Insurance Index is a capitalization-weighted index of domestic equities traded on the NYSE and NASDAQ. Our common stock is included in the S&P MidCap 400 and the Russell 2000 stock indices.

**Total Return Performance**



Index	Period Ended								
	04/01/10	06/30/10	12/31/10	06/30/11	12/31/11	06/30/12	12/31/12	06/30/13	12/31/13
Primerica Inc.	\$100.00	\$142.93	\$161.82	\$146.87	\$155.80	\$179.79	\$202.98	\$254.93	\$293.78
S&P 500 Insurance	100.00	90.50	102.59	102.39	94.09	101.19	112.05	139.26	164.39
S&P MidCap 400	100.00	89.57	115.00	124.85	113.01	121.94	133.22	152.65	177.84
Russell 2000	100.00	89.37	115.63	122.81	110.80	120.25	128.92	149.36	178.97

In early 2013, Primerica’s common stock was added to the S&P MidCap 400 index, which is one of the most widely used mid-cap company indices in the United States. We believe that other mid-cap companies included in the S&P

MidCap 400 index are a more relevant peer group than small-cap companies. Therefore, we do not intend to report the stock index performance of the Russell 2000 index in our subsequent annual reports on Form 10-K.



## Item 6. Selected Financial Data.

The selected financial data should be read in conjunction with the section entitled “Management’s Discussion and Analysis of Financial Condition and Results of Operations” and the consolidated financial statements and accompanying notes included elsewhere in this report.

Prior to April 1, 2010, we were wholly owned by Citigroup Inc. (“Citigroup”). In April 2010, we completed a series of transactions (the “corporate reorganization”) that included an initial public offering of our common stock by Citigroup pursuant to the Securities Act of 1933,

as amended (the “Securities Act”). The selected historical income statement data for the years ended December 31, 2010 and 2009 may not be indicative of the revenues and expenses that would have existed or resulted if we had operated independently of Citigroup during those years. Similarly, the selected historical balance sheet data as of December 31, 2009 may not be indicative of the assets and liabilities that would have existed or resulted if we had operated independently of Citigroup at the time. The selected historical financial data are not necessarily indicative of the financial position or results of operations as of any future date or for any future period.

ITEM 6. SELECTED FINANCIAL DATA

	Year ended December 31,				
	2013	2012	2011	2010	2009
	(In thousands, except per-share amounts)				
<b>Statements of income data</b>					
<b>Revenues:</b>					
Direct premiums	\$ 2,302,069	\$ 2,267,975	\$ 2,229,467	\$ 2,181,074	\$ 2,112,781
Ceded premiums	<u>(1,644,158)</u>	<u>(1,663,753)</u>	<u>(1,703,075)</u>	<u>(1,450,367)</u>	<u>(610,754)</u>
Net premiums	657,911	604,222	526,392	730,707	1,502,027
Commission and fees	471,808	429,044	414,471	383,984	336,822
Net investment income	88,752	100,804	108,601	165,111	351,326
Realized investment gains (losses), including other-than-temporary impairment losses	6,246	11,382	6,440	34,145	(21,970)
Other, net	<u>42,731</u>	<u>45,263</u>	<u>47,189</u>	<u>47,916</u>	<u>52,196</u>
Total revenues	1,267,448	1,190,715	1,103,093	1,361,863	2,220,401
<b>Benefits and expenses:</b>					
Benefits and claims	301,475	278,747	242,696	317,703	600,273
Amortization of deferred policy acquisition costs	129,183	118,598	104,034	147,841	352,257
Sales commissions	232,237	204,569	191,722	180,054	162,756
Insurance expenses	108,658	96,541	89,192	105,132	179,592
Insurance commissions	22,471	27,555	38,618	48,182	50,750
Interest expense	35,018	33,101	27,968	20,872	—
Other operating expenses	<u>187,208</u>	<u>164,716</u>	<u>164,954</u>	<u>180,610</u>	<u>132,978</u>
Total benefits and expenses	1,016,250	923,827	859,184	1,000,394	1,478,606
Income before income taxes	251,198	266,888	243,909	361,469	741,795
Income taxes	<u>88,473</u>	<u>93,082</u>	<u>86,718</u>	<u>129,013</u>	<u>259,114</u>
Net income	<u>\$ 162,725</u>	<u>\$ 173,806</u>	<u>\$ 157,191</u>	<u>\$ 232,456</u>	<u>\$ 482,681</u>
Earnings per share — basic	<u>\$ 2.87</u>	<u>\$ 2.77</u>	<u>\$ 2.11</u>	<u>\$ 3.09<sup>(1)</sup></u>	<u>n/a</u>
Earnings per share — diluted	<u>\$ 2.83</u>	<u>\$ 2.71</u>	<u>\$ 2.08</u>	<u>\$ 3.06<sup>(1)</sup></u>	<u>n/a</u>
Dividends per common share	<u>\$ 0.44</u>	<u>\$ 0.24</u>	<u>\$ 0.10</u>	<u>\$ 0.02</u>	<u>n/a</u>
<b>Balance sheet data</b>					
Investments	\$ 1,835,403	\$ 1,956,536	\$ 2,021,504	\$ 2,153,584	\$ 6,471,448
Cash and cash equivalents	149,189	112,216	136,078	126,038	602,522
Due from reinsurers	4,055,054	4,005,194	3,855,318	3,731,002	851,635
Deferred policy acquisition costs, net	1,208,466	1,066,422	904,485	738,946	2,520,251
Total assets	10,329,950	10,337,877	9,851,820	9,769,409	13,429,883
Future policy benefits	5,063,103	4,850,488	4,614,860	4,409,183	4,197,454
Notes payable	374,481	374,433	300,000	300,000	—
Total liabilities	9,107,923	9,062,461	8,525,170	8,412,881	8,662,612
Stockholders' equity	1,222,027	1,275,416	1,326,650	1,356,528	4,767,271

(1) Calculated on a pro forma basis using weighted-average shares, including the shares issued or issuable upon lapse of restrictions following our April 1, 2010 corporate reorganization as though they had been issued and outstanding on January 1, 2010.

## Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations.

Management's Discussion and Analysis of Financial Condition and Results of Operations ("MD&A") is intended to inform the reader about matters affecting the financial condition and results of operations of Primerica, Inc. (the "Parent Company") and its subsidiaries (collectively, "we", "us" or the "Company") for the three-year period ended December 31, 2013. As a result, the following discussion should be read in conjunction with the consolidated financial statements and accompanying notes that are included herein. This discussion contains forward-looking statements that constitute our plans, estimates and beliefs. These forward-looking statements involve numerous risks and uncertainties, including, but not limited to, those discussed in "Risk Factors". Actual results may differ materially from those contained in any forward-looking statements.

This MD&A is divided into the following sections:

- Business Trends and Conditions
- Factors Affecting Our Results
- Critical Accounting Estimates
- Results of Operations
- Financial Condition
- Liquidity and Capital Resources

### ***Business Trends and Conditions***

The relative strength and stability of financial markets and economies in the United States and Canada affect our growth and profitability. Our business is, and we expect will continue to be, influenced by a number of industry-wide and product-specific trends and conditions.

Economic conditions, including unemployment levels and consumer confidence, influence investment and spending decisions by middle income consumers, who are generally our primary clients. These conditions and factors also impact prospective recruits' perceptions of

the business opportunity that becoming a Primerica sales representative offers, which can drive or dampen recruiting. Consumer spending and borrowing levels affect how consumers evaluate their savings and debt management plans. In addition, interest rates and equity market returns impact consumer demand for the savings and investment products we distribute. The effects of these trends and conditions are discussed in the Results of Operations section below.

***Recruiting and Sales Representatives.*** New recruits declined in 2013 to 186,251 new recruits from 191,752 new recruits in 2012. For the year ended December 31, 2013, recruiting lagged prior year activity due to the positive impact of special incentive programs and competitions during the first quarter of 2012, which resulted in higher recruiting levels in the first half of 2012. This decline was partially offset by higher recruiting during the second half of 2013 following our biennial convention.

Our ability to increase the size of our sales force is largely based on the success of our recruiting efforts and our ability to train and motivate recruits to get licensed to sell life insurance. We believe that recruitment and licensing levels are important to sales force trends, and growth in recruiting and licensing is usually indicative of future growth in the overall size of the sales force. Recruiting results do not always result in commensurate changes in the size of our licensed sales force because new recruits may obtain the requisite licenses at rates above or below historical levels.

The size of our life-licensed sales force increased to 95,566 sales representatives as of December 31, 2013 from 92,373 sales representatives at December 31, 2012, primarily due to lower non-renewals and terminations during 2013.

The Canadian Insurance Services Regulatory Organizations ("CISRO") is developing a new unified provincial life insurance licensing examination program to be implemented in early 2016 that could significantly increase the cost, time and difficulty for our agents to obtain their life insurance licenses in Canada. If CISRO's

new licensing system is implemented as currently described, it could ultimately result in a decline in the number of our licensed representatives in Canada, and our business could be materially adversely affected. We are actively monitoring the situation and are working closely with Canadian regulators to try to manage the potential impacts to our business.

**Term Life Insurance Product Sales and Face Amount In Force.** We issued 214,617 new life insurance policies in 2013 compared with 222,558 new policies in 2012. Sales of our term life insurance products were higher during 2012 primarily due to the impact of strong recruiting in the early part of 2012.

Our average issued face amount was approximately \$246,800 in 2013 compared with approximately \$243,000 in 2012. Total face amount in force increased to approximately \$674.9 billion as of December 31, 2013, compared with approximately \$670.4 billion at December 31, 2012, primarily as a result of larger average size of policies underwritten and lower terminations due to better persistency, partially offset by the decrease in the number of policies issued in 2013.

**Investment and Savings Product Sales and Asset Values.** Investment and savings products sales were higher in 2013, totaling approximately \$5.2 billion, compared with approximately \$4.7 billion in 2012. The increase in sales was largely attributable to favorable market performance and the impact of new product introductions.

The assets in our clients' accounts are invested in diversified funds comprised mainly of U.S. and Canadian equity and fixed-income securities. The average value of assets in client accounts increased to approximately \$41.0 billion in 2013

from approximately \$35.9 billion in 2012, while the period-end asset value increased to approximately \$45.0 billion at December 31, 2013 compared with approximately \$37.4 billion a year ago. The 2013 increases both in period-end asset values and average client asset values were attributable to improved market performance and higher product sales.

### **Factors Affecting Our Results**

**Term Life Insurance Segment.** Our Term Life Insurance segment results are primarily driven by sales volumes, the accuracy of our pricing assumptions, terms and use of reinsurance, investment income and expenses.

**Sales and policies in force.** Sales of new term policies and the size and characteristics of our in-force book of policies are vital to our results over the long term. Premium revenues are recognized as it is earned over the term of the policy and eligible acquisition expenses are deferred and amortized ratably with the level premiums of the underlying policies. However, because we incur significant cash outflows at or about the time policies are issued, including the payment of sales commissions and underwriting costs, changes in life insurance sales volume will have a more immediate effect on our cash flows.

Historically, we have found that while sales volume of term life insurance products between fiscal periods may vary based on a variety of factors, the productivity of our individual sales representatives remains within a relatively narrow range (between .18x and .22x), and, consequently, our sales volume over the longer term generally correlates to the size of our sales force.

The average number of life-licensed sales representatives and the number of term life insurance policies issued, as well as the average monthly rate of new policies issued per life-licensed sales representative, were as follows:

	Year ended December 31,		
	2013	2012	2011
Average number of life-licensed sales representatives	93,086	90,981	91,855
Number of new policies issued	214,617	222,558	237,535
Average monthly rate of new policies issued per life-licensed sales representative	.19x	.20x	.22x <sup>(1)</sup>

(1) Our 2011 processing cycle provided five additional days of policy processing. Excluding the policies processed during these additional days, the average monthly rate of new policies issued per life licensed sales representative would have been 0.21x for 2011.

During 2013, the average monthly rate of new policies issued per life-licensed sales representative remained relatively consistent with historical experience. The slightly higher average monthly rate of new policies issued per life-licensed sales representative in 2012 compared to 2013 represents the favorable impact of term life insurance policy sales attributable to warm market leads generated from strong recruiting, particularly in the first quarter of 2012. During 2012, the average monthly rate of new policies issued per life-licensed sales representative declined in comparison to the prior year primarily due to the post-convention recruiting surge that generated significant sales referrals and opportunities in 2011.

Pricing assumptions. Our pricing methodology is intended to provide us with appropriate profit margins for the risks we assume. We determine pricing classifications based on the coverage sought, such as the size and term of the policy, and certain policyholder attributes, such as age and health. In addition, we generally utilize unisex rates for our term life insurance policies. The pricing assumptions that underlie our rates are based upon our best estimates of mortality, persistency and investment yields at the time of issuance, sales force commission rates, issue and underwriting expenses, operating expenses and the characteristics of the insureds, including sex, age, underwriting class, product and amount of coverage. Our results will be affected to the extent there is a variance between our pricing assumptions and actual experience.

- Persistency.* Persistency is a measure of how long our insurance policies stay in force. As a general matter, persistency that is lower than our pricing assumptions adversely affects our results over the long term because we lose the recurring revenue stream associated with the policies that lapse. Determining the near-term effects of changes in persistency is more complicated. When persistency is lower than our pricing assumptions, we must accelerate the amortization of deferred policy acquisition costs ("DAC"). The resultant increase in amortization expense is offset by a corresponding release of future policy benefit reserves associated with lapsed policies, which causes a reduction in benefits and claims expense. The future policy benefit reserves associated with any given policy will change over the term of such policy. As a general matter, future policy benefit reserves are lowest at the inception of a policy term and rise steadily to a peak before declining to zero at the expiration of the policy term. Accordingly, depending on when the lapse occurs in relation to the overall policy term, the reduction in benefits and claims expense may be greater or less than the increase in amortization expense, and, consequently, the effects on earnings for a given period could be positive or negative. Persistency levels will cause fluctuations in our results to the extent actual experience deviates from the persistency assumptions used to price our products.



- *Mortality.* Our profitability will fluctuate to the extent actual mortality rates differ from those used in our pricing assumptions. We mitigate a significant portion of our mortality exposure through reinsurance.
- *Investment Yields.* We use investment yield rates based on yields available at the time a policy is issued. For policies issued in 2010 and later, we have been using an increasing interest rate assumption to reflect the historically low interest rate environment. Both DAC and the future policy benefit reserve liability increase with the assumed investment yield rate. Because DAC is higher than the future policy benefit reserve liability in the early years of a policy, a lower assumed investment yield generally will result in lower profits. In the later years, when the future policy benefit reserve liability is higher than DAC, a lower assumed investment yield generally will result in higher profits. These assumed investment yields, which like other pricing assumptions are locked in at issue, impact the timing but not the aggregate amount of DAC and future policy benefit reserve changes. Actual investment yields will impact net investment income allocated to the Term Life Insurance segment, but will not impact DAC or the future policy benefit reserve liability.

Reinsurance. We use reinsurance extensively, which has a significant effect on our results of operations. Since the mid-1990s, we have reinsured between 60% and 90% of the mortality risk on our U.S. term life insurance policies on a quota share yearly renewable term ("YRT") basis. In Canada, we previously utilized reinsurance arrangements similar to the U.S. in certain years and reinsured only face amounts above \$500,000 in other years. However, in the first quarter of 2012, we entered into a YRT reinsurance arrangement in Canada similar to our U.S. program that reinsures 80% of the face amount for every policy sold. YRT reinsurance permits us to set future mortality at contractual rates by policy class. To the extent actual mortality experience is more or less favorable than the contractual rate, the reinsurer will earn incremental profits or bear the incremental cost,

as applicable. In contrast to coinsurance, which is intended to eliminate all risks (other than counterparty risk of the reinsurer) and rewards associated with a specified percentage of the block of policies subject to the reinsurance arrangement, the YRT reinsurance arrangements we enter into are intended only to reduce volatility associated with variances between estimated and actual mortality rates.

In 2010, as part of our corporate reorganization, we entered into significant coinsurance transactions (the "coinsurance agreements") with three affiliates (collectively, the "Citigroup reinsurers") of Citigroup, Inc. ("Citigroup"). Under the coinsurance agreements, we ceded between 80% and 90% of the risks and rewards of our term life insurance policies that were in force at year-end 2009. We also transferred to the Citigroup reinsurers the account balances in respect of the coinsured policies and approximately \$4.0 billion of assets to support the statutory liabilities assumed by the Citigroup reinsurers. As a result, the Citigroup reinsurance transactions reduced the amount of our capital and substantially reduced our insurance exposure on the coinsured policies. We retained our operating platform and infrastructure and continue to administer all policies subject to these coinsurance agreements.

The effect of our reinsurance arrangements on ceded premiums and benefits and expenses on our statement of income follows:

- *Ceded premiums.* Ceded premiums are the premiums we pay to reinsurers. These amounts are deducted from the direct premiums we earn to calculate our net premium revenues. Similar to direct premium revenues, ceded coinsurance premiums remain level over the initial term of the insurance policy. Ceded YRT premiums increase over the period that the policy has been in force. Accordingly, ceded YRT premiums generally constitute an increasing percentage of direct premiums over the policy term.
- *Benefits and claims.* Benefits and claims include incurred claim amounts and changes in future policy benefit reserves.

Reinsurance reduces incurred claims in direct proportion to the percentage ceded. Coinsurance also reduces the change in future policy benefit reserves in direct proportion to the percentage ceded, while YRT reinsurance does not significantly impact the change in these reserves.

- *Amortization of DAC.* DAC, and therefore amortization of DAC, is reduced on a pro-rata basis for the coinsured business, including the business reinsured with Citigroup. There is no impact on amortization of DAC associated with our YRT contracts.
- *Insurance expenses.* Insurance expenses are reduced by the allowances received from coinsurance, including the business reinsured with Citigroup. There is no impact on insurance expenses associated with our YRT contracts.

We may alter our reinsurance practices at any time due to the unavailability of YRT reinsurance at attractive rates or the availability of alternatives to reduce our risk exposure. We presently intend to continue ceding approximately 90% of our U.S. mortality risk on new business and approximately 80% of our Canadian mortality risk on new business.

Net investment income. Net investment income is allocated to the Term Life Insurance segment based on the book value of the invested assets necessary to meet statutory reserve requirements and our targeted capital objectives. Net investment income is impacted by the performance of our invested asset portfolio, which can be affected by interest rates, credit spreads and the mix of invested assets.

Expenses. Results are also affected by variances in client acquisition, maintenance and administration expense levels.

### ***Investment and Savings Products***

***Segment.*** Our Investment and Savings Products segment results are primarily driven by sales, the value of assets in client accounts for which we earn ongoing management, service and distribution fees and the number of fee generating accounts we administer.

Sales. We earn commissions and fees, such as dealer re-allowances and marketing and support fees, based on sales of retail mutual fund and managed account products and annuities. Sales of investment and savings products are influenced by the overall demand for investment products in the United States and Canada, as well as by the size and productivity of our sales force. We generally experience seasonality in our Investment and Savings Products segment results due to our high concentration of sales of retirement account products. These accounts are typically funded in February through April, coincident with our clients' tax return preparation season. While we believe the size of our sales force is a factor in driving sales volume in this segment, there are a number of other variables, such as economic and market conditions, which may have a significantly greater effect on sales volume in any given fiscal period.

Asset values in client accounts. We earn marketing and distribution fees (trail commissions or, with respect to U.S. mutual funds, 12b-1 fees) on mutual fund and annuity assets in the United States and Canada. In the United States, we also earn investment advisory fees on assets in the managed accounts program. In Canada, we earn management fees on certain mutual fund assets and on the segregated funds for which we serve as investment manager. Asset values are influenced by new product sales, ongoing contributions to existing accounts, redemptions and the change in market values in existing accounts. While we offer a wide variety of asset classes and investment styles, our clients' accounts are primarily invested in equity funds.

Accounts. We earn recordkeeping fees for administrative functions we perform on behalf of several of our retail and managed mutual fund providers and custodial fees for services as a non-bank custodian for certain of our clients' retirement plan accounts.

Sales mix. While our investment and savings products all have similar long-term earnings characteristics, our results in a given fiscal period will be affected by changes in the overall mix of

products within these categories. Examples of changes in the sales mix that influence our results include the following:

- sales of annuity products in the United States will generate higher revenues in the period such sales occur than sales of other investment products that either generate lower upfront revenues or, in the case of managed accounts and segregated funds, no upfront revenues;
- sales of a higher proportion of managed accounts and segregated funds products will generally extend the time over which revenues can be earned because we are entitled to higher revenues based on assets under management for these accounts in lieu of upfront revenues; and
- sales of a higher proportion of mutual fund products and the composition of the fund families sold will impact the timing and amount of revenue we earn given the marketing, support, recordkeeping and custodial services we perform for the various mutual fund products we distribute.

**Corporate and Other Distributed Products Segment.** We earn revenues and pay commissions and referral fees for various other insurance products, prepaid legal services and other financial products, all of which are originated by third parties. National Benefit Life Insurance Company ("NBLIC") also underwrites a mail-order student life policy and, through 2013, a short-term disability benefit policy, neither of which is distributed by our sales force, and has in-force policies from several discontinued lines of insurance. Corporate and Other Distributed Products segment net investment income is composed of two elements: the remainder of net investment income not allocated to our Term Life Insurance segment and the market return associated with the deposit asset underlying the 10% coinsurance agreement with the Citigroup reinsurers ("10% Coinsurance Agreement").

The Corporate and Other Distributed Products segment is affected by corporate income and expenses not allocated to our other segments, net investment income (other than net

investment income allocated to our Term Life Insurance segment), general and administrative expenses (other than expenses that are allocated to our Term Life Insurance or Investment and Savings Products segments), equity awards granted to management and our sales force leaders at the time of our initial public offering, interest expense on notes payable, and realized gains and losses on our invested asset portfolio.

**Capital Structure.** Our financial results have also been affected by changes in our capital structure, including the issuance of \$375.0 million in principal amount of senior unsecured notes issued in 2012 (the "Senior Notes") and the concurrent repayment of a \$300.0 million note payable issued to Citigroup, as well as repurchases of shares and warrants and other financing arrangements during 2012 and 2013.

See Note 9 (Notes Payable), Note 11 (Stockholders' Equity) and Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements included elsewhere in this report for more information on changes in our capital structure.

### **Critical Accounting Estimates**

We prepare our financial statements in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP"). These principles are established primarily by the Financial Accounting Standards Board ("FASB"). The preparation of financial statements in conformity with U.S. GAAP requires us to make estimates and assumptions based on currently available information when recording transactions resulting from business operations. Our significant accounting policies are described in Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) to our consolidated financial statements included elsewhere in this report. The most significant items on our Consolidated Balance Sheets are based on fair value determinations, accounting estimates and actuarial determinations, which are susceptible to changes in future periods and could affect our results of operations and financial position.

The estimates that we deem to be most critical to an understanding of our results of operations and financial position are those related to DAC, future policy benefit reserves and corresponding amounts due from reinsurers, income taxes, the valuation of investments, and litigation. The preparation and evaluation of these critical accounting estimates involve the use of various assumptions developed from management's analyses and judgments. Subsequent experience or use of other assumptions could produce significantly different results.

### Deferred Policy Acquisition Costs

We defer incremental direct costs of successful contract acquisitions that result directly from and are essential to the contract transaction(s) and that would not have been incurred had the contract transaction(s) not occurred. These costs include commissions and policy issue expenses. Deferrable term life insurance policy acquisition costs are amortized over the initial premium-paying period of the related policies in proportion to premium income and include assumptions made by us regarding persistency, expenses, investment yields and claims, which are updated on new business to reflect recent experience. These assumptions may not be modified, or unlocked on in-force business, unless recoverability testing deems them to be inadequate. DAC is subject to recoverability testing annually and when circumstances indicate that recoverability is uncertain.

If actual lapses or withdrawals are different from pricing assumptions for a particular period, DAC amortization will be affected. If the rate of policies that lapse are 1% higher than the rate of policies that we expected to lapse in our pricing assumptions, approximately 1% more of the existing DAC balance will be amortized, which would have been equal to approximately \$11.2 million as of December 31, 2013 (assuming such lapses were distributed proportionately among policies of all durations). We believe that a lapse rate in the number of policies that is 1% higher than the rate assumed in our pricing assumptions is a reasonably possible variation. Higher lapses in the early durations would have

a greater effect on DAC amortization since the DAC balances are higher at the earlier durations. Due to the inherent uncertainties in making assumptions about future events, materially different experience from expected results in persistency could result in a material increase or decrease of DAC amortization in a particular period.

Deferrable acquisition costs for Canadian segregated funds are amortized over the life of the policies in relation to historical and future estimated gross profits before amortization. The gross profits and resulting DAC amortization will vary with actual fund returns, redemptions and expenses.

For additional information on DAC, see Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) and Note 6 (Deferred Policy Acquisition Costs) to our consolidated financial statements.

### Future Policy Benefit Reserves and Reinsurance

Liabilities for future policy benefits on our term life insurance products have been computed using a net level method and include assumptions as to mortality, persistency, investment yields, and other assumptions based on our historical experience, modified as necessary for new business to reflect anticipated trends and to include provisions for possible adverse deviation. Reserves related to reinsured policies are accounted for using assumptions consistent with those used to determine the future policy benefit reserves and are included in Due from reinsurers in our Consolidated Balance Sheets. Similar to the DAC discussion above, we may not modify the assumptions used to establish future policy benefit reserves during the policy term unless recoverability testing deems them to be inadequate. Our results depend significantly upon the extent to which our actual experience is consistent with the assumptions we used in determining our future policy benefit reserves. Our future policy benefit reserve assumptions and estimates require significant judgment and, therefore, are inherently uncertain.

If the rate of policies that lapse are 1% higher than the rate of policies that we expected to lapse in our pricing assumptions, approximately 1% more of the future policy benefit reserves will be released, which would have been equal to approximately \$48.4 million (assuming such lapses were distributed proportionately among policies of all durations), partially offset by the release of the corresponding due from reinsurers asset of approximately \$37.9 million as of December 31, 2013. Higher lapses in later durations would have a greater effect on the release of future policy benefit reserves since the future policy benefit reserves are higher at the later durations. We cannot determine with precision the ultimate amounts that we will pay for actual claims or the timing of those payments.

For additional information on future policy benefits and reinsurance, see Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) and Note 5 (Reinsurance) to our consolidated financial statements included elsewhere in this report.

### Income Taxes

We account for income taxes using the asset and liability method. We recognize deferred tax assets and liabilities for the future tax consequences attributable to (i) differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases and (ii) operating loss and tax credit carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. We recognize the effect on deferred tax assets and liabilities of a change in tax rates in income in the period that includes the enactment date. Deferred tax assets are recognized subject to management's judgment that realization is more likely than not applicable to the periods in which we expect the temporary difference will reverse.

In light of the multiple tax jurisdictions in which we operate, our tax returns are subject to

routine audit by the Internal Revenue Service ("IRS") and other taxation authorities. The results of these audits at times produce uncertainty regarding particular tax positions taken in the year(s) of review. The Company records uncertain tax positions, which requires recognition at the time when it is more likely than not that the position in question will be upheld. Although management believes that the judgment and estimates involved are reasonable and that the necessary provisions have been recorded, changes in circumstances or unexpected events could adversely affect our financial position, results of operations, and cash flows.

For additional information on income taxes, see Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) and Note 10 (Income Taxes) to our consolidated financial statements included elsewhere in this report.

### Invested Assets

We hold primarily fixed-maturity securities, including bonds and redeemable preferred stocks, and equity securities, including common and non-redeemable preferred stock. We have classified these invested assets as available-for-sale, except for the securities of our U.S. broker-dealer subsidiary, which we have classified as trading securities. All of these securities are carried at fair value. Unrealized gains and losses on available-for-sale securities are included as a separate component of accumulated other comprehensive income except for the credit loss components of other-than-temporary declines in fair value, which are recorded as realized losses in the accompanying consolidated statements of income. Changes in fair value of trading securities are included in net investment income in the period in which the change occurred.

**Fair value.** Fair value is the price that would be received upon the sale of an asset in an orderly transaction between market participants at the measurement date. Fair value measurements are based upon observable and unobservable inputs. Observable inputs reflect



market data obtained from independent sources, while unobservable inputs reflect our view of market assumptions in the absence of observable market information. We classify and disclose all invested assets carried at fair value in one of the three categories prescribed by U.S. GAAP.

As of each reporting period, we classify all invested assets in their entirety based on the lowest level of input that is significant to the fair value measurement. Significant levels of estimation and judgment are required to determine the fair value of certain of our investments. The factors influencing these estimations and judgments are subject to change in subsequent reporting periods.

**Other-than-temporary impairments.** The determination of whether a decline in fair value of available-for-sale securities below amortized cost is other-than-temporary is subjective. Furthermore, this determination can involve a variety of assumptions and estimates, particularly for invested assets that are not actively traded in established markets. We evaluate a number of quantitative and qualitative factors when determining the impairment status of individual securities, including issuer-specific risks as well as relevant macroeconomic risks.

For available-for-sale securities in an unrealized loss position that we intend to sell or would more-likely-than-not be required to sell before the expected recovery of the amortized cost basis, we recognize an impairment charge for the difference between amortized cost and fair value as a realized investment loss in our statements of income. For available-for-sale securities in an unrealized loss position for which we have no intent to sell and believe that it is more-likely-than-not that we will not be required to sell before the expected recovery of the amortized cost basis, only the amount related to the principal cash flows not expected to be received over the remaining term of the security, or the credit loss component, of the difference between cost and fair value is recognized in earnings, while the remainder is recognized in accumulated other comprehensive income.

Other-than-temporary impairment analyses that we perform involve the use of estimates, assumptions, and subjectivity. If these factors or future events change, we could experience material other-than-temporary impairments in future periods, which could adversely affect our financial condition, results of operations and the size and quality of our invested assets portfolio.

For additional information on our invested assets, see Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies), Note 3 (Investments) and Note 4 (Fair Value of Financial Instruments) to our consolidated financial statements included elsewhere in this report.

### Litigation

The Company is involved from time to time in legal disputes, regulatory inquiries and arbitration proceedings in the normal course of business. These disputes are subject to uncertainties, including indeterminate amounts sought in certain of these matters and the inherent unpredictability of litigation. We recognize losses for legal contingencies when payments associated with the contingency become probable and can be reasonably estimated. Due to the difficulty of estimating litigation outcomes, actual costs may be substantially higher or lower than any amounts reserved. Legal costs, such as attorney's fees and other litigation-related expenses, that are incurred in connection with litigation are expensed as incurred.

For additional information on legal issues and contingencies, see Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements included elsewhere in this report.

### Results of Operations

**Revenues.** Our revenues consist of the following:

- *Net premiums.* Reflects direct premiums payable by our policyholders on our in-force insurance policies, primarily term life

insurance, net of reinsurance premiums that we pay to reinsurers.

- *Commissions and fees.* Consists primarily of dealer re-allowances earned on the sales of investment and savings products, trail commissions and management fees based on the asset values of client accounts, marketing and support fees from product originators, custodial fees for services rendered in our capacity as nominee on client retirement accounts funded by mutual funds on our servicing platform, recordkeeping fees for mutual funds on our servicing platform and fees associated with the sale of other distributed products.
- *Net investment income.* Represents income, net of investment-related expenses, generated by our invested asset portfolio, which consists primarily of interest income earned on fixed-maturity investments. Investment income earned on assets supporting our statutory reserves and targeted capital is allocated to our Term Life Insurance segment, with the balance included in our Corporate and Other Distributed Products segment.
- *Realized investment gains (losses), including other-than-temporary impairments ("OTTI").* Reflects the difference between amortized cost and amounts realized on the sale of invested assets, as well as OTTI charges.
- *Other, net.* Reflects revenues generated primarily from the fees charged for access to our sales force support applications, as well as revenues from the sale of marketing materials and other miscellaneous items.

**Benefits and Expenses.** Our operating expenses consist of the following:

- *Benefits and claims.* Reflects the benefits and claims payable on insurance policies, as well as changes in our reserves for future policy claims and reserves for other benefits payable, net of reinsurance.
- *Amortization of DAC.* Represents the amortization of capitalized costs associated

with the sale of an insurance policy or segregated fund, including sales commissions, medical examination and other underwriting costs, and other policy issuance costs.

- *Insurance commissions.* Reflects sales commissions in respect of insurance products that are not eligible for deferral.
- *Insurance expenses.* Reflects non-capitalized insurance expenses, including staff compensation, technology and communications, insurance sales force-related costs, printing, postage and distribution of insurance sales materials, outsourcing and professional fees, premium taxes, amortization of certain intangibles and other corporate and administrative fees and expenses related to our insurance operations.
- *Sales commissions.* Represents commissions to our sales representatives in connection with the sale of investment and savings products and products other than insurance products.
- *Interest expense.* Reflects interest on the Senior Notes, the financing charges related to an issued letter of credit, and a finance charge incurred pursuant to our coinsurance agreement with Citigroup.
- *Other operating expenses.* Consists primarily of expenses that are unrelated to the distribution of insurance products, including staff compensation, technology and communications, various sales force-related costs, printing, postage and distribution of sales materials, outsourcing and professional fees, amortization of certain intangibles and other corporate and administrative fees and expenses.

Insurance expenses and operating expenses directly attributable to the Term Life Insurance and the Investment and Savings Products segments are recorded directly to the applicable segment. We allocate certain other operating expenses that are not directly attributable to a specific operating segment based on the relative sizes of our life-licensed and securities-licensed

independent sales forces. These allocated costs include field technology, supervision, training and certain legal costs. We also allocate certain technology and occupancy costs to our operating segments based on usage. Costs that

are not directly charged or allocated to our two primary operating segments are included in our Corporate and Other Distributed Products segment.

## 2013 Compared to 2012

**Primerica, Inc. and Subsidiaries Results.** Our results of operations for the years ended December 31, 2013 and 2012 were as follows:

	Year ended December 31,		Change	
	2013	2012	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Direct premiums	\$ 2,302,069	\$ 2,267,975	\$ 34,094	2%
Ceded premiums	(1,644,158)	(1,663,753)	(19,595)	(1)%
Net premiums	657,911	604,222	53,689	9%
Commissions and fees	471,808	429,044	42,764	10%
Net investment income	88,752	100,804	(12,052)	(12)%
Realized investment gains, including OTTI	6,246	11,382	(5,136)	(45)%
Other, net	42,731	45,263	(2,532)	(6)%
Total revenues	1,267,448	1,190,715	76,733	6%
<b>Benefits and expenses:</b>				
Benefits and claims	301,475	278,747	22,728	8%
Amortization of DAC	129,183	118,598	10,585	9%
Sales commissions	232,237	204,569	27,668	14%
Insurance expenses	108,658	96,541	12,117	13%
Insurance commissions	22,471	27,555	(5,084)	(18)%
Interest expense	35,018	33,101	1,917	6%
Other operating expenses	187,208	164,716	22,492	14%
Total benefits and expenses	1,016,250	923,827	92,423	10%
Income before income taxes	251,198	266,888	(15,690)	(6)%
Income taxes	88,473	93,082	(4,609)	(5)%
Net income	\$ 162,725	\$ 173,806	\$(11,081)	(6)%

Total revenues. During 2013, total revenues increased in our primary operating segments (Term Life Insurance and Investment and Savings Products) largely driven by incremental premiums on new term life insurance policies issued subsequent to the Citigroup reinsurance

transactions ("New Term"), higher sales of investment products, and growth in client asset values. The decrease in net investment income and realized investment gains largely occurred in our Corporate and Other Distributed Products segment as described below.

**Total benefits and expenses.** Total benefits and expenses increased in 2013 primarily as a result of the growth in revenue-related costs, which include benefits and claims, DAC amortization, and certain insurance expenses from the continued growth in our Term Life business. Sales commissions on investment products were higher and consistent with the increase in commissions and fees revenue. In addition, we experienced higher other operating expenses primarily attributable to higher legal fees and settlement costs related to claims alleged by certain participants in the Florida Retirement System's benefit plan ("FRS"). These increased

costs were partially offset by lower non-deferrable insurance commissions for 2013 reflecting changes in agent incentive programs that led to higher commission deferrals.

**Income taxes.** Our effective income tax rate was slightly higher at 35.2% in 2013 compared with 34.9% in 2012.

For additional information, see the discussions of results of operations by segment below.

**Term Life Insurance Segment.** Our results for the Term Life Insurance segment for the years ended December 31, 2013 and 2012 were as follows:

	Year ended December 31,		Change	
	2013	2012	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Direct premiums	\$ 2,229,204	\$ 2,193,280	\$ 35,924	2%
Ceded premiums	(1,632,042)	(1,649,622)	(17,580)	(1)%
Net premiums	597,162	543,658	53,504	10%
Allocated net investment income	68,796	66,119	2,677	4%
Other, net	29,017	30,357	(1,340)	(4)%
Total revenues	694,975	640,134	54,841	9%
<b>Benefits and expenses:</b>				
Benefits and claims	262,357	239,346	23,011	10%
Amortization of DAC	115,891	104,272	11,619	11%
Insurance expenses	98,081	85,156	12,925	15%
Insurance commissions	4,599	9,599	(5,000)	(52)%
Interest expense	16,846	15,835	1,011	6%
Total benefits and expenses	497,774	454,208	43,566	10%
Income before income taxes	\$ 197,201	\$ 185,926	\$ 11,275	6%

**Net premiums.** The increase in net premiums in 2013 is primarily due to the continued addition of New Term in-force business combined with the run-off of business subject to the Citigroup reinsurance transactions. While ceded premiums supporting YRT reinsurance programs for New Term are a relatively low portion of direct premiums, ceded premiums for the block of business coinsured by Citigroup are more than 80% of direct premiums. As a result, as we

continue to build New Term and the block coinsured by Citigroup continues to run off, net premiums will continue to grow faster than direct premiums, albeit at a declining rate of growth. The increase in net premiums was partially offset by ceded premium recovery transactions in 2012, which resulted in a similar reduction in benefits and claims, that did not reoccur in 2013.

Allocated net investment income. The increase in allocated net investment income was largely attributable to the growth in invested assets that support our statutory capital and reserves ("required assets"), partially offset by lower yield on invested assets.

Benefits and claims. For the year ended December 31, 2013, benefits and claims increased primarily due to the growth in New Term business. Partially offsetting this increase was the impact of reprocessed reinsurance transactions during 2012 that did not reoccur during 2013.

Amortization of DAC. The increase in amortization of DAC in 2013 was consistent with the increase in net premiums as higher deferrable agent incentive program costs were partially offset by better persistency.

Insurance commissions. The decrease in year-over-year insurance commissions was largely driven by a higher rate of commission deferrals consistent with agent incentive program changes.

Insurance expenses. Insurance expenses increased mainly due to higher employee compensation costs, the run-off of expense allowances received under the Citigroup reinsurance agreements, higher costs in support of our independent sales force, and higher premium-related taxes, licenses and fees.

Interest expense. Interest expense increased due to the redundant reserve financing executed in March 2012.

Product sales and face amount in force. We issued 214,617 new life insurance policies in 2013 compared with 222,558 new policies in 2012. The higher sales of our term life insurance policies in the prior year were primarily as a result of strong recruiting in the early part of 2012.

The changes in the face amount of our in-force book of term life insurance policies were as follows:

	Year ended December 31,			
	2013	% of beginning balance	2012	% of beginning balance
	(Dollars in millions)			
Face amount in force, beginning of period	\$670,412		\$664,955	
Net change in face amount:				
Issued face amount	67,783	10%	68,053	10%
Terminations	(57,730)	(9)%	(61,593)	(9)%
Foreign currency	(5,597)	(1)%	(1,003)	*
Net change in face amount	4,456	1%	5,457	1%
Face amount in force, end of period	<u>\$674,868</u>		<u>\$670,412</u>	

\* Less than 1%.

The total face amount of policies in-force increased in 2013 mostly reflecting lower terminations on existing policies as a result of slightly better persistency. Issued face amount during 2013 remained relatively unchanged from 2012 due to the offsetting impacts of the

year-over-year decline in the number of policies issued and the larger average size of policies underwritten. In addition, the strengthening of the U.S. dollar in relation to the Canadian dollar negatively impacted the face amount of in-force policies for the year ended December 31, 2013.



**Investment and Savings Product Segment.** Our results of operations for the Investment and Savings Products segment for the years ended December 31, 2013 and 2012 were as follows:

	Year ended December 31,		Change	
	2013	2012	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Commissions and fees:				
Sales-based revenues	\$208,319	\$186,267	\$ 22,052	12%
Asset-based revenues	201,276	179,725	21,551	12%
Account-based revenues	38,868	38,510	358	1%
Other, net	8,675	9,463	(788)	(8)%
Total revenues	457,138	413,965	43,173	10%
<b>Expenses:</b>				
Amortization of DAC	11,195	10,956	239	2%
Insurance commissions	9,046	9,070	(24)	*
Sales commissions:				
Sales-based	146,652	129,914	16,738	13%
Asset-based	73,146	61,491	11,655	19%
Other operating expenses	111,950	81,418	30,532	38%
Total expenses	351,989	292,849	59,140	20%
Income before income taxes	\$105,149	\$121,116	\$(15,967)	(13)%

\* Less than 1%.

Supplemental information on the underlying metrics that drove results follows.

	Year ended December 31,		Change	
	2013	2012	\$	%
<b>(Dollars in millions and accounts in thousands)</b>				
<b>Product sales:</b>				
Retail mutual funds	\$ 2,766	\$ 2,346	\$ 420	18%
Annuities and other	1,935	1,902	33	2%
Total sales-based revenue generating product sales	4,701	4,248	453	11%
Segregated funds	283	328	(45)	(14)%
Managed accounts	225	136	89	65%
Total product sales	<u>\$ 5,209</u>	<u>\$ 4,712</u>	<u>\$ 497</u>	11%
<b>Average client asset values:</b>				
Retail mutual funds	\$27,284	\$24,214	\$3,070	13%
Annuities and other	11,175	9,149	2,026	22%
Segregated funds	2,576	2,541	35	1%
Total average asset values in client accounts	<u>\$41,035</u>	<u>\$35,904</u>	<u>\$5,131</u>	14%
<b>Average number of fee-generating accounts:</b>				
Recordkeeping accounts	2,540	2,567	(27)	(1)%
Custodial accounts	1,954	1,945	9	*

\* Less than 1%.

**Commissions and fees.** The increase in commissions and fees was largely due to higher product sales and growth in average client asset values. The increase in product sales was driven primarily by higher mutual fund sales. The rise in average client asset values, which was indicative of favorable market performance during 2013, also contributed to the increase in commissions and fees in the form of higher asset-based revenues.

**Sales commissions.** The increase in sales-based commissions was primarily the result of the increases in product sales noted above. The increase in asset-based commissions during 2013 was consistent with the increase in asset-based revenues when excluding segregated funds. The relevant costs associated with asset-based revenue from segregated funds are recorded within insurance commissions and amortization of DAC.

**Other operating expenses.** Other operating expenses increased mainly due to higher legal

fees and expenses. The increase in legal fees and expenses was primarily due to \$11.4 million of expenses attributable to defending FRS claims during 2013 compared with \$2.9 million in 2012. Additionally, a potential settlement was reached with the FRS claimants, resulting in our recording a charge of approximately \$15.7 million in 2013. See Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements included elsewhere in this report for more information.

Growth-related expenses, higher employee compensation costs, and higher costs in support of our independent sales force also contributed to the increase in other operating expenses in this segment.

**Product sales.** Investment and savings products sales were higher in 2013 compared to 2012 largely reflecting favorable market performance and the impact of new product introductions.

Asset values in client accounts. Changes in asset values in client accounts were as follows:

	Year ended December 31,			
	2013	% of beginning balance	2012	% of beginning balance
	(Dollars in millions)			
Asset values, beginning of period	\$37,386		\$33,664	
Net change in asset values:				
Inflows	5,209	14%	4,712	14%
Redemptions	(4,825)	(13)%	(4,442)	(13)%
Change in market value, net and other	7,220	19%	3,452	10%
Net change in asset values	7,604	20%	3,722	11%
Asset values, end of period	\$44,990		\$37,386	

Asset values in client accounts increased in 2013 largely due to favorable market performance. The growth in inflows was consistent with the increase in sales volume. The rate of

redemptions relative to average client asset values in 2013 remained consistent with the prior year.

**Corporate and Other Distributed Products Segment.** Our results of operations for the Corporate and Other Distributed Products segment for the years ended December 31, 2013 and 2012 were as follows:

	Year ended December 31,		Change	
	2013	2012	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Direct premiums	\$ 72,865	\$ 74,695	\$ (1,830)	(2)%
Ceded premiums	(12,116)	(14,131)	(2,015)	(14)%
Net premiums	60,749	60,564	185	*
Commissions and fees	23,345	24,542	(1,197)	(5)%
Allocated net investment income	19,956	34,685	(14,729)	(42)%
Realized investment gains, including OTTI	6,246	11,382	(5,136)	(45)%
Other, net	5,039	5,443	(404)	(7)%
Total revenues	115,335	136,616	(21,281)	(16)%
<b>Benefits and expenses:</b>				
Benefits and claims	39,118	39,401	(283)	(1)%
Amortization of DAC	2,097	3,370	(1,273)	(38)%
Sales commissions	12,439	13,164	(725)	(6)%
Insurance expenses	10,577	11,385	(808)	(7)%
Insurance commissions	8,826	8,886	(60)	(1)%
Interest expense	18,172	17,266	906	5%
Other operating expenses	75,258	83,298	(8,040)	(10)%
Total benefits and expenses	166,487	176,770	(10,283)	(6)%
Loss before income taxes	\$ (51,152)	\$ (40,154)	\$ 10,998	27%

\* Less than 1%.

**Total revenues.** Total revenues decreased during the year ended December 31, 2013, primarily attributable to declines in net investment income and realized gains. The decrease in net investment income was due to higher allocation of assets and net investment income to the Term Life Insurance segment, a lower average base of invested assets subsequent to repurchases of shares and warrants in 2013, lower return on the deposit asset underlying our 10% Coinsurance Agreement driven by the overall rise in interest rates, and lower yield on invested assets as a result of replacing maturing investments with lower yielding securities. Realized investment

gains decreased year-over-year largely due to higher income received from the sale of invested assets sold to fund share repurchases during 2012 compared with 2013.

**Amortization of DAC.** During the year ended December 31, 2013, DAC amortization decreased primarily related to estimate adjustments for student life insurance products recognized in 2012, which increased DAC amortization for that year. These adjustments did not repeat in 2013.

**Other operating expenses.** Other operating expenses decreased primarily due to lower stock compensation costs related to the completion of

the vesting of restricted stock granted in connection with our April 2010 initial public offering and lower other miscellaneous costs, partially offset by higher employee compensation costs from merit increases and one-time expenses related to the relocation of our corporate headquarters.

## 2012 Compared to 2011

**Primerica, Inc. and Subsidiaries Results.** Our results of operations for the years ended December 31, 2012 and 2011 were as follows:

	Year ended December 31,		Change	
	2012	2011	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Direct premiums	\$ 2,267,975	\$ 2,229,467	\$ 38,508	2%
Ceded premiums	(1,663,753)	(1,703,075)	(39,322)	(2)%
Net premiums	604,222	526,392	77,830	15%
Commissions and fees	429,044	414,471	14,573	4%
Net investment income	100,804	108,601	(7,797)	(7)%
Realized investment gains, including OTTI	11,382	6,440	4,942	77%
Other, net	45,263	47,189	(1,926)	(4)%
Total revenues	1,190,715	1,103,093	87,622	8%
<b>Benefits and expenses:</b>				
Benefits and claims	278,747	242,696	36,051	15%
Amortization of DAC	118,598	104,034	14,564	14%
Sales commissions	204,569	191,722	12,847	7%
Insurance expenses	96,541	89,192	7,349	8%
Insurance commissions	27,555	38,618	(11,063)	(29)%
Interest expense	33,101	27,968	5,133	18%
Other operating expenses	164,716	164,954	(238)	*
Total benefits and expenses	923,827	859,184	64,643	8%
Income before income taxes	266,888	243,909	22,979	9%
Income taxes	93,082	86,718	6,364	7%
Net income	\$ 173,806	\$ 157,191	\$ 16,615	11%

\* Less than 1%.

**Total revenues.** During 2012, total revenues increased due primarily to growth in the Term Life Insurance segment. This increase largely reflects incremental premiums on New Term policies. The Company also experienced an increase in commissions and fees revenue largely driven by higher sales and higher client

asset values in our Investment and Savings Product segment in 2012. The reduction in the average size of our invested asset portfolio largely contributed to the decrease in net investment income for 2012. Realized investment gains were higher due to income received from certain fixed income securities



that were tendered and gains from sales of invested assets to fund share repurchases during 2012.

**Total benefits and expenses.** Total benefits and expenses increased in 2012 primarily as a result of the growth in premium-related costs, which include benefits and claims, DAC amortization, and insurance expenses from the continued growth in our Term Life Insurance business. In addition, sales commissions on investment products were higher consistent with the increase in commissions and fees revenue noted above. These increased costs were partially offset by lower non-deferrable insurance commissions for 2012, which were attributable to changes in incentive programs for our sales

representatives during 2012 that more directly relate to life policy acquisitions.

**Income taxes.** Our effective income tax rate was 34.9% in 2012 and 35.6% in 2011. The lower effective income tax rate during 2012 versus 2011 was primarily driven by decreasing Canadian statutory income tax rates combined with capital planning decisions to permanently reinvest certain unremitted Canadian earnings.

For additional information, see the discussions of results of operations by segment below.

**Term Life Insurance Segment.** Our results for the Term Life Insurance segment for the years ended December 31, 2012 and 2011 were as follows:

	Year ended December 31,		Change	
	2012	2011	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Direct premiums	\$ 2,193,280	\$ 2,149,594	\$ 43,686	2%
Ceded premiums	(1,649,622)	(1,688,953)	(39,331)	(2)%
Net premiums	543,658	460,641	83,017	18%
Allocated net investment income	66,119	60,668	5,451	9%
Other, net	30,357	31,666	(1,309)	(4)%
Total revenues	640,134	552,975	87,159	16%
<b>Benefits and expenses:</b>				
Benefits and claims	239,346	197,159	42,187	21%
Amortization of DAC	104,272	89,474	14,798	17%
Insurance expenses	85,156	75,048	10,108	13%
Insurance commissions	9,599	19,396	(9,797)	(51)%
Interest expense	15,835	11,467	4,368	38%
Total benefits and expenses	454,208	392,544	61,664	16%
Income before income taxes	\$ 185,926	\$ 160,431	\$ 25,495	16%

**Net premiums.** The increase in net premiums in 2012 is primarily due to the continued addition of New Term in-force business combined with the run-off of business subject to the Citigroup reinsurance transactions. While ceded premiums supporting YRT reinsurance programs for New Term are less than 20% of direct premiums,

ceded premiums for the block of business coinsured by Citigroup are more than 80% of direct premiums. As a result, as we continue to build New Term and the block coinsured by Citigroup continues to run off, net premiums will continue to grow faster than direct premiums, albeit at a declining rate of growth.

Net premiums were also affected by ceded premium recovery transactions. Over the normal course of business, we reprocess a small portion of our reinsurance transactions that are either misprocessed or intentionally not processed on an automated basis due to system constraints. In the second quarter of 2012, the reprocessing of certain transactions resulted in an increase in net premiums of approximately \$6.4 million that was substantially offset by a corresponding increase in benefits and claims, contributing to the 2012 growth rate in benefits and claims outpacing the growth rate in net premiums. Net premium growth in 2012 was also partially offset by ceded premium recoveries of approximately \$8.7 million in the first quarter of 2011.

Allocated net investment income. The increase in allocated net investment income was largely attributable to higher allocated Term Life invested assets to support increased statutory reserves from growth in New Term business.

Benefits and claims. The increase in benefits and claims was largely indicative of growth in the Term Life business. The growth rate in benefits and claims outpaced the increase in net premiums primarily as a result of higher incurred claims during 2012 and the reprocessed reinsurance transactions discussed above, partially offset by a 2011 charge of approximately \$4.0 million related to cumulative potential claims identified through cross-checking public death records for deceased policyholders for whom claims had not been filed and of which we previously had been unaware.

Amortization of DAC. The increase in amortization of DAC was largely attributable to growth in New Term business. The growth in DAC amortization was relatively consistent with the growth in net premiums year-over-year.

Insurance commissions. The decrease in insurance commissions was largely driven by changes to our agent incentive programs that resulted in a higher portion of commissions being deferred during 2012 compared to 2011.

Insurance expenses. Insurance expenses increased mainly due to higher premium-related taxes, licenses and fees as well as the run-off of expense allowances received under the Citigroup reinsurance agreements. Also contributing to the increase in 2012 was higher employee compensation costs from merit increases, an additional year of stock compensation amortization and the emergence of higher spending for information technology contracts. These increases were partially offset by certain 2011 costs that did not recur, including expenses associated with convention-related initiatives and the write-off of medical testing materials.

Interest expense. Interest expense increased due to the redundant reserve financing executed in 2012.

Product sales and face amount in force. We issued 222,558 new life insurance policies in 2012, compared with 237,535 new policies in 2011, primarily as a result of recruiting growth following our 2011 convention and the subsequent return to a normalized range of productivity during 2012.

The changes in the face amount of our in-force book of term life insurance policies were as follows:

	Year ended December 31,			
	2012	% of beginning balance	2011	% of beginning balance
	(Dollars in millions)			
Face amount in force, beginning of period	\$664,955		\$656,791	
Net change in face amount:				
Issued face amount	68,053	10%	73,146	11%
Terminations	(61,593)	(9)%	(66,951)	(10)%
Foreign currency	(1,003)	*	1,969	*
Net change in face amount	5,457	1%	8,164	1%
Face amount in force, end of period	\$670,412		\$664,955	

\* Less than 1%.

The total face amount of policies in force increased in 2012 reflecting lower terminations on existing policies, partially offset by a decline in the issued face amount of policies. The primary cause for the decrease in issued face amount during 2012 is the impact that the 2011 recruiting surge had on new policies issued in

the prior year. The decrease in terminations resulted from higher persistency.

#### **Investment and Savings Product**

**Segment.** Our results of operations for the Investment and Savings Products segment for the years ended December 31, 2012 and 2011 were as follows:

	Year ended December 31,		Change	
	2012	2011	\$	%
	(Dollars in thousands)			
<b>Revenues:</b>				
Commissions and fees:				
Sales-based revenues	\$186,267	\$171,854	\$14,413	8%
Asset-based revenues	179,725	173,059	6,666	4%
Account-based revenues	38,510	41,997	(3,487)	(8)%
Other, net	9,463	9,793	(330)	(3)%
Total revenues	413,965	396,703	17,262	4%
<b>Expenses:</b>				
Amortization of DAC	10,956	12,482	(1,526)	(12)%
Insurance commissions	9,070	8,851	219	2%
Sales commissions:				
Sales-based	129,914	118,387	11,527	10%
Asset-based	61,491	57,901	3,590	6%
Other operating expenses	81,418	82,006	(588)	(1)%
Total expenses	292,849	279,627	13,222	5%
Income before income taxes	\$121,116	\$117,076	\$ 4,040	3%

Supplemental information on the underlying metrics that drove results follows.

	Year ended December 31,		Change	
	2012	2011	\$	%
(Dollars in millions and accounts in thousands)				
<b>Product sales:</b>				
Retail mutual funds	\$ 2,346	\$ 2,230	\$ 116	5%
Annuities and other	1,902	1,674	228	14%
Total sales-based revenue generating product sales	4,248	3,904	344	9%
Segregated funds	328	332	(4)	(1)%
Managed accounts	136	29	107	*
Total product sales	<u>\$ 4,712</u>	<u>\$ 4,265</u>	<u>\$ 447</u>	10%
<b>Average client asset values:</b>				
Retail mutual funds	\$24,214	\$24,105	\$ 109	*
Annuities and other	9,149	8,276	873	11%
Segregated funds	2,541	2,489	52	2%
Total average asset values in client accounts	<u>\$35,904</u>	<u>\$34,870</u>	<u>\$1,034</u>	3%
<b>Average number of fee-generating accounts:</b>				
Recordkeeping accounts	2,567	2,627	(60)	(2)%
Custodial accounts	1,945	1,956	(11)	(1)%

\* Less than 1% or not meaningful.

**Commissions and fees.** Commissions and fees increased largely due to higher product sales, as well as an increase in average client asset values. The increase in product sales was driven by higher mutual fund sales and new offerings of fixed-indexed annuities, which was partially offset by a decline in variable annuity sales. Higher asset-based revenues were primarily the result of the increase in average client asset values, which reflects market conditions combined with an increase in sales mix towards managed accounts products launched in 2011. The distribution of managed accounts results in higher ongoing asset-based revenues in lieu of upfront sales-based revenues. The increases in total revenues were slightly offset by a recordkeeping fee structure change that resulted in a decrease in account-based revenues and other operating expenses.

**Amortization of DAC.** The decrease in the rate of DAC amortization was primarily driven by the

impact of improved investment returns on our Canadian segregated funds products.

**Sales commissions.** The increase in commissions was primarily driven by the increases in commissions and fees revenue noted above.

**Other operating expenses.** Other operating expenses remained comparatively flat year-over-year as the decrease in expenses from the change in the recordkeeping fee structure discussed above was mostly offset by increased legal fees and expenses, as well as higher employee compensation costs from merit increases and another year of stock compensation amortization. The increase in legal fees and expenses was primarily due to \$2.9 million of expenses recorded in the fourth quarter of 2012 attributable to defending claims alleged by certain participants in the Florida Retirement System's benefit plan. See Note 15 (Commitments and Contingent Liabilities) to our

consolidated financial statements included elsewhere in this report for more information.

Product sales. Investment and savings products sales were higher in 2012 compared to 2011 largely reflecting the introduction of our fixed

indexed annuity and managed accounts products and greater sales of retail mutual funds.

Asset values in client accounts. Changes in asset values in client accounts were as follows:

	Year ended December 31,			
	2012	% of beginning balance	2011	% of beginning balance
	(Dollars in millions)			
Asset values, beginning of period	\$33,664		\$34,869	
Net change in asset values:				
Inflows	4,712	14%	4,265	12%
Redemptions	(4,442)	(13)%	(4,275)	(12)%
Change in market value, net and other	3,452	10%	(1,195)	(3)%
Net change in asset values	3,722	11%	(1,205)	(3)%
Asset values, end of period	\$37,386		\$33,664	

Asset values in client accounts increased in 2012 largely due to improved market conditions. The growth in inflows was consistent with the increase in product sales volume. Redemptions

increased during 2012 primarily due to the increase in average client asset values. In 2012, the rate of redemptions relative to average client asset values remained in line with 2011.



**Corporate and Other Distributed Products Segment.** Our results of operations for the Corporate and Other Distributed Products segment for the years ended December 31, 2012 and 2011 were as follows:

	Year ended December 31,		Change	
	2012	2011	\$	%
(Dollars in thousands)				
<b>Revenues:</b>				
Direct premiums	\$ 74,695	\$ 79,873	\$ (5,178)	6%
Ceded premiums	(14,131)	(14,122)	9	*
Net premiums	60,564	65,751	(5,187)	8%
Commissions and fees	24,542	27,561	(3,019)	(11)%
Allocated net investment income	34,685	47,933	(13,248)	(28)%
Realized investment gains, including OTTI	11,382	6,440	4,942	77%
Other, net	5,443	5,730	(287)	(5)%
Total revenues	136,616	153,415	(16,799)	(11)%
<b>Benefits and expenses:</b>				
Benefits and claims	39,401	45,537	(6,136)	(13)%
Amortization of DAC	3,370	2,078	1,292	62%
Sales commissions	13,164	15,434	(2,270)	(15)%
Insurance expenses	11,385	14,144	(2,759)	(20)%
Insurance commissions	8,886	10,371	(1,485)	(14)%
Interest expense	17,266	16,501	765	5%
Other operating expenses	83,298	82,948	350	*
Total benefits and expenses	176,770	187,013	(10,243)	(5)%
Loss before income taxes	\$ (40,154)	\$ (33,598)	\$ 6,556	20%

\* Less than 1%.

**Total revenues.** Total revenues decreased during the year ended December 31, 2012 primarily due to lower net investment income from a lower average base of invested assets subsequent to share repurchases throughout 2012. The decline also resulted from the termination of our loan business and a decrease in our short-term disability product line. These decreases were partially offset by realized investment gains from the sale of invested assets sold to fund share repurchases during 2012.

**Benefits and claims.** Benefits and claims were lower primarily due to lower claims experienced on our short-term disability product, which is

underwritten by NBLIC, our New York insurance subsidiary. Benefits and claims were also lower compared to the prior year due to the impact of an approximately \$1.1 million charge recorded during 2011 to record cumulative potential claims related to cross-checking public death records to identify deceased policyholders for whom claims have not been filed and of which we were unaware, which did not repeat in the 2012.

**Amortization of DAC.** During the year ended December 31, 2012, DAC amortization increased approximately 62% primarily associated with refinements in policy estimates for student life products.

Insurance expenses. Insurance expenses were lower in 2012 in large part due to a charge for our estimated share of the liquidation plan for Executive Life Insurance Company of New York, an unaffiliated life insurance company, filed by the New York State Department of Financial Services during 2011.

Sales commissions. The decrease in sales-based commissions was primarily driven by the decline in commissions and fees revenue related to the termination of our loan business.

Interest expense. Interest expense increased primarily due to the issuance of the Senior Notes in 2012, which was at higher principal amount versus the repaid note issued to Citigroup. This increase was partially offset by the comparatively lower interest rate on the Senior Notes.

Other operating expenses. The increase in other operating expenses is largely attributable to higher employee compensation costs from merit increases and an additional year of stock compensation amortization, partially offset by certain prior year charges.

### ***Financial Condition***

***Investments.*** We have an investment committee composed of members of our senior management team that is responsible for establishing and maintaining our investment guidelines and supervising our investment activity. Our investment committee regularly monitors our overall investment results and our compliance with our investment objectives and guidelines. We use a third-party investment advisor to manage our investing activities. Our investment advisor reports to our investment committee.

We follow a conservative investment strategy designed to emphasize the preservation of our invested assets and provide adequate liquidity for the prompt payment of claims. To meet business needs and mitigate risks, our investment guidelines provide restrictions on our portfolio's composition, including limits on asset type, sector limits, credit quality limits, portfolio duration, limits on the amount of investments in approved countries and permissible security types. We may also direct our investment managers to invest some of our invested asset portfolio in currencies other than the U.S. dollar. For example, a portion of our portfolio is invested in assets denominated in Canadian dollars, which, at minimum, would equal our reserves for policies denominated in Canadian dollars. Additionally, to ensure adequate liquidity for payment of claims, we take into account the maturity and duration of our invested asset portfolio and our general liability profile.

Our invested asset portfolio is subject to a variety of risks, including risks related to general economic conditions, market volatility, interest rate fluctuations, liquidity risk and credit and default risk. Investment guideline restrictions have been established to minimize the effect of these risks but may not always be effective due to factors beyond our control. Interest rates are highly sensitive to many factors, including governmental monetary policies, domestic and international economic and political conditions and other factors beyond our control. A significant increase in interest rates could result in significant losses, realized or unrealized, in the value of our invested asset portfolio. Additionally, with respect to some of our investments, we are subject to prepayment and, therefore, reinvestment risk.

Details on asset mix were as follows:

	December 31, 2013		December 31, 2012	
	Fair value	Amortized Cost	Fair value	Amortized Cost
U.S. government and agencies	*	*	*	*
Foreign government	6%	6%	6%	5%
States and political subdivisions	2%	2%	2%	2%
Corporate	67%	67%	68%	68%
Mortgage — and asset-backed securities	14%	14%	16%	16%
Equity securities	2%	2%	2%	2%
Trading securities	1%	1%	1%	1%
Cash and cash equivalents	8%	8%	5%	6%
Total	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

\* Less than 1%.

The composition and duration of our portfolio will vary depending on several factors, including the yield curve and our opinion of the relative value among various asset classes. The year-end average rating, duration and book yield of our fixed-maturity portfolio were as follows:

	December 31,	
	2013	2012
Average rating of our fixed-maturity portfolio	A	A
Average duration of our fixed-maturity portfolio	4.0 years	3.9 years
Average book yield of our fixed-maturity portfolio	4.93%	5.32%

Ratings for our investments in fixed-maturity securities are determined using Nationally Recognized Statistical Rating Organizations designations and/or equivalent ratings. The distribution of our investments in fixed-maturity securities by rating, including those classified as trading securities, follows.

	December 31, 2013		December 31, 2012	
	Amortized cost	%	Amortized cost	%
(Dollars in thousands)				
AAA	\$ 296,717	18%	\$ 317,104	18%
AA	133,406	8%	132,021	8%
A	386,460	23%	403,029	24%
BBB	777,111	46%	777,719	45%
Below investment grade	80,835	5%	88,422	5%
Not rated	1,484	*	1,049	*
Total	<u>\$1,676,013</u>	<u>100%</u>	<u>\$1,719,344</u>	<u>100%</u>

\* Less than 1%.

The ten largest holdings within our invested asset portfolio were as follows:

Issuer	December 31, 2013			Credit rating
	Fair value	Cost or amortized cost	Unrealized gain (loss)	
	(Dollars in thousands)			
General Electric Co	\$ 26,661	\$ 23,628	\$3,033	AA-
Government of Canada	26,112	26,199	(87)	AAA
International Business Machines Corp	12,088	11,855	233	AA-
Province of Ontario Canada	10,851	9,969	882	AA-
Iberdrola SA	10,431	9,461	970	BBB
National Rural Utilities Cooperative	9,901	7,468	2,433	A+
Western Union Co	8,828	8,784	44	BBB+
MetLife Inc	8,693	8,589	104	A-
Province of Quebec Canada	7,912	7,218	694	A+
Goldman Sachs Group Inc	7,854	7,357	497	A-
Total — ten largest holdings	<u>\$ 129,331</u>	<u>\$ 120,528</u>	<u>\$8,803</u>	
Total — fixed-maturity and equity securities	<u>\$1,808,597</u>	<u>\$1,708,605</u>		
Percent of total fixed-maturity and equity securities		7%	7%	

For additional information on our invested asset portfolio, see Note 3 (Investments) and Note 4 (Fair Value of Financial Instruments) to our consolidated financial statements included elsewhere in this report.

**Other Significant Assets and Liabilities.** The balances of and changes in other significant assets and liabilities were as follows:

	December 31,		Change	
	2013	2012	\$	%
	(Dollars in thousands)			
<b>Assets:</b>				
Due from reinsurers	\$4,055,054	\$4,005,194	\$ 49,860	1%
Deferred policy acquisition costs, net	1,208,466	1,066,422	142,044	13%
<b>Liabilities:</b>				
Future policy benefits	5,063,103	4,850,488	212,615	4%

Due from reinsurers. Due from reinsurers reflects future policy benefit and claim reserves due from third-party reinsurers, including the Citigroup reinsurers. Such amounts are reported as due from reinsurers rather than offsetting future policy benefits.

Deferred policy acquisition costs, net. The increase in DAC was primarily a result of incremental commissions and expenses deferred

as a result of new business, which was not subject to the Citigroup reinsurance agreements.

Future policy benefits. The increase in future policy benefits was primarily a result of the aging of and growth in our in-force book of business.

For additional information, see the notes to our consolidated financial statements included elsewhere in this report.

### ***Liquidity and Capital Resources***

Dividends and other payments to the Parent Company from our subsidiaries are our principal sources of cash. The amount of dividends paid by our subsidiaries is dependent on their capital needs to fund future growth and applicable regulatory restrictions. The primary uses of funds by the Parent Company include the payments of general operating expenses, income taxes, stockholder dividends, and interest on outstanding debt, as well as repurchases of shares outstanding. At December 31, 2013, the Parent Company had cash and invested assets of approximately \$73.8 million.

Our subsidiaries generate operating cash flows primarily from term life insurance premiums (net of premiums ceded to reinsurers), income from invested assets, commissions and fees collected from the distribution of investment and savings products as well as other financial products. Our subsidiaries' principal operating cash outflows include the payment of insurance claims and benefits (net of ceded claims recovered from reinsurers), commissions to our sales force, insurance and other operating expenses, interest expense for future policy benefit reserves financing transactions, and income taxes.

The distribution and underwriting of term life insurance requires upfront cash outlays at the time the policy is issued as we pay a substantial majority of the sales commission during the first year following the sale of a policy and incur

costs for underwriting activities at the inception of a policy's term. During the early years of a policy's term, we generally receive level term premiums in excess of claims paid. We invest the excess cash generated during earlier policy years in fixed-maturity and equity securities held in support of future policy benefit reserves. In later policy years, cash received from the maturity or sale of invested assets is used to pay claims in excess of level term premiums received.

Historically, cash flows generated by our businesses, primarily from our existing block of term life policies and our investment and savings products, have provided our consolidated entities with sufficient liquidity to meet their operating requirements. We anticipate that cash flows from our businesses will continue to provide sufficient operating liquidity over the next 12 months.

We may seek to enhance our liquidity position or capital structure through borrowings from third-party sources, sales of debt or equity securities, reserve financings or some combination of these sources. Additionally, we believe that cash flows from our businesses and potential sources of funding, as described above, will sufficiently support the long-term liquidity needs of the Parent Company and our subsidiaries.

**Cash Flows.** The components of the changes in cash and cash equivalents were as follows:

	<b>Year ended December 31,</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
	<b>(In thousands)</b>		
Net cash provided by operating activities	\$ 187,899	\$ 124,333	\$ 87,215
Net cash provided by investing activities	35,484	62,294	128,699
Net cash used in financing activities	(184,940)	(211,086)	(206,556)
Effect of foreign exchange rate changes on cash	(1,470)	597	682
Change in cash and cash equivalents	<u>\$ 36,973</u>	<u>\$ (23,862)</u>	<u>\$ 10,040</u>

**Operating activities.** Net cash provided by operating activities in 2013 increased from 2012 primarily due to cash received from the collection of premium revenues in excess of benefits and claims paid in our New Term

business. The additional layering of net premiums from our New Term business has generated positive incremental cash flows after payments are made for policy acquisition costs during the first year that policies are issued. Also



contributing to the increase in operating cash flows in 2013 were timing differences in payments to fund obligations under the 10% Coinsurance Agreement with Citigroup. This increase is partially offset by proceeds from maturities of trading investments during 2012.

In 2012, net cash provided by operating activities was higher than in 2011 primarily due to the cash generated from the additional year of policies issued for our New Term business. Proceeds from maturities of trading investments during 2012 further contributed to the increase in cash provided by operating activities. The increase in cash provided by operating activities from 2011 was partially offset by increased funding of the deposit asset related to the 10% Coinsurance Agreement and the timing difference in the payment of coinsurance premiums to Citigroup that occurred at the beginning of 2012.

Investing activities. The decline in cash provided by investing activities in 2013 compared to 2012 was primarily attributable to lower net proceeds from sales and purchases of invested assets used to fund share repurchases. Additionally, capital expenditures related to the relocation of our corporate headquarters in 2013 resulted in higher investing cash outflows than in 2012.

The change in net cash provided by investing activities in 2012 from 2011 was substantially driven by the method of funding used for share repurchases each year. The Company primarily used proceeds from sales of investments to fund share repurchases in 2011, while proceeds from the issuance of the Senior Notes, cash from operations, and sales of investments were used to fund share repurchases in 2012.

Financing activities. Cash used in financing activities during 2013 was lower compared to 2012 due to fewer repurchases of shares and warrants. This was partially offset by the net increase in borrowings from the refinancing of our notes payable in 2012 and higher dividends paid to stockholders in 2013.

Cash used in financing activities for 2012 was modestly higher than in 2011 as higher share

repurchases and cash dividends paid to shareholders were mostly offset by the net increase in borrowings from the refinancing of our notes payable in July 2012.

**Risk-Based Capital.** The NAIC has established RBC standards for U.S. life insurers, as well as a risk-based capital model act (the "RBC Model Act") that has been adopted by the insurance regulatory authorities. The RBC Model Act requires that life insurers annually submit a report to state regulators regarding their RBC based upon four categories of risk: asset risk; insurance risk; interest rate risk and business risk. The capital requirement for each is determined by applying factors that vary based upon the degree of risk to various asset, premiums and policy benefit reserve items. The formula is an early warning tool to identify possible weakly capitalized companies for purposes of initiating further regulatory action.

As of December 31, 2013, our U.S. life insurance subsidiaries had statutory capital substantially in excess of the applicable statutory requirements to support existing operations and to fund future growth. Primerica Life's RBC ratio remained well positioned to support existing operations and fund future growth.

In Canada, an insurer's minimum capital requirement is overseen by OSFI and determined as the sum of the capital requirements for five categories of risk: asset default risk; mortality/morbidity/lapse risks; changes in interest rate environment risk; segregated funds risk; and foreign exchange risk. As of December 31, 2013, Primerica Life Canada was in compliance with Canada's minimum capital requirements as determined by OSFI.

For more information regarding statutory capital requirements and dividend capacities of our insurance subsidiaries see Note 14 (Statutory Accounting and Dividend Restrictions) to our consolidated financial statements included elsewhere in this report for more information.

**Redundant Reserve Financing.** The Model Regulation entitled Valuation of Life Insurance Policies, commonly known as Regulation XXX, requires insurers to carry statutory policy benefit

reserves for term life insurance policies with long-term premium guarantees which are often significantly in excess of the future policy benefit reserves that insurers deem necessary to satisfy claim obligations (“redundant policy benefit reserves”). Accordingly, many insurance companies have sought ways to reduce their capital needs by financing redundant policy benefit reserves through bank financing, reinsurance arrangements and other financing transactions. In March 2012, we entered into a Regulation XXX redundant reserve financing transaction to more efficiently manage and deploy our excess capital. Concurrently, Peach Re, Inc. (“Peach Re”), a special purpose financial captive insurance company and wholly owned subsidiary of Primerica Life, entered into a Credit Facility Agreement whereby a letter of credit (“LOC”) was issued to support certain obligations of Peach Re for its redundant policy benefit reserves related to level premium term life insurance policies ceded to Peach Re from Primerica Life under a coinsurance agreement (“Peach Re Coinsurance Agreement”). The LOC has a term of approximately fourteen years and was issued in an initial amount of \$450.0 million. Subject to certain conditions, the amount of the LOC will be periodically increased to a maximum amount of \$510.0 million in 2014.

We intend to consider redundant reserve financing transactions in the future as a cost effective form of managing capital. We do not, however, rely on this capital to fund our current operations and do not anticipate relying on capital from future transactions to fund future operating liquidity needs or debt obligations.

See Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements for more information.

**Notes Payable.** On July 16, 2012, we publicly issued \$375.0 million in principal amount of Senior Notes and used a portion of the net cash proceeds to repay a \$300.0 million note to Citigroup in whole at a redemption price equal to 100% of the outstanding principal amount. We issued the Senior Notes at a price of 99.843% of the principal amount with an annual interest rate of 4.75%, payable semi-annually in

arrears on January 15 and July 15. The Senior Notes mature on July 15, 2022.

We were in compliance with the covenants of the Senior Notes at December 31, 2013. No events of default(s) occurred on the Senior Notes during the year ended December 31, 2013.

We calculate our debt-to-capital ratio by dividing total long-term debt by the sum of stockholders’ equity and total long-term debt. As of December 31, 2013, our debt-to-capital ratio was 23.5%.

**Financial Ratings.** As of December 31, 2013, the investment grade credit ratings for our Senior Notes were as follows:

Agency	Senior debt rating
Moody’s	Baa2, stable outlook
Standard & Poor’s	A-, stable outlook
A.M. Best Company	a-, stable outlook

As of December 31, 2013, Primerica Life’s financial strength ratings were as follows:

Agency	Financial strength rating
Moody’s	A2, stable outlook
Standard & Poor’s	AA-, stable outlook
A.M. Best Company	A+, stable outlook

**Share and Warrant Repurchases.** On June 3, 2013, we used funds from ordinary dividends paid by Primerica Life, as well as other funds, to repurchase approximately 2.5 million shares of our common stock and warrants to purchase approximately 4.1 million shares of our common stock from certain private equity funds managed by Warburg Pincus LLC (“Warburg Pincus”) at a purchase price of \$34.67 per outstanding common share and at a purchase price for the warrants equal to \$16.67 per underlying share. The per-share purchase price was determined based on the closing price of our common stock on May 28, 2013, which was the execution date of the agreement to repurchase the shares, and the purchase price per warrant was equal to the per-share purchase price less the warrant exercise price of \$18.00 per underlying share.

The aggregate purchase price for the shares and warrants was approximately \$154.7 million. Warburg Pincus no longer owns an equity interest in Primerica.

**Securities Lending.** We participate in securities lending transactions with brokers to increase investment income with minimal risk. See Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) and Note 3 (Investments) to our consolidated financial statements included elsewhere in this report for additional information.

**Short-Term Borrowings.** We had no short-term borrowings as of or during the year ended December 31, 2013.

**Off-Balance Sheet Arrangements.** Our off-balance sheet arrangements as of December 31, 2013 consisted of the LOC issued under the Credit Facility Agreement as noted above.

**Contractual Obligations.** Our contractual obligations, including payments due by period, were as follows:

	December 31, 2013					
	Total Liability	Total Payments	Less than 1 year	1-3 years	3-5 years	More than 5 years
	(In millions)					
Future policy benefits	\$5,063	\$16,763	\$1,131	\$2,224	\$2,115	\$11,293
Policy claims and other benefits payable	253	253	253	—	—	—
Other policyholder funds	338	338	338	—	—	—
Long-term debt principal	374	375	—	—	—	375
Interest obligations	8	207	25	47	48	87
Commissions	21	392	114	49	45	184
Purchase obligations	5	43	25	18	—	—
Operating lease obligations	n/a	82	7	13	12	50
Current income tax payable	15	15	15	—	—	—
Other liabilities	344	334	310	24	—	—
<b>Total contractual obligations</b>	<b>\$6,421</b>	<b>\$18,802</b>	<b>\$2,218</b>	<b>\$2,375</b>	<b>\$2,220</b>	<b>\$11,989</b>

Our liability for future policy benefits represents the present value of estimated future policy benefits to be paid, less the present value of estimated future net premiums to be collected. Net benefit premiums represent the portion of gross premiums required to provide for all benefits and associated expenses. These benefit payments are contingent on policyholders continuing to renew their policies and make their premium payments. Our contractual obligations table discloses the impact of benefit payments that will be due assuming the underlying policy renewals and premium payments continue as expected in our actuarial models. The future policy benefit payments represented in the table are presented on an

undiscounted basis, gross of any amounts recoverable through reinsurance agreements and gross of any premiums to be collected. We expect to fully fund the obligations for future policy benefits from cash flows from general account invested assets and from future premiums. These estimations are based on mortality and lapse assumptions comparable with our historical experience. Due to the significance of the assumptions used, the amounts presented could materially differ from actual results.

Policy claims and other benefits payable represents claims and benefits currently owed to policyholders.

Other policyholders' funds primarily represent claim payments left on deposit with us.

Long-term debt principal relates to our Senior Notes, and interest obligations (reported within Other liabilities in our Consolidated Balance Sheets) represent the expected future interest payments on outstanding debt issued by the Company and expected future expense payments related to any issued letters of credit under the Credit Facility Agreement as of December 31, 2013.

Commissions represent gross, undiscounted commissions that we expect to incur, contingent on the policyholders continuing to renew their policies and make their premium payments as noted above. The total liability amount is reported within Other liabilities in our Consolidated Balance Sheets.

Purchase obligations include agreements to purchase goods or services that are enforceable and legally binding and that specify all significant terms. These obligations consist primarily of accounts payable and certain accrued liabilities, including committed funds related to meetings and conventions for our independent sales force, plus a variety of vendor commitments funding our ongoing business operations. The total liability amount is reported within Other liabilities in our Consolidated Balance Sheets.

Our operating lease obligations primarily relate to office, warehouse, printing, and distribution properties. Our executive and home operations for all of our domestic U.S. operations (except New York) are located in Duluth, Georgia, in a build-to-suit facility that was completed in 2013. The initial lease term is 15 years with estimated minimum annual rental payments ranging from approximately \$4.5 million at inception to approximately \$5.6 million in year 15.

Other liabilities are obligations reported within the Consolidated Balance Sheets and consist primarily of amounts due under reinsurance agreements and general accruals and payables. The total payments within the table differ from the amounts presented in our Consolidated Balance Sheets due to the exclusion of amounts

where a reasonable estimate of the period of settlement cannot be determined.

For additional information concerning our commitments and contingencies, see Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements included elsewhere in this report.

### Item 7A. Quantitative and Qualitative Disclosures about Market Risk.

Market risk is the risk of the loss of fair value resulting from adverse changes in market rates and prices, such as interest rates and foreign currency exchange rates. Market risk is directly influenced by the volatility and liquidity in the markets in which the related underlying financial instruments are traded. Sensitivity analysis measures the impact of hypothetical changes in interest rates, foreign exchange rates and other market rates or prices on the profitability of market-sensitive financial instruments.

The following discussion about the potential effects of changes in interest rates and Canadian currency exchange rates is based on shock-tests, which model the effects of interest rate and Canadian exchange rate shifts on our financial condition and results of operations. Although we believe shock tests provide the most meaningful analysis permitted by the rules and regulations of the SEC, they are constrained by several factors, including the necessity to conduct the analysis based on a single point in time and by their inability to include the extraordinarily complex market reactions that normally would arise from the market shifts modeled. Although the following results of shock tests for changes in interest rates and Canadian currency exchange rates may have some limited use as benchmarks, they should not be viewed as forecasts. These disclosures also are selective in nature and address, in the case of interest rates, only the potential direct impact on our financial instruments and, in the case of Canadian currency exchange rates, the potential translation impact on net income from our Canadian subsidiaries. They do not include a variety of other potential factors that could

affect our business as a result of these changes in interest rates and Canadian currency exchange rates.

**Interest Rate Risk.** The fair value of the fixed-maturity securities in our invested asset portfolio as of December 31, 2013 was approximately \$1.8 billion. The primary market risk for this portion of our invested asset portfolio is interest rate risk. One means of assessing the exposure of our fixed-maturity securities portfolios to interest rate changes is a duration-based analysis that measures the potential changes in market value resulting from a hypothetical change in interest rates of 100 basis points across all maturities. This model is sometimes referred to as a parallel shift in the yield curve. Under this model, with all other factors constant and assuming no offsetting change in the value of our liabilities, we estimated that such an increase in interest rates would cause the market value of our fixed-maturity securities portfolios to decline by approximately \$64.2 million, or approximately 4%, based on our actual securities positions as of December 31, 2013.

If interest rates remain at or near historically low levels, we anticipate the average yield of our fixed income investment portfolio, and therefore the investment income derived from it, to decrease as maturing fixed income investments will be replaced with purchases of lower yielding investments. Approximately \$230.6 million of our fixed income investment portfolio with an average book yield of around 4.5% is scheduled to mature during 2014.

**Canadian Currency Risk.** We also have exposure to foreign currency exchange risk to the extent we conduct business in Canada. For the year ended December 31, 2013, 18% of our revenues from operations, excluding realized investment gains, were generated by our Canadian operations. A strong Canadian dollar relative to the U.S. dollar results in higher levels of reported revenues, expenses, net income, assets, liabilities and accumulated other comprehensive income (loss) in our U.S. dollar financial statements, and a weaker Canadian dollar has the opposite effect. Historically, we

have not hedged this exposure, although we may elect to do so in future periods.

One means of assessing exposure to changes in Canadian currency exchange rates is to model the effects on reported income using a sensitivity analysis. We analyzed our Canadian currency exposure for the year ended December 31, 2013. Net exposure was measured assuming a 10% decrease in Canadian currency exchange rates compared to the U.S. dollar. We estimated that such a decrease would decrease our income before income taxes for the year ended December 31, 2013 by approximately \$6.8 million.

**Credit Risk.** We extensively use reinsurance in the United States to diversify our insurance and underwriting risk and to manage our loss exposure to mortality risk. Reinsurance does not relieve us of our direct liability to our policyholders. Due to factors such as insolvency, adverse underwriting results or inadequate investment returns, our reinsurers may not be able to pay the amounts they owe us on a timely basis or at all. Further, reinsurers might refuse or fail to pay losses that we cede to them or might delay payment. To limit our exposure with any one reinsurer, we monitor the concentration of credit risk we have with our reinsurance counterparties, as well as their financial condition. We manage this reinsurer credit risk through analysis and monitoring of the credit-worthiness of each of our reinsurance partners to minimize collection issues. Also, for reinsurance contracts with unauthorized reinsurers, we require collateral such as letters of credit. For information on our reinsurance exposure and reinsurers, see Note 5 (Reinsurance) to our consolidated financial statements included elsewhere in this report.

In connection with our Credit Facility Agreement, the Company assumes credit risk associated with Deutsche Bank's ability to make payment to us as fulfillment of their obligations under the letter of credit. Such a draw on the letter of credit would only be requested in the event that the assets held in support of the liabilities assumed by Peach Re were insufficient, which, based on actuarial analysis, is unlikely. For information on



## ITEM 7A. MARKET RISK

our Credit Facility Agreement, see Note 15 (Commitments and Contingent Liabilities) to our consolidated financial statements included elsewhere in this report.

We also bear credit risk on our investment portfolio related to the uncertainty associated with the continued ability of an obligor to make timely payments of principal and interest. In an effort to meet business needs and mitigate credit and other portfolio risks, we established investment guidelines that provide restrictions

on our portfolio's composition, including limits on asset type, sector limits, credit quality limits, portfolio duration, limits on the amount of investments in approved countries and permissible security types. See "Management's Discussion and Analysis of Financial Condition and Results of Operations — Financial Condition" included elsewhere in this report for details on our investment portfolio, including investment strategy, asset mix, and credit ratings.

## Item 8. Financial Statements and Supplementary Data.

### Report of Independent Registered Public Accounting Firm

The stockholders and board of directors of Primerica, Inc.:

We have audited the accompanying consolidated balance sheets of Primerica, Inc. and subsidiaries (the Company) as of December 31, 2013 and 2012, and the related consolidated statements of income, comprehensive income, stockholders' equity, and cash flows for each of the years in the three-year period ended December 31, 2013. These consolidated financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these consolidated financial statements based on our audits.

We conducted our audits in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of Primerica, Inc. and subsidiaries as of December 31, 2013 and 2012, and the results of their operations and their cash flows for each of the years in the three-year period ended December 31, 2013, in conformity with U.S. generally accepted accounting principles.

We also have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), Primerica, Inc.'s internal control over financial reporting as of December 31, 2013, based on criteria established in *Internal Control — Integrated Framework (1992)* issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO), and our report dated February 27, 2014 expressed an unqualified opinion on the effectiveness of the Company's internal control over financial reporting.

/s/ KPMG LLP

Atlanta, Georgia  
February 27, 2014

## Primerica, Inc. and Subsidiaries Consolidated Balance Sheets

	December 31,	
	2013	2012
	(In thousands)	
<b>Assets</b>		
<b>Investments:</b>		
Fixed-maturity securities available for sale, at fair value (amortized cost: \$1,663,022 in 2013 and \$1,711,582 in 2012)	\$ 1,755,712	\$ 1,887,014
Equity securities available for sale, at fair value (cost: \$32,592 in 2013 and \$29,955 in 2012)	39,894	37,147
Trading securities, at fair value (cost: \$13,025 in 2013 and \$7,740 in 2012)	12,991	7,762
Policy loans	26,806	24,613
<b>Total investments</b>	<b>1,835,403</b>	<b>1,956,536</b>
Cash and cash equivalents	149,189	112,216
Accrued investment income	18,127	19,540
Due from reinsurers	4,055,054	4,005,194
Deferred policy acquisition costs, net	1,208,466	1,066,422
Premiums and other receivables	175,789	170,656
Intangible assets, net	68,863	69,816
Deferred income taxes	32,450	17,256
Other assets	282,780	302,126
Separate account assets	2,503,829	2,618,115
<b>Total assets</b>	<b>\$10,329,950</b>	<b>\$10,337,877</b>
<b>Liabilities and Stockholders' Equity</b>		
<b>Liabilities:</b>		
Future policy benefits	\$ 5,063,103	\$ 4,850,488
Unearned premiums	1,802	6,056
Policy claims and other benefits payable	253,304	254,533
Other policyholders' funds	337,977	345,721
Notes payable	374,481	374,433
Current income tax payable	15,019	28,407
Deferred income taxes	90,866	86,204
Other liabilities	377,690	358,577
Payable under securities lending	89,852	139,927
Separate account liabilities	2,503,829	2,618,115
Commitments and contingent liabilities (see Commitments and Contingent Liabilities note)		
<b>Total liabilities</b>	<b>9,107,923</b>	<b>9,062,461</b>
<b>Stockholders' equity:</b>		
Common stock (\$.01 par value; authorized 500,000 in 2013 and 2012; and issued 54,834 shares in 2013 and 56,374 shares in 2012)	548	564
Paid-in capital	472,633	602,269
Retained earnings	640,840	503,173
Accumulated other comprehensive income, net of income tax: Unrealized foreign currency translation gains (losses)	41,974	55,487
Net unrealized investment gains (losses):		
Net unrealized investment gains not other-than-temporarily impaired	67,379	114,958
Net unrealized investment losses other-than-temporarily impaired	(1,347)	(1,035)
<b>Total stockholders' equity</b>	<b>1,222,027</b>	<b>1,275,416</b>
<b>Total liabilities and stockholders' equity</b>	<b>\$10,329,950</b>	<b>\$10,337,877</b>

See accompanying notes to consolidated financial statements.

## Primerica, Inc. and Subsidiaries Consolidated Statements of Income

	Year ended December 31,		
	2013	2012	2011
	(In thousands, except per-share amounts)		
<b>Revenues:</b>			
Direct premiums	\$ 2,302,069	\$ 2,267,975	\$ 2,229,467
Ceded premiums	(1,644,158)	(1,663,753)	(1,703,075)
Net premiums	657,911	604,222	526,392
Commissions and fees	471,808	429,044	414,471
Net investment income	88,752	100,804	108,601
Realized investment gains (losses), including other-than-temporary impairment losses	6,246	11,382	6,440
Other, net	42,731	45,263	47,189
Total revenues	<u>1,267,448</u>	<u>1,190,715</u>	<u>1,103,093</u>
<b>Benefits and expenses:</b>			
Benefits and claims	301,475	278,747	242,696
Amortization of deferred policy acquisition costs	129,183	118,598	104,034
Sales commissions	232,237	204,569	191,722
Insurance expenses	108,658	96,541	89,192
Insurance commissions	22,471	27,555	38,618
Interest expense	35,018	33,101	27,968
Other operating expenses	187,208	164,716	164,954
Total benefits and expenses	<u>1,016,250</u>	<u>923,827</u>	<u>859,184</u>
Income before income taxes	251,198	266,888	243,909
Income taxes	88,473	93,082	86,718
Net income	<u>\$ 162,725</u>	<u>\$ 173,806</u>	<u>\$ 157,191</u>
<b>Earnings per share:</b>			
Basic	<u>\$ 2.87</u>	<u>\$ 2.77</u>	<u>\$ 2.11</u>
Diluted	<u>\$ 2.83</u>	<u>\$ 2.71</u>	<u>\$ 2.08</u>
<b>Weighted-average shares used in computing earnings per share:</b>			
Basic	<u>55,834</u>	<u>61,059</u>	<u>72,283</u>
Diluted	<u>56,625</u>	<u>62,401</u>	<u>73,107</u>
<b>Supplemental disclosures:</b>			
Total impairment losses	\$ (1,095)	\$ (1,204)	\$ (2,198)
Impairment losses recognized in other comprehensive income before income taxes	479	563	183
Net impairment losses recognized in earnings	(616)	(641)	(2,015)
Other net realized investment gains (losses)	6,862	12,023	8,455
Realized investment gains (losses), including other-than-temporary impairment losses	<u>\$ 6,246</u>	<u>\$ 11,382</u>	<u>\$ 6,440</u>
Dividends declared per share	<u>\$ 0.44</u>	<u>\$ 0.24</u>	<u>\$ 0.10</u>

See accompanying notes to consolidated financial statements.

**Primerica, Inc. and Subsidiaries**  
**Consolidated Statements of Comprehensive Income**

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
Net income	\$162,725	\$173,806	\$157,191
<b>Other comprehensive income (loss) before income taxes:</b>			
Unrealized investment gains (losses):			
Change in unrealized holding gains (losses) on investment securities	(68,769)	39,945	3,839
Reclassification adjustment for realized investment (gains) losses included in net income	(4,909)	(11,475)	(5,926)
Foreign currency translation adjustments:			
Change in unrealized foreign currency translation gains (losses)	(13,695)	4,221	(3,645)
Total other comprehensive income (loss) before income taxes	(87,373)	32,691	(5,732)
Income tax expense (benefit) related to items of other comprehensive income (loss)	(25,969)	9,946	(1,457)
Other comprehensive income (loss), net of income taxes	(61,404)	22,745	(4,275)
Total comprehensive income	<u>\$101,321</u>	<u>\$196,551</u>	<u>\$152,916</u>

See accompanying notes to consolidated financial statements.



**Primerica, Inc. and Subsidiaries**  
**Consolidated Statements of Stockholders' Equity**

	<b>Year ended December 31,</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
	<b>(In thousands, except per-share amounts)</b>		
<b>Common stock:</b>			
Balance, beginning of period	\$ 564	\$ 649	\$ 728
Repurchases of shares	(29)	(99)	(180)
Net issuance of common stock	13	14	101
Balance, end of period	548	564	649
<b>Paid-in capital:</b>			
Balance, beginning of period	602,269	835,232	1,010,635
Share-based compensation	39,195	33,236	29,444
Net issuance of common stock	(13)	(14)	(101)
Repurchases of common stock	(101,044)	(268,113)	(203,929)
Repurchases of warrants	(68,399)	—	—
Adjustments to paid-in capital, other	625	1,928	(817)
Balance, end of period	472,633	602,269	835,232
<b>Retained earnings:</b>			
Balance, beginning of period	503,173	344,104	194,225
Net income	162,725	173,806	157,191
Dividends	(25,058)	(14,737)	(7,312)
Balance, end of period	640,840	503,173	344,104
<b>Accumulated other comprehensive income:</b>			
Balance, beginning of period	169,410	146,665	150,940
Change in foreign currency translation adjustment, net of income tax expense (benefit) of \$(182) in 2013, \$(18) in 2012, and \$0 in 2011	(13,513)	4,239	(3,645)
Change in net unrealized investment gains (losses) during the period, net of income taxes:			
Change in net unrealized investment gains (losses) not-other-than temporarily impaired, net of income tax expense (benefit) of \$(25,619) in 2013, \$9,624 in 2012, and \$(1,785) in 2011	(47,579)	17,876	(1,240)
Change in net unrealized investment gains (losses) other-than-temporarily impaired, net of income tax expense (benefit) of \$(168) in 2013, \$340 in 2012, and \$328 in 2011	(312)	630	610
Balance, end of period	108,006	169,410	146,665
Total stockholders' equity	<u>\$1,222,027</u>	<u>\$1,275,416</u>	<u>\$1,326,650</u>

See accompanying notes to consolidated financial statements.

## Primerica, Inc. and Subsidiaries Consolidated Statements of Cash Flows

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
<b>Cash flows from operating activities:</b>			
Net income	\$ 162,725	\$ 173,806	\$ 157,191
<b>Adjustments to reconcile net income to cash provided by (used in) operating activities:</b>			
Change in future policy benefits and other policy liabilities	228,341	243,062	213,583
Deferral of policy acquisition costs	(267,523)	(268,154)	(263,603)
Amortization of deferred policy acquisition costs	129,183	118,598	104,034
Deferred tax provision	18,333	13,332	(3,424)
Change in income taxes	(13,045)	(12,707)	(16,733)
Realized investment (gains) losses, including other-than-temporary impairments	(6,246)	(11,382)	(6,440)
Accretion and amortization of investments	(4,554)	(2,766)	(2,818)
Depreciation and amortization	10,803	10,095	10,731
Change in due from reinsurers	(73,070)	(141,918)	(132,411)
Change in premiums and other receivables	(8,241)	(762)	3,464
Trading securities sold, matured, or called (acquired), net	(5,265)	35,738	3,597
Share-based compensation	13,788	18,944	17,886
Change in other operating assets and liabilities, net	2,670	(51,553)	2,158
Net cash provided by (used in) operating activities	187,899	124,333	87,215
<b>Cash flows from investing activities:</b>			
<b>Available-for-sale investments sold, matured or called:</b>			
Fixed-maturity securities — sold	98,277	304,838	214,807
Fixed-maturity securities — matured or called	266,738	263,351	375,124
Equity securities	6,200	2,828	3,037
<b>Available-for-sale investments acquired:</b>			
Fixed-maturity securities	(308,904)	(492,094)	(460,459)
Equity securities	(3,009)	(5,680)	(144)
Purchases of property and equipment and other investing activities, net	(23,818)	(10,949)	(3,666)
Cash collateral received (returned) on loaned securities, net	(50,075)	(9,431)	(32,368)
Sales (purchases) of short-term investments using securities lending collateral, net	50,075	9,431	32,368
Net cash provided by (used in) investing activities	35,484	62,294	128,699
<b>Cash flows from financing activities:</b>			
Dividends paid	(25,058)	(14,737)	(7,312)
Common stock repurchased	(101,073)	(268,212)	(204,109)
Warrants repurchased	(68,399)	—	—
Excess tax benefits on share-based compensation	9,590	5,266	4,865
Proceeds from issuance of Senior Notes, net of discount	—	374,411	—
Payment of note issued to Citigroup	—	(300,000)	—
Payments of deferred financing costs	—	(7,814)	—
Net cash provided by (used in) financing activities	(184,940)	(211,086)	(206,556)
Effect of foreign exchange rate changes on cash	(1,470)	597	682
Change in cash and cash equivalents	36,973	(23,862)	10,040
Cash and cash equivalents, beginning of period	112,216	136,078	126,038
Cash and cash equivalents, end of period	<u>\$ 149,189</u>	<u>\$ 112,216</u>	<u>\$ 136,078</u>
<b>Supplemental disclosures of cash flow information:</b>			
Income taxes paid	\$ 68,599	\$ 85,365	\$ 96,305
Interest paid	32,905	38,416	27,555
Impairment losses included in realized investment gains (losses), including other-than-temporary impairments	616	641	2,015
<b>Non-cash activities:</b>			
Share-based compensation	\$ 39,195	\$ 33,236	\$ 29,444
Net contributions from (distributions to) Citigroup	—	1,961	1,426

See accompanying notes to consolidated financial statements.

## Primerica, Inc. and Subsidiaries

### Notes to Consolidated Financial Statements

#### (1) Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies

**Description of Business.** Primerica, Inc. (the "Parent Company"), together with its subsidiaries (collectively, "we", "us" or the "Company"), is a leading distributor of financial products to middle income households in the United States and Canada. We assist our clients in meeting their needs for term life insurance, which we underwrite, and mutual funds, annuities and other financial products, which we distribute primarily on behalf of third parties. Our primary subsidiaries include the following entities: Primerica Financial Services, Inc. ("PFS"), a general agency and marketing company; Primerica Life Insurance Company ("Primerica Life"), our principal life insurance company; Primerica Financial Services (Canada) Ltd., a holding company for our Canadian operations, which includes Primerica Life Insurance Company of Canada ("Primerica Life Canada") and PFS Investments Canada Ltd. ("PFS Investments Canada"); and PFS Investments Inc. ("PFS Investments"), an investment products company and broker-dealer. Primerica Life, domiciled in Massachusetts, owns National Benefit Life Insurance Company ("NBLIC"), a New York life insurance company.

Prior to April 1, 2010, we were wholly owned by Citigroup Inc. ("Citigroup"). In April 2010, we completed a series of transactions (the "corporate reorganization") that included an initial public offering of our common stock by Citigroup pursuant to the Securities Act of 1933, as amended (the "IPO").

**Basis of Presentation.** We prepare our financial statements in accordance with U.S. generally accepted accounting principles ("U.S. GAAP"). These principles are established primarily by the Financial Accounting Standards Board ("FASB"). The preparation of financial statements in conformity with U.S. GAAP requires us to make estimates and assumptions

that affect financial statement balances, revenues and expenses and cash flows, as well as the disclosure of contingent assets and liabilities. Management considers available facts and knowledge of existing circumstances when establishing the estimates included in our financial statements.

**Use of Estimates.** The most significant items that involve a greater degree of accounting estimates and actuarial determinations subject to change in the future are the valuation of investments, deferred policy acquisition costs ("DAC"), and liabilities for future policy benefits and unpaid policy claims. Estimates for these and other items are subject to change and are reassessed by management in accordance with U.S. GAAP. Actual results could differ from those estimates.

**Consolidation.** The accompanying consolidated financial statements include the accounts of the Company and those entities required to be consolidated under applicable accounting standards. All material intercompany profits, transactions, and balances among the consolidated entities have been eliminated.

**Reclassifications.** Certain reclassifications have been made to prior-period amounts to conform to current-period reporting classifications. These reclassifications had no impact on net income or total stockholders' equity.

**Subsequent Events.** The Company has evaluated subsequent events for recognition and disclosure for occurrences and transactions after the date of the consolidated financial statements at December 31, 2013.

**Foreign Currency Translation.** Assets and liabilities denominated in Canadian dollars are translated into U.S. dollars using year-end exchange rates. Revenues and expenses are translated monthly at amounts that approximate weighted-average exchange rates. Translation adjustments are reported in other comprehensive income (loss).

**Investments.** Investments are reported on the following bases:

- Available-for-sale fixed-maturity securities, including bonds and redeemable preferred stocks not classified as trading securities, are carried at fair value. When quoted market values are unavailable, we obtain estimates from independent pricing services or estimate fair value based upon a comparison to quoted issues of the same issuer or of other issuers with similar characteristics.
- Equity securities, including common and nonredeemable preferred stocks, are classified as available for sale and are carried at fair value. When quoted market values are unavailable, we obtain estimates from independent pricing services or estimate fair value based upon a comparison to quoted issues of the same issuer or of other issuers with similar characteristics.
- Trading securities, which primarily consist of bonds, are carried at fair value. Changes in fair value of trading securities are included in net investment income in the period in which the change occurred.
- Policy loans are carried at unpaid principal balances, which approximate fair value.

Investment transactions are recorded on a trade-date basis. We use the specific-identification method to determine the realized gains or losses from securities transactions and report the realized gains or losses in the accompanying consolidated statements of income.

Unrealized gains and losses on available-for-sale securities are included as a separate component of accumulated other comprehensive income except for the credit loss components of other-than-temporary declines in fair value, which are recorded as realized losses in the accompanying consolidated statements of income.

Investments are reviewed on a quarterly basis for other-than-temporary impairments ("OTTI"). Credit risk, interest rate risk, the amount of time the security has been in an unrealized loss

position, actions taken by ratings agencies, and other factors are considered in determining whether an unrealized loss is other-than-temporary. Our consolidated statements of income for the three years ended December 31, 2013 reflect the impairment on debt securities that we intend to sell or would more likely than not be required to sell before the expected recovery of the amortized cost basis. For available-for-sale ("AFS") debt securities that we have no intent to sell and believe that it is more likely than not we will not be required to sell prior to recovery, only the credit loss component of the impairment is recognized in earnings, while the remainder is recognized in accumulated other comprehensive income ("AOCI") in the accompanying consolidated financial statements. The credit loss component recognized in earnings is identified as the amount of principal cash flows not expected to be received over the remaining term of the security. Any subsequent changes in fair value of the security related to non-credit factors recognized in other comprehensive income are presented as an adjustment to the amount previously presented in the net unrealized investment gains (losses) other-than-temporarily impaired category of accumulated other comprehensive income.

Interest income on fixed-maturity securities is recorded when earned using the effective-yield method, which gives consideration to amortization of premiums and accretion of discounts. Dividend income on equity securities is recorded when declared. These amounts are included in net investment income in the accompanying consolidated statements of income.

Included within fixed-maturity securities are loan-backed and asset-backed securities. Amortization of the premium or accretion of the discount uses the retrospective method. The effective yield used to determine amortization/accretion is calculated based on actual and historical projected future cash flows, which are obtained from a widely accepted data provider and updated quarterly.

Embedded conversion options associated with fixed-maturity securities are bifurcated from the fixed-maturity security host contracts and separately recognized as equity securities. The change in fair value of these bifurcated conversion options is reflected in realized investment gains (losses), including OTTI losses.

**Cash and Cash Equivalents.** Cash and cash equivalents include cash on hand, money market instruments, and all other highly liquid investments purchased with an original or remaining maturity of three months or less at the date of acquisition.

**Reinsurance.** We use reinsurance extensively, utilizing yearly renewable term ("YRT") and coinsurance agreements. Under YRT agreements, we reinsure only the mortality risk, while under coinsurance, we reinsure a proportionate part of all risks arising under the reinsured policy. Under coinsurance, the reinsurer receives a proportionate part of the premiums, less commission allowances, and is liable for a corresponding part of all benefit payments.

All reinsurance contracts in effect for the three-year period ended December 31, 2013 transfer a reasonable possibility of substantial loss to the reinsurer or are accounted for under the deposit method of accounting.

Ceded premiums are treated as a reduction to direct premiums and are recognized when due to the assuming company. Ceded claims are treated as a reduction to direct benefits and are recognized when the claim is incurred on a direct basis. Ceded policy reserve changes are also treated as a reduction to benefits expense and are recognized during the applicable financial reporting period.

Reinsurance premiums, commissions, expense reimbursements and benefits and reserves related to reinsured long-duration contracts are accounted for over the life of the underlying contracts using assumptions consistent with those used to account for the underlying policies. Amounts recoverable from reinsurers are estimated in a manner consistent with the claim liabilities and policy benefits associated

with reinsured policies. Ceded policy reserves and claims liabilities relating to insurance ceded are shown as due from reinsurers on the accompanying consolidated balance sheets.

We analyze and monitor the credit-worthiness of each of our reinsurance partners to minimize collection issues. For reinsurance contracts with unauthorized reinsurers, we require collateral such as letters of credit.

To the extent we receive ceding allowances to cover policy and claims administration under reinsurance contracts, these allowances are treated as a reduction to insurance commissions and expenses and are recognized when due from the assuming company. To the extent we receive ceding allowances reimbursing commissions that would otherwise be deferred, the amount of commissions deferrable will be reduced. The corresponding DAC balances are reduced on a pro rata basis by the portion of the business reinsured with reinsurance agreements that meet risk transfer provisions. The reduced DAC will result in a corresponding reduction of amortization expense.

**Deferred Policy Acquisition Costs.** We only defer the costs of acquiring new business to the extent that they result directly from and are essential to the contract transaction(s) and would not have been incurred had the contract transaction(s) not occurred. These deferred policy acquisition costs mainly include commissions and policy issue expenses. DAC is subject to recoverability testing annually and when impairment indicators exist. We make certain assumptions regarding persistency, expenses, investment yields and claims. These assumptions may not be modified, or unlocked, unless recoverability testing deems them to be inadequate. We update assumptions for new business to reflect the most recent experience. DAC is amortized over the initial premium-paying period of the related policies in proportion to annual premium income. Due to the inherent uncertainties in making assumptions about future events, materially different experience from expected results in persistency could result in a material increase or decrease of DAC amortization in a particular

period. All other acquisition-related costs, including unsuccessful acquisition and renewal efforts, are charged to expense as incurred. Administrative costs, rent, depreciation, occupancy, equipment, and all other general overhead costs are considered indirect costs and are charged to expense as incurred.

Deferrable acquisition costs for Canadian segregated funds are amortized over the life of the policies in relation to historical and future estimated gross profits before amortization. The gross profits and resulting DAC amortization will vary with actual fund returns, redemptions and expenses. Due to the inherent uncertainties in making assumptions about future events, materially different experience from expected results in persistency could result in a material

increase or decrease of deferred acquisition cost amortization in a particular period.

**Intangible Assets.** Intangible assets are amortized over their estimated useful lives. Any intangible asset that was deemed to have an indefinite useful life is not amortized but is subject to an annual impairment test. An impairment exists if the carrying value of the indefinite-lived intangible asset exceeds its fair value. For the other intangible assets, which are subject to amortization, an impairment is recognized if the carrying amount is not recoverable and exceeds the fair value of the intangible asset.

The components of intangible assets were as follows:

	December 31,					
	2013			2012		
	Gross carrying amount	Accumulated amortization	Net carrying amount	Gross carrying amount	Accumulated amortization	Net carrying amount
	(In thousands)					
Indefinite-lived intangible asset	\$ 45,275	n/a	\$45,275	\$ 45,275	n/a	\$45,275
Amortizing intangible assets	<u>88,719</u>	<u>(65,131)</u>	<u>23,588</u>	<u>86,162</u>	<u>(61,621)</u>	<u>24,541</u>
Total intangible assets	<u>\$133,994</u>	<u>\$(65,131)</u>	<u>\$68,863</u>	<u>\$131,437</u>	<u>\$(61,621)</u>	<u>\$69,816</u>

We have an indefinite-lived intangible asset related to the 1989 purchase of the right to contract with our sales force. This asset represents the core distribution model of our business, which is our primary competitive advantage to profitably distribute term life insurance and investment and savings products on a significant scale, and as such, is considered to have an indefinite life. This indefinite-lived intangible asset is supported by a significant portion of the discounted cash flows of our future business. We assessed this asset for impairment as of October 1, 2013 and determined that no impairment had occurred. There have been no subsequent events requiring further analysis.

We have an amortizing intangible asset related to a 1995 sales agreement termination payment to Management Financial Services, Inc., which

represents approximately \$19.8 million of the net carrying amount of our amortizing intangible assets. This asset is supported by a non-compete agreement with the founder of our business model. We calculate the amortization of this contract buyout on a straight-line basis over 24 years, which represents the life of the non-compete agreement. Intangible asset amortization expense was approximately \$3.4 million in 2013, 2012 and 2011. Amortization expense is expected to be approximately \$3.4 million annually during the remainder of the amortization period. The remaining net carrying value of our amortizing intangible assets consists of capitalized software that is included in certain services used by our customers. Beginning in 2013, this capitalized software is amortized on a straight-line basis over its estimated useful life of three years. Amortization expense for this computer software was



approximately \$0.1 million in 2013 and is expected to be approximately \$1.3 million in 2014 and 2015 and \$1.1 million in 2016. No events have occurred during 2013, and no factors exist as of December 31, 2013 that would indicate that the net carrying value of our amortizing intangible assets may not be recoverable or will not be used throughout their estimated useful life.

	<b>Estimated Useful Life</b>
Data processing equipment and software	3 to 5 years
Leasehold improvements	Lesser of 15 years or remaining life of lease
Furniture and other equipment	5 to 15 years

Depreciation expense is included in other operating expenses in the accompanying consolidated statements of income. Depreciation expense was \$7.3 million, \$6.1 million, and \$7.3 million for the years ended December 31, 2013, 2012, and 2011, respectively.

Property and equipment balances were as follows:

	<b>December 31,</b>	
	<b>2013</b>	<b>2012</b>
	<b>(In thousands)</b>	
Data processing equipment and software	\$ 59,237	\$ 56,872
Leasehold improvements	19,090	14,201
Other, principally furniture and equipment	34,783	24,933
	113,110	96,006
Accumulated depreciation	(88,060)	(82,648)
Net property and equipment	<u>\$ 25,050</u>	<u>\$ 13,358</u>

**Separate Accounts.** The separate accounts are primarily comprised of contracts issued by the Company through its subsidiary, Primerica Life Canada, pursuant to the Insurance Companies Act (Canada). The Insurance Companies Act authorizes Primerica Life Canada to establish the separate accounts.

The separate accounts are represented by individual variable insurance contracts.

**Property and Equipment.** Property and equipment, which are included in other assets, are stated at cost, less accumulated depreciation. Depreciation is recognized on a straight-line basis over the asset's estimated useful life, which is estimated as follows:

Purchasers of variable insurance contracts issued by Primerica Life Canada have a direct claim to the benefits of the contract that entitles the holder to units in one or more investment funds (the "Funds") maintained by Primerica Life Canada. The Funds invest in assets that are held for the benefit of the owners of the contracts. The benefits provided vary in amount depending on the market value of the Funds' assets. The Funds' assets are administered by Primerica Life Canada and are held separate and apart from the general assets of the Company. The liabilities reflect the variable insurance contract holders' interests in variable insurance assets based upon actual investment performance of the respective Funds. Separate account operating results relating to contract holders' interests are excluded from our consolidated statements of income.

Primerica Life Canada's contract offerings guarantee the maturity value at the date of maturity (or upon death, whichever occurs first) to be equal to 75% of the sum of all contributions made, net of withdrawals, on a first-in first-out basis. Otherwise, the maturity value or death benefit will be the accumulated value of units allocated to the contract at the specified valuation date. The amount of this value is not guaranteed, but will fluctuate with the fair value of the Funds.

**Policyholder Liabilities.** Future policy benefits are accrued over the current and expected renewal periods of the contracts. Liabilities for

future policy benefits on traditional life insurance products have been computed using a net level method, including assumptions as to investment yields, mortality, persistency, and other assumptions based on our experience, modified as necessary to reflect anticipated trends and to include provisions for possible adverse deviation. The underlying mortality tables are the Society of Actuaries ("SOA") 65-70, SOA 75-80, SOA 85-90, and the 91 Bragg, modified to reflect various underwriting classifications and assumptions. Investment yield reserve assumptions at December 31, 2013 and 2012 ranged from approximately 3.5% to 7.0%. For policies issued in 2010 and after, we have been using an increasing interest rate assumption to reflect the historically low interest rate environment. The liability for policy claims and other benefits payable on traditional life and disability insurance products includes estimated unpaid claims that have been reported to us and claims incurred but not yet reported.

The future policy benefit reserves we establish are necessarily based on estimates, assumptions and our analysis of historical experience. Our results depend significantly upon the extent to which our actual claims experience is consistent with the assumptions we used in determining our future policy benefit reserves and pricing our products. Our future policy benefit reserve assumptions and estimates require significant judgment and, therefore, are inherently uncertain. We cannot determine with precision the ultimate amounts that we will pay for actual claims or the timing of those payments.

**Other Policyholders' Funds.** Other policyholders' funds primarily represent claim payments left on deposit with us.

**Litigation.** The Company is involved from time to time in legal disputes, regulatory inquiries and arbitration proceedings in the normal course of business. Legal contingencies are recognized when probable and can be reasonably estimated. Legal costs, such as attorney's fees and other litigation-related expenses, that are incurred in connection with resolving litigation are expensed as incurred. These disputes are subject to uncertainties, including indeterminate

amounts sought in certain of these matters and the inherent unpredictability of litigation. Due to the difficulty of estimating costs of litigation, actual costs may be substantially higher or lower than any amounts reserved.

**Income Taxes.** We are subject to the income tax laws of the United States, its states, municipalities, and certain unincorporated territories, and those of Canada. These tax laws can be complex and subject to different interpretations by the taxpayer and the relevant governmental taxing authorities. In establishing a provision for income tax expense, we must make judgments and interpretations about the applicability of these tax laws. We also must make estimates about the future impact certain items will have on taxable income in the various tax jurisdictions, both domestic and foreign.

Income taxes are accounted for under the asset and liability method. Deferred tax assets and liabilities are recognized for the future tax consequences attributable to (i) differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases and (ii) operating loss and tax credit carryforwards. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. Deferred tax assets are recognized subject to management's judgment that realization is more likely than not applicable to the periods in which we expect the temporary difference will reverse.

**Premium Revenues.** Traditional life insurance products consist principally of those products with fixed and guaranteed premiums and benefits, and are primarily related to term products. Premiums are recognized as revenues when due.

**Commissions and Fees.** We receive commission revenues from the sale of various non-life insurance products on a monthly basis. Commissions are generally received on sales of mutual funds and annuities. We also receive trail commission revenues from mutual fund and annuity products on a monthly basis based on the daily net asset value of shares sold by us.

We, in turn, pay certain commissions to our sales force. Additionally, we receive marketing and support fees from product originators. We also receive management fees based on the average daily net asset value of managed accounts and contracts related to separate account assets issued by Primerica Life Canada.

We earn recordkeeping fees for administrative functions that we perform on behalf of several of our mutual fund providers and custodial fees for services performed as a non-bank custodian of our clients' retirement plan accounts. These fees are recognized as income during the period in which they are earned.

We also receive recordkeeping fees monthly from mutual fund accounts on our servicing platform and, in turn, pay a third-party provider for its servicing of certain of these accounts.

**Benefits and Expenses.** Benefit and expense items are charged to income in the period in which they are incurred. Both the change in policyholder liabilities, which is included in benefits and claims, and the amortization of deferred policy acquisition costs will vary with policyholder persistency.

**Share-Based Transactions.** For employee and director share-based compensation, we determine a grant date fair value, based on the price of our publicly-traded common stock, and recognize the related compensation expense, adjusted for expected forfeitures, in the statement of income over the vesting period of the respective awards. For non-employee share-based compensation, we recognize the impact during the period of performance, and the fair value of the award is measured as of the vesting date. To the extent that a share-based award contains sale restrictions extending beyond the vesting date, we reduce the recognized fair value of the award to reflect the corresponding illiquidity discount. Most non-employee share-based compensation is an incremental direct cost of successful acquisitions or renewals of life insurance policies that result directly from and are essential to the policy acquisition(s) and would not have been incurred had the policy acquisition(s) not occurred. We defer these

expenses and amortize the impact over the life of the underlying life insurance policies acquired.

**Earnings Per Share ("EPS").** The Company has outstanding common stock and equity awards that consist of restricted stock, restricted stock units ("RSUs"), and stock options. The restricted stock and outstanding RSUs maintain non-forfeitable dividend rights that result in dividend payment obligations on a one-to-one ratio with common shares for any future dividend declarations. Unvested restricted stock and unvested RSUs are deemed participating securities for purposes of calculating EPS as they maintain dividend rights.

See Note 12 (Earnings Per Share) for details related to the calculations of our basic and diluted EPS using the two-class method.

### ***New Accounting Principles***

In July 2012, the FASB issued Accounting Standards Update ("ASU") No. 2012-02, *Intangibles — Goodwill and Other (Topic 350) — Testing Indefinite-Lived Intangible Assets for Impairment* ("ASU 2012-02"), which allows an entity the option first to assess qualitative factors to determine whether the existence of events and circumstances indicates that it is more likely than not that an indefinite-lived intangible asset is impaired. The Company assesses its indefinite-lived intangible asset for impairment annually on October 1, or more frequently if events or changes in circumstances indicate that the asset might be impaired. The amendments in the update were applied prospectively in our fiscal year beginning January 1, 2013 and had no impact on our financial statements.

In February 2013, the FASB issued ASU No. 2013-02, *Comprehensive Income (Topic 220) — Reporting of Amounts Reclassified Out of Accumulated Other Comprehensive Income* ("ASU 2013-02"). The amendments of ASU 2013-02 require an entity to provide additional information about the amounts reclassified out of accumulated other comprehensive income. The amendments in ASU 2013-02 were applied prospectively for our fiscal year beginning

January 1, 2013. The disclosures required by this update are included in this report and had no impact on our financial position, results of operations, or cash flows.

## (2) Segment Information

We have two primary operating segments — Term Life Insurance and Investment and Savings Products. The Term Life Insurance segment includes underwriting profits on our in-force book of term life insurance policies, net of reinsurance, which are underwritten by our life insurance company subsidiaries. The Investment and Savings Products segment includes mutual funds and variable annuities distributed through licensed broker-dealer subsidiaries and includes segregated funds, an individual annuity savings product that we underwrite in Canada through Primerica Life Canada. In the United States, we distribute mutual fund and annuity products of

Total assets by segment were as follows:

	December 31,		
	2013	2012	2011
	(In thousands)		
<b>Assets:</b>			
Term life insurance segment	\$ 6,783,194	\$ 6,400,126	\$ 5,949,187
Investment and savings products segment	2,699,000	2,810,137	2,591,137
Corporate and other distributed products segment	847,756	1,127,614	1,311,496
Total assets	<u>\$10,329,950</u>	<u>\$10,337,877</u>	<u>\$9,851,820</u>

Assets specifically related to a segment are held in that segment. We allocate invested assets to the Term Life Insurance segment based on the book value of invested assets necessary to meet statutory reserve requirements and our targeted capital objectives. Remaining invested assets and all unrealized gains and losses are allocated to the Corporate and Other Distributed Products segment. In connection with our corporate reorganization in 2010, we signed a reinsurance agreement subject to deposit accounting (the "10% Coinsurance Agreement") with Prime Reinsurance Company, Inc. ("Prime Re"), an affiliate of Citigroup, and have recognized a deposit asset in the Corporate and Other

several third-party companies. We also earn fees for account servicing on a subset of the mutual funds we distribute. In Canada, we offer a Primerica-branded fund-of-funds mutual fund product, as well as mutual funds of well-known mutual fund companies. These two operating segments are managed separately because their products serve different needs — term life insurance protection versus wealth-building savings products.

We also have a Corporate and Other Distributed Products segment, which consists primarily of revenues and expenses related to the distribution of non-core products, prepaid legal services and various financial products other than our core term life insurance products. With the exception of certain life and disability insurance products, which we underwrite, these products are distributed pursuant to arrangements with third parties.

Distributed Products segment. DAC is recognized in a particular segment based on the product to which it relates. Separate account assets supporting the segregated funds product in Canada are held in the Investment and Savings Products segment. Any remaining unallocated assets are reported in the Corporate and Other Distributed Products segment.

Excluding separate accounts, the Investment and Savings Product segment assets were approximately \$195.8 million, \$192.8 million, and \$183.6 million as of December 31, 2013, 2012, and 2011, respectively.

Results of operations by segment were as follows:

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
<b>Revenues:</b>			
Term life insurance segment	\$ 694,975	\$ 640,134	\$ 552,975
Investment and savings products segment	457,138	413,965	396,703
Corporate and other distributed products segment	115,335	136,616	153,415
Total revenues	<u>\$1,267,448</u>	<u>\$1,190,715</u>	<u>\$1,103,093</u>
<b>Income (loss) before income taxes:</b>			
Term life insurance segment	\$ 197,201	\$ 185,926	\$ 160,431
Investment and savings products segment	105,149	121,116	117,076
Corporate and other distributed products segment	(51,152)	(40,154)	(33,598)
Total income before income taxes	<u>\$ 251,198</u>	<u>\$ 266,888</u>	<u>\$ 243,909</u>

The deposit asset recognized in connection with our 10% Coinsurance Agreement generates an effective yield, which is reported in the Corporate and Other Distributed Products segment and reflected in net investment income in our consolidated statements of income. We then allocate the remaining net investment income based on the book value of the invested assets allocated to the Term Life Insurance segment compared to the book value of total invested assets.

Insurance expenses and operating expenses directly attributable to the Term Life Insurance and the Investment and Savings Products segments are recorded directly to the applicable segment. We allocate certain other operating expenses that are not directly attributable to a specific operating segment based on the relative sizes of our life-licensed and securities-licensed independent sales forces. These allocated costs include field technology, supervision, training and certain legal costs. We also allocate certain technology and occupancy costs to our operating segments based on usage. Any remaining unallocated revenue and expense items, as well as realized investment gains and losses, are reported in the Corporate and Other Distributed Products segment. We measure income and loss for the segments on an income before income taxes basis.

In the second quarter of 2013, we changed our measurement of segment information to reclassify the deposit asset underlying the 10% Coinsurance agreement, as well as the related mark-to-market adjustments included in the calculation of its effective yield, to the Corporate and Other Distributed Products segment instead of the Term Life Insurance segment. The deposit asset reflects a unique corporate financing-related asset, changes in the market value of which are no longer viewed by management for purposes of making decisions about allocating resources to the Term Life Insurance segment and assessing its performance. All prior period information has been adjusted to consistently reflect this change in segment measurement. The change did not impact our consolidated financial statements.

The change in measurement of segment information increased total assets in the Corporate and Other Distributed Products segment and decreased total assets in the Term Life Insurance segment by approximately \$91.5 million and \$60.0 million as of December 31, 2012 and 2011, respectively. The amount of segment revenues and segment income (loss) before income taxes reclassified from the Term Life Insurance segment to the Corporate and Other Distributed Products segment was

approximately \$2.9 million and \$2.0 million for the year ended December 31, 2012 and 2011, respectively.

See “Management’s Discussion and Analysis of Financial Condition and Results of Operations” included elsewhere in this report for more information regarding our operating segments.

Long-lived assets and results of operations by country were as follows:

	December 31,		
	2013	2012	2011
(In thousands)			
<b>Long-lived assets by country:</b>			
United States	\$ 93,276	\$ 82,724	\$ 84,550
Canada	637	450	316
Total long-lived assets	<u>\$ 93,913</u>	<u>\$ 83,174</u>	<u>\$ 84,866</u>
	Year ended December 31,		
	2013	2012	2011
(In thousands)			
<b>Revenues by country:</b>			
United States	\$1,035,064	\$ 971,615	\$ 895,067
Canada	232,384	219,100	208,026
Total revenues	<u>\$1,267,448</u>	<u>\$1,190,715</u>	<u>\$1,103,093</u>
<b>Income before income taxes by country:</b>			
United States	\$ 183,504	\$ 202,391	\$ 181,151
Canada	67,694	64,497	62,758
Total income before income taxes	<u>\$ 251,198</u>	<u>\$ 266,888</u>	<u>\$ 243,909</u>



### (3) Investments

The period-end cost or amortized cost, gross unrealized gains and losses, and fair value of fixed-maturity and equity securities available for sale follow:

	December 31, 2013			
	Cost or amortized cost	Gross unrealized gains	Gross unrealized losses	Fair value
(In thousands)				
<b>Securities available for sale, carried at fair value:</b>				
<b>Fixed-maturity securities:</b>				
U.S. government and agencies	\$ 8,696	\$ 485	\$ (127)	\$ 9,054
Foreign government	111,610	7,512	(2,766)	116,356
States and political subdivisions	32,308	1,860	(468)	33,700
Corporates	1,240,100	84,545	(11,931)	1,312,714
Mortgage- and asset-backed securities	270,308	14,610	(1,030)	283,888
Total fixed-maturity securities <sup>(1)</sup>	1,663,022	109,012	(16,322)	1,755,712
Equity securities	32,592	7,935	(633)	39,894
Total fixed-maturity and equity securities	<u>\$1,695,614</u>	<u>\$116,947</u>	<u>\$(16,955)</u>	<u>\$1,795,606</u>

(1) Includes \$2.1 million of other-than-temporary impairment losses related to corporates and mortgage- and asset-backed securities recognized in accumulated other comprehensive income.

	December 31, 2012			
	Cost or amortized cost	Gross unrealized gains	Gross unrealized losses	Fair value
(In thousands)				
<b>Securities available for sale, carried at fair value:</b>				
<b>Fixed-maturity securities:</b>				
U.S. government and agencies	\$ 6,722	\$ 812	\$ —	\$ 7,534
Foreign government	101,171	16,238	(17)	117,392
States and political subdivisions	31,176	3,596	(19)	34,753
Corporates	1,265,179	134,710	(2,763)	1,397,126
Mortgage- and asset-backed securities	307,334	23,999	(1,124)	330,209
Total fixed-maturity securities <sup>(1)</sup>	1,711,582	179,355	(3,923)	1,887,014
Equity securities	29,955	7,529	(337)	37,147
Total fixed-maturity and equity securities	<u>\$1,741,537</u>	<u>\$186,884</u>	<u>\$(4,260)</u>	<u>\$1,924,161</u>

(1) Includes \$1.6 million of other-than-temporary impairment losses related to corporates and mortgage- and asset-backed securities recognized in accumulated other comprehensive income.

The net effect on stockholders' equity of unrealized gains and losses on available-for-sale securities was as follows:

	December 31,	
	2013	2012
	(In thousands)	
<b>Net unrealized investment gains (losses) including foreign currency translation adjustment and other-than-temporary impairments:</b>		
Fixed-maturity and equity securities	\$ 99,992	\$182,624
Currency swaps	72	97
Foreign currency translation adjustment	1,523	(7,456)
Other-than-temporary impairments	2,072	1,592
Net unrealized investment gains excluding foreign currency translation adjustment and other-than-temporary impairments	103,659	176,857
Deferred income taxes	(36,280)	(61,899)
Net unrealized investment gains excluding foreign currency translation adjustment and other-than-temporary impairments, net of tax	<u>\$ 67,379</u>	<u>\$114,958</u>

We also maintain a portfolio of fixed-maturity securities that are classified as trading securities. The carrying value of the fixed-maturity securities classified as trading securities were approximately \$13.0 million and \$7.8 million as of December 31, 2013 and 2012, respectively.

All of our available-for-sale mortgage- and asset-backed securities represent variable interests in variable interest entities ("VIEs"). We are not the primary beneficiary of these VIEs because we do not have the power to direct the activities that most significantly impact the entities' economic performance. The maximum exposure to loss as a result of our involvement in these VIEs equals the carrying value of the securities.

As required by law, we have investments on deposit with governmental authorities and banks for the protection of policyholders. The fair values of investments on deposit were \$18.4 million and \$20.5 million as of December 31, 2013 and 2012, respectively.

We participate in securities lending transactions with broker-dealers and other financial institutions to increase investment income with minimal risk. We require minimum collateral on securities loaned equal to 102% of the fair value of the loaned securities. We accept collateral in the form of securities, which we are not able to sell or encumber, and, to the extent the collateral declines in value below 100%, we require additional collateral from the borrower. Any securities collateral received is not reflected on our balance sheet. We also accept collateral in the form of cash, all of which we reinvest. For loans involving unrestricted cash collateral, the collateral is reported as an asset with a corresponding liability representing our obligation to return the collateral. We continue to carry the lent securities as investment assets on our balance sheet during the terms of the loans, and we do not report them as sales. Cash collateral received and reinvested was approximately \$89.9 million and \$139.9 million as of December 31, 2013 and 2012, respectively.

The scheduled maturity distribution of the available-for-sale fixed-maturity portfolio at December 31, 2013 follows.

	<b>December 31, 2013</b>	
	<b>Amortized cost</b>	<b>Fair value</b>
	<b>(In thousands)</b>	
Due in one year or less	\$ 167,818	\$ 170,905
Due after one year through five years	482,656	522,966
Due after five years through 10 years	697,908	730,409
Due after 10 years	44,332	47,544
	1,392,714	1,471,824
Mortgage- and asset-backed securities	270,308	283,888
Total fixed-maturity securities	<u>\$1,663,022</u>	<u>\$1,755,712</u>

Actual maturities may differ from scheduled contractual maturities, because issuers of securities may have the right to call or prepay obligations with or without call or prepayment penalties.

Investment Income. The components of net investment income were as follows:

	<b>Year ended December 31,</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
	<b>(In thousands)</b>		
Fixed-maturity securities	\$89,860	\$100,520	\$109,907
Equity securities	1,186	1,051	717
Policy loans and other invested assets	1,363	1,251	1,414
Cash and cash equivalents	272	454	307
Market return on deposit asset underlying 10% Coinsurance Agreement	938	2,903	2,020
Gross investment income	93,619	106,179	114,365
Investment expenses	(4,867)	(5,375)	(5,764)
Net investment income	<u>\$88,752</u>	<u>\$100,804</u>	<u>\$108,601</u>

The components of net realized investment gains (losses), as well as details on gross realized investment gains (losses) and proceeds from sales or other redemptions, were as follows:

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
<b>Gross realized investment gains (losses):</b>			
Gross gains from sales	\$ 6,734	\$ 11,882	\$ 8,382
Gross losses from sales	(1,209)	(83)	(441)
Gross gains from securities transferred from available-for-sale to trading	—	323	—
Gross losses from securities transferred from available-for-sale to trading	—	(6)	—
Other-than-temporary impairment losses	(616)	(641)	(2,015)
Gains (losses) from bifurcated options	1,337	(93)	514
Net realized investment gains (losses)	<u>\$ 6,246</u>	<u>\$ 11,382</u>	<u>\$ 6,440</u>
<b>Supplemental Information:</b>			
Realized investment gains (losses) reclassified from accumulated other comprehensive income into earnings for unrealized gains (losses) realized upon the sale of available-for-sale securities	<u>\$ 4,909</u>	<u>\$ 11,475</u>	<u>\$ 5,926</u>
Tax expense (benefit) associated with realized investment gains (losses) reclassified from accumulated other comprehensive income into earnings for unrealized gains (losses) realized upon the sale of available-for-sale securities	<u>\$ 1,718</u>	<u>\$ 4,016</u>	<u>\$ 2,074</u>
Proceeds from sales or other redemptions	<u>\$371,215</u>	<u>\$571,017</u>	<u>\$592,968</u>

**Other-Than-Temporary Impairment.** We conduct a review each quarter to identify and evaluate impaired investments that have indications of possible OTTI. An investment in a debt or equity security is impaired if its fair value falls below its cost. Factors considered in determining whether an unrealized loss is temporary include the length of time and extent to which fair value has been below cost, the financial condition and near-term prospects for the issue, and our ability and intent to hold the investment for a period of time sufficient to allow for any anticipated recovery, which may be maturity.

Our review for other-than-temporary impairment generally entails:

- Analysis of individual investments that have fair values less than a pre-defined

percentage of amortized cost, including consideration of the length of time the investment has been in an unrealized loss position;

- Analysis of corporate fixed-maturity securities by reviewing the issuer's most recent performance to date, including analyst reviews, analyst outlooks and rating agency information;
- Analysis of commercial mortgage-backed securities based on an assessment of performance to date, credit enhancement, risk analytics and outlook, underlying collateral, loss projections, rating agency information and available third-party reviews and analytics;
- Analysis of residential mortgage-backed securities based on loss projections

provided by models compared to current credit enhancement levels;

- Analysis of our other fixed-maturity and equity security investments, as required based on the type of investment; and
- Analysis of downward credit migrations that occurred during the quarter.

Investments in fixed-maturity and equity securities with a cost basis in excess of their fair

values were approximately \$454.2 million and \$111.9 million as of December 31, 2013 and 2012, respectively.

The following tables summarize, for all securities in an unrealized loss position, the aggregate fair value and the gross unrealized loss by length of time such securities have continuously been in an unrealized loss position:

	December 31, 2013					
	Less than 12 months			12 months or longer		
	Fair value	Unrealized losses	Number of securities	Fair value	Unrealized losses	Number of securities
	(Dollars in thousands)					
<b>Fixed-maturity securities:</b>						
U.S. government and agencies	\$ 3,817	\$ (36)	3	\$ 859	\$ (91)	2
Foreign government	34,869	(2,190)	47	5,999	(576)	13
States and political subdivisions	8,520	(468)	11	152	— <sup>(1)</sup>	1
Corporates	296,192	(9,510)	295	19,022	(2,421)	31
Mortgage- and asset-backed securities	54,215	(536)	46	10,523	(494)	9
Total fixed-maturity securities	397,613	(12,740)		36,555	(3,582)	
Equity securities	3,081	(633)	7	—	—	—
Total fixed-maturity and equity securities	<u>\$400,694</u>	<u>\$(13,373)</u>		<u>\$36,555</u>	<u>\$(3,582)</u>	

(1) Less than \$1 thousand.

	December 31, 2012					
	Less than 12 months			12 months or longer		
	Fair value	Unrealized losses	Number of securities	Fair value	Unrealized losses	Number of securities
	(Dollars in thousands)					
<b>Fixed-maturity securities:</b>						
Foreign government	\$ 5,146	\$ (17)	12	\$ —	\$ —	—
States and political subdivisions	1,498	(19)	3	—	—	—
Corporates	70,176	(1,189)	58	7,055	(1,574)	11
Mortgage- and asset-backed securities	15,367	(22)	18	6,409	(1,102)	10
Total fixed-maturity securities	92,187	(1,247)		13,464	(2,676)	
Equity securities	1,461	(147)	6	522	(190)	1
Total fixed-maturity and equity securities	<u>\$93,648</u>	<u>\$(1,394)</u>		<u>\$13,986</u>	<u>\$(2,866)</u>	

The amortized cost and fair value of available-for-sale fixed-maturity securities in default were as follows:

	<u>December 31, 2013</u>		<u>December 31, 2012</u>	
	<u>Amortized cost</u>	<u>Fair value</u>	<u>Amortized cost</u>	<u>Fair value</u>
	(In thousands)			
Fixed-maturity securities in default	\$31	\$267	\$165	\$712

Impairment charges recognized in earnings on available-for-sale securities were as follows:

	<u>Year ended December 31,</u>		
	<u>2013</u>	<u>2012</u>	<u>2011</u>
	(In thousands)		
Impairments on fixed-maturity securities not in default	\$609	\$479	\$1,831
Impairments on fixed-maturity securities in default	—	—	179
Impairments on equity securities	7	162	5
Total impairment charges	<u>\$616</u>	<u>\$641</u>	<u>\$2,015</u>

The securities noted above were considered to be other-than-temporarily impaired due to adverse credit events, such as: news of an impending filing for bankruptcy; analyses of the issuer's most recent financial statements or other information in which liquidity deficiencies, significant losses and large declines in capitalization were evident; and analyses of rating agency information for issuances with severe ratings downgrades that indicated a significant increase in the possibility of default.

As of December 31, 2013, the unrealized losses on our invested asset portfolio were largely

caused by interest rate sensitivity and, to a lesser extent, changes in credit spreads. We believe that fluctuations caused by interest rate movement have little bearing on the recoverability of our investments. The overall increase in interest rates during the year ended December 31, 2013 contributed to the declines in fair value of our invested asset portfolio. Because we have the ability to hold these investments until a market price recovery or maturity and we have no present intention to dispose of them, we do not consider these investments to be other-than-temporarily impaired.



Net impairment losses recognized in earnings were as follows:

	<u>Year ended December 31,</u>		
	<u>2013</u>	<u>2012</u>	<u>2011</u>
	(In thousands)		
Impairment losses related to securities which the Company does not intend to sell or is more-likely-than-not that it will not be required to sell:			
Total OTTI losses recognized	\$ 832	\$ 991	\$1,109
Less portion of OTTI loss recognized in accumulated other comprehensive income (loss)	(479)	(563)	(183)
Net impairment losses recognized in earnings for securities that the Company does not intend to sell or is more-likely-than-not that it will not be required to sell before recovery	353	428	926
OTTI losses recognized in earnings for securities that the Company intends to sell or more-likely-than-not will be required to sell before recovery	263	213	1,089
Net impairment losses recognized in earnings	<u>\$ 616</u>	<u>\$ 641</u>	<u>\$2,015</u>

The roll-forward of the credit-related losses recognized in income for all fixed-maturity securities still held follows.

	<u>December 31,</u>	
	<u>2013</u>	<u>2012</u>
	(In thousands)	
Cumulative OTTI credit losses recognized for securities still held, beginning of period	\$14,171	\$17,403
Additions for OTTI securities where no credit losses were recognized prior to the beginning of the period	606	10
Additions for OTTI securities where credit losses have been recognized prior to the beginning of the period	3	469
Reductions due to sales, maturities or calls of credit impaired securities	(264)	(3,711)
Cumulative OTTI credit losses recognized for securities still held, end of period	<u>\$14,516</u>	<u>\$14,171</u>

**Derivatives.** We use foreign currency swaps to reduce our foreign exchange risk due to direct investment in foreign currency-denominated debt securities. The aggregate notional balance and fair value of these currency swaps follow.

	<u>December 31,</u>	
	<u>2013</u>	<u>2012</u>
	(In thousands)	
Aggregate notional balance of currency swaps	\$1,000	\$5,878
Aggregate fair value of currency swaps	(88)	(2,048)

The change in fair value of these currency swaps is reflected in other comprehensive income as they effectively hedge the variability in cash flows from these foreign currency-denominated debt securities. During 2013, we reclassified a loss from other comprehensive income into realized gains (losses) of approximately \$2.0 million upon the settlement of a currency swap and its corresponding tax benefit of approximately \$0.7 million was reclassified from other comprehensive income into income taxes. The terms of this currency swap were an identical hedge of the terms of a foreign currency-denominated debt security that we held in our available-for-sale securities portfolio.

As such, the loss and tax benefit on the currency swap were equally offset by the foreign currency gain and tax expense reclassified from other comprehensive income into earnings upon the maturity of the foreign currency-denominated debt security. No gains or losses for these currency swaps were reclassified from other comprehensive income into earnings during 2012 and 2011.

The embedded conversion options associated with fixed-maturity securities are bifurcated from the fixed-maturity security host contracts and separately recognized as equity securities. The change in fair value of these bifurcated conversion options is reflected in realized investment gains, including OTTI losses. As of December 31, 2013 and 2012, the fair value of these bifurcated options was approximately \$4.6 million and \$10.2 million, respectively.

We have a deferred loss related to closed forward contracts that were used to mitigate our exposure to foreign currency exchange rates that resulted from the net investment in our Canadian operations. The amount of deferred loss included in accumulated other comprehensive income was approximately \$26.4 million as of December 31, 2013 and 2012. While we have no current intention to do so, these deferred losses will not be recognized until such time as we sell or substantially liquidate our Canadian operations.

#### (4) Fair Value of Financial Instruments

Fair value is the price that would be received upon the sale of an asset in an orderly transaction between market participants at the measurement date. Fair value measurements are based upon observable and unobservable inputs. Observable inputs reflect market data obtained from independent sources, while unobservable inputs reflect our view of market assumptions in the absence of observable market information. We classify and disclose all invested assets carried at fair value in one of the following three categories:

- Level 1. Quoted prices for identical instruments in active markets. Level 1

primarily consists of financial instruments whose value is based on quoted market prices in active markets, such as exchange-traded common stocks and actively traded mutual fund investments;

- Level 2. Quoted prices for similar instruments in active markets; quoted prices for identical or similar instruments in markets that are not active; and model-derived valuations in which all significant inputs and significant value drivers are observable in active markets. Level 2 includes those financial instruments that are valued using industry-standard pricing methodologies, models or other valuation methodologies. Various inputs are considered in deriving the fair value of the underlying financial instrument, including interest rate, credit spread, and foreign exchange rates. All significant inputs are observable, or derived from observable information in the marketplace or are supported by observable levels at which transactions are executed in the marketplace. Financial instruments in this category primarily include: certain public and private corporate fixed-maturity and equity securities; government or agency securities; certain mortgage- and asset-backed securities and certain non-exchange-traded derivatives, such as currency swaps; and
- Level 3. Valuations derived from valuation techniques in which one or more significant inputs or significant value drivers are unobservable. Level 3 consists of financial instruments whose fair value is estimated based on industry-standard pricing methodologies and models using significant inputs not based on, nor corroborated by, readily available market information. Valuations for this category primarily consist of non-binding broker quotes. Financial instruments in this category primarily include less liquid fixed-maturity corporate securities, mortgage- and asset-backed securities.

As of each reporting period, all assets and liabilities recorded at fair value are classified in their entirety based on the lowest level of input (Level 3 being the lowest) that is significant to the fair value measurement. Significant levels of estimation and judgment are required to determine the fair value of certain of our

investments. The factors influencing these estimations and judgments are subject to change in subsequent reporting periods.

The estimated fair value and hierarchy classifications for assets and liabilities that are measured at fair value on a recurring basis were as follows:

	December 31, 2013			Total
	Level 1	Level 2	Level 3	
	(In thousands)			
<b>Fair value assets:</b>				
<b>Available-for-sale fixed-maturity securities:</b>				
U.S. government and agencies	\$ —	\$ 9,054	\$ —	\$ 9,054
Foreign government	—	116,356	—	116,356
States and political subdivisions	—	33,700	—	33,700
Corporates	1,282	1,310,739	693	1,312,714
Mortgage- and asset-backed securities	—	282,341	1,547	283,888
Total available-for-sale fixed-maturity securities	1,282	1,752,190	2,240	1,755,712
Available-for-sale equity securities	34,868	4,978	48	39,894
Trading securities	—	12,991	—	12,991
Separate accounts	—	2,503,829	—	2,503,829
Total fair value assets	<u>\$36,150</u>	<u>\$4,273,988</u>	<u>\$2,288</u>	<u>\$4,312,426</u>
<b>Fair value liabilities:</b>				
Currency swaps	\$ —	\$ 88	\$ —	\$ 88
Separate accounts	—	2,503,829	—	2,503,829
Total fair value liabilities	<u>\$ —</u>	<u>\$2,503,917</u>	<u>\$ —</u>	<u>\$2,503,917</u>

	December 31, 2012			
	Level 1	Level 2	Level 3	Total
	(In thousands)			
<b>Fair value assets:</b>				
<b>Available-for-sale fixed-maturity securities:</b>				
U.S. government and agencies	\$ —	\$ 7,534	\$ —	\$ 7,534
Foreign government	—	117,392	—	117,392
States and political subdivisions	—	34,753	—	34,753
Corporates	1,301	1,392,446	3,379	1,397,126
Mortgage- and asset-backed securities	—	328,415	1,794	330,209
Total available-for-sale fixed-maturity securities	1,301	1,880,540	5,173	1,887,014
Available-for-sale equity securities	26,608	10,491	48	37,147
Trading securities	—	7,762	—	7,762
Separate accounts	—	2,618,115	—	2,618,115
Total fair value assets	<u>\$27,909</u>	<u>\$4,516,908</u>	<u>\$5,221</u>	<u>\$4,550,038</u>
<b>Fair value liabilities:</b>				
Currency swaps	\$ —	\$ 2,048	\$ —	\$ 2,048
Separate accounts	—	2,618,115	—	2,618,115
Total fair value liabilities	<u>\$ —</u>	<u>\$2,620,163</u>	<u>\$ —</u>	<u>\$2,620,163</u>

In assessing fair value of our investments, we use a third-party pricing service for approximately 95% of our securities. The remaining securities are primarily thinly traded securities valued using models based on observable inputs on public corporate spreads having similar tenors (e.g., sector, average life and quality rating) and liquidity and yield based on quality rating, average life and treasury yields. All observable data inputs are corroborated by independent third-party data. In the absence of sufficient observable inputs, we utilize non-binding broker quotes, which are reflected in our Level 3 classification as we are unable to evaluate the valuation technique(s) or significant inputs used to develop the quotes. Therefore, we do not internally develop the quantitative unobservable inputs used in measuring the fair value of Level 3 investments. However, we do corroborate pricing information provided by our third-party pricing servicing by performing a review of selected securities. Our review activities include obtaining detailed information about the assumptions, inputs and methodologies used in

pricing the security; documenting this information; and corroborating it by comparison to independently obtained prices and or independently developed pricing methodologies.

Furthermore, we perform internal reasonableness assessments on fair value determinations within our portfolio throughout the quarter and at quarter-end, including pricing variance analyses and comparisons to alternative pricing sources and benchmark returns. If a fair value appears unusual relative to these assessments, we will re-examine the inputs and may challenge a fair value assessment made by the pricing service. If there is a known pricing error, we will request a reassessment by the pricing service. If the pricing service is unable to perform the reassessment on a timely basis, we will determine the appropriate price by requesting a reassessment from an alternative pricing service or other qualified source as necessary. We do not adjust quotes or prices except in a rare circumstance to resolve a known error.

Because many fixed-maturity securities do not trade on a daily basis, fair value is determined using industry-standard methodologies by applying available market information through processes such as U.S. Treasury curves, benchmarking of similar securities, sector groupings, quotes from market participants and matrix pricing. Observable information is compiled and integrates relevant credit information, perceived market movements and sector news. Additionally, security prices are periodically back-tested to validate and/or refine models as conditions warrant. Market indicators and industry and economic events are also monitored as triggers to obtain additional data. For certain structured securities with limited trading activity, industry-standard pricing methodologies use adjusted market information, such as index prices or discounting expected future cash flows, to estimate fair value. If these measures are not deemed observable for a particular security, the security will be classified as Level 3 in the fair value hierarchy.

Where specific market information is unavailable for certain securities, pricing models produce estimates of fair value primarily using Level 2 inputs along with certain Level 3 inputs. These models include matrix pricing. The pricing matrix uses current treasury rates and credit spreads received from third-party sources to estimate fair value. The credit spreads incorporate the issuer's industry- or issuer-specific credit characteristics and the security's time to maturity, if warranted. Remaining unpriced securities are valued using an estimate of fair value based on indicative market prices that include significant unobservable inputs not based on, nor corroborated by, market information, including the utilization of non-binding broker quotes.

The roll-forward of the Level 3 assets measured at fair value on a recurring basis was as follows:

	<b>Year ended December 31,</b>	
	<b>2013</b>	<b>2012</b>
	<b>(In thousands)</b>	
Level 3 assets, beginning of period	\$ 5,221	\$ 6,937
Net unrealized gains (losses) through other comprehensive income	(116)	(235)
Net realized gains (losses) included in realized investment gains (losses), including OTTI losses	(278)	(18)
Purchases <sup>(1)</sup>	2	1,484
Sales	—	(3,466)
Settlements	(314)	—
Transfers into level 3	25	521
Transfers out of level 3	(2,252)	(2)
Level 3 assets, end of period	<u>\$ 2,288</u>	<u>\$ 5,221</u>

(1) Invested assets that are initially valued using level 3 inputs upon purchase and subsequently are able to be priced using level 2 inputs within the year of purchase are classified as level 2 assets and are excluded from the rollforward of level 3 assets presented.

We obtain independent pricing quotes based on observable inputs as of the end of the reporting period for all securities in Level 2. Those inputs include benchmark yields, reported trades, broker/dealer quotes, issuer spreads, two-sided markets, benchmark securities, market bids/

offers, quoted prices for similar instruments in markets that are not active, and other relevant data. We monitor these inputs for market indicators, industry and economic events. We recognize transfers into new levels and out of previous levels as of the end of the reporting

period, including interim reporting periods, as applicable. There were no transfers between Level 1 and Level 2 during 2013 and 2012.

Invested assets included in the transfer from Level 3 to Level 2 primarily were fixed-maturity investments for which we were able to obtain

independent pricing quotes based on observable inputs. There were no significant transfers between Level 1 and Level 3 during 2013 and 2012.

The carrying values and estimated fair values of our financial instruments were as follows:

	December 31, 2013		December 31, 2012	
	Carrying value	Estimated fair value	Carrying value	Estimated fair value
(In thousands)				
<b>Assets:</b>				
Fixed-maturity securities available for sale	\$1,755,712	\$1,755,712	\$1,887,014	\$1,887,014
Equity securities available for sale	39,894	39,894	37,147	37,147
Trading securities	12,991	12,991	7,762	7,762
Policy loans	26,806	26,806	24,613	24,613
Deposit asset underlying 10% Coinsurance Agreement	124,413	124,413	91,524	91,524
Separate accounts	2,503,829	2,503,829	2,618,115	2,618,115
<b>Liabilities:</b>				
Notes payable	\$ 374,481	\$ 385,161	\$ 374,433	\$ 418,777
Currency swaps	88	88	2,048	2,048
Separate accounts	2,503,829	2,503,829	2,618,115	2,618,115

The fair values of financial instruments presented above are estimates of the fair values at a specific point in time using various sources and methods, including market quotations and a complex matrix system that takes into account issuer sector, quality, and spreads in the current marketplace.

**Recurring fair value measurement.** Estimated fair values of investments in available-for-sale fixed-maturity securities are principally a function of current spreads and interest rates that are corroborated by independent third-party data. Therefore, the fair values presented are indicative of amounts we could realize or settle at the respective balance sheet date. We do not necessarily intend to dispose of or liquidate such instruments prior to maturity. Trading securities, which primarily consist of fixed-maturity securities, are carried at fair value. Equity securities, including common and non-redeemable preferred stocks, are carried at fair value. Currency swaps are stated at fair value. Segregated funds in separate accounts are

carried at the underlying value of the variable insurance contracts, which is fair value.

**Nonrecurring fair value measurements.** Policy loans, which are categorized as Level 3 fair value measurements, are carried at the unpaid principal balances. The fair value of policy loans approximate the unpaid principal balances as the timing of repayment is uncertain and the loans are collateralized by the amount of the policy. The deposit asset underlying the 10% Coinsurance Agreement represents the value of the assets necessary to back the economic reserves held in support of the reinsurance agreement. The carrying value of this deposit asset approximates fair value, which is categorized as Level 3 in the fair value hierarchy. Notes payable represent our publicly-traded senior notes and are valued as a Level 2 fair value measurement using the quoted market price for our notes.

The carrying amounts for cash and cash equivalents, receivables, accrued investment



income, accounts payable, cash collateral and payables for security transactions approximate their fair values due to the short-term nature of these instruments. Consequently, such instruments are not included in the above table.

## (5) Reinsurance

Reinsurance arrangements do not relieve us of our primary obligation to the policyholder. Our reinsurance contracts typically do not have a fixed term. In general, the reinsurers' ability to terminate coverage for existing cessions is limited to such circumstances as material breach of contract or nonpayment of premiums by the ceding company. Our reinsurance contracts generally contain provisions intended to provide the ceding company with the ability to cede future business on a basis consistent with historical terms. However, either party may terminate any of the contracts with respect to the future business upon appropriate notice to the other party. Generally, the reinsurance contracts do not limit the overall amount of the loss that can be incurred by the reinsurer.

Our policy is to limit the amount of life insurance retained on the life of any one person to \$1 million. To limit our exposure with any one reinsurer, we monitor the concentration of credit risk we have with our reinsurance counterparties, as well as their financial condition. No credit losses related to our reinsurance counterparties have been experienced by the Company during the three-year period ended December 31, 2013.

Due from reinsurers represents ceded policy reserve balances and ceded claim liabilities. The amounts of ceded claim liabilities included in due from reinsurers that we paid and which are recoverable from those reinsurers were \$32.9 million and \$61.5 million as of December 31, 2013 and 2012, respectively.

In connection with our corporate reorganization, Primerica Life, Primerica Life Canada and NBLIC entered into significant coinsurance transactions (the "coinsurance agreements") on March 30, 2010 with Prime Re and two other affiliates of Citigroup (collectively, the "Citigroup reinsurers"). Under the coinsurance agreements,

we ceded between 80% and 90% of the risks and rewards of our term life insurance policies in force at year-end 2009. Because these agreements were part of a business reorganization among entities under common control, they did not generate any deferred gain or loss upon their execution. Concurrent with signing these agreements, we transferred the corresponding account balances in respect of the coinsured policies along with the assets to support the statutory liabilities assumed by the Citigroup reinsurers. Each of the account balances transferred were at book value with no gain or loss recorded in net income.

Three of the Citigroup coinsurance agreements satisfy U.S. GAAP risk transfer rules. Under these agreements, we ceded between 80% and 90% of our term life future policy benefit reserves, and we transferred a corresponding amount of assets to the Citigroup reinsurers. These transactions did not impact our future policy benefit reserves. As such, we have recorded an asset for the same amount of risk transferred in due from reinsurers. We also reduced DAC by a corresponding amount, which reduces future amortization expenses. In addition, we are transferring between 80% and 90% of all future premiums and benefits and claims associated with these policies to the corresponding reinsurance entities. We receive ongoing ceding allowances, which are reflected as a reduction to insurance expenses, to cover policy and claims administration expenses as well as certain corporate overhead charges under each of these reinsurance contracts.

A fourth agreement, the 10% Coinsurance Agreement, relates to a reinsurance transaction with Prime Re that includes an experience refund provision. This agreement does not satisfy U.S. GAAP risk transfer rules. As a result, we have accounted for this contract using deposit method accounting and have recognized a deposit asset in other assets on our balance sheet for assets backing the economic reserves. The deposit assets held in support of this agreement were \$124.4 million at December 31, 2013, with no associated liability. We make contributions to the deposit asset during the life of the agreement to fulfill our responsibility of

funding the economic reserve. The market return on these deposit assets is reflected in net investment income during the life of the agreement. Prime Re is responsible for ensuring that there are sufficient assets to meet all statutory requirements. We pay Prime Re a 3% finance charge for any statutory reserves

required above the economic reserves. This finance charge is reflected in interest expense in our statements of income.

The following table represents the Company's net in-force life insurance at December 31, 2013 and 2012:

	December 31,	
	2013	2012
	(Dollars in thousands)	
Direct life insurance in force	\$ 679,337,825	\$ 675,164,992
Amounts ceded to other companies	(601,309,340)	(599,133,626)
Net life insurance in force	<u>\$ 78,028,485</u>	<u>\$ 76,031,366</u>
Percentage of reinsured life insurance in force	89%	89%

Due from reinsurers includes ceded reserve balances and ceded claim liabilities. Reinsurance receivable and financial strength ratings by reinsurer were as follows:

	December 31, 2013		December 31, 2012	
	Reinsurance receivable	A.M. Best rating	Reinsurance receivable	A.M. Best rating
	(In thousands)			
Prime Re <sup>(1)</sup>	\$2,572,800	NR	\$2,505,157	NR
SCOR Global Life Reinsurance <sup>(3)</sup>	372,479	A	387,397	A
Financial Reassurance Company 2010, Ltd. <sup>(1)</sup>	343,144	NR	352,073	NR
Swiss Re Life & Health America Inc. <sup>(2)</sup>	260,775	A+	266,841	A+
American Health and Life Insurance Company <sup>(1)</sup>	174,722	A-	174,905	A-
Munich American Reassurance Company	100,856	A+	101,349	A+
Korean Reinsurance Company	89,405	A	86,287	A
RGA Reinsurance Company	75,629	A+	72,230	A+
Toa Reinsurance Company	18,824	A+	15,612	A+
Hannover Life Reassurance Company	16,862	A+	15,078	A+
All other reinsurers	<u>29,558</u>	—	<u>28,265</u>	—
Due from reinsurers	<u>\$4,055,054</u>		<u>\$4,005,194</u>	

NR – not rated

- (1) Reinsurers are affiliates of Citigroup. Amounts shown are net of their share of the reinsurance receivable from other reinsurers.
- (2) Includes amounts ceded to Lincoln National Life Insurance Company and 100% retroceded to Swiss Re Life & Health America Inc.
- (3) Includes amounts ceded to Generali USA Life Reassurance Company due to its purchase by the parent company of SCOR Global Life Reinsurance Companies in October 2013 and amounts retroceded from Transamerica Reinsurance Companies. Generali USA Life Reassurance Company held a strength rating of A- as of December 31, 2012.

Certain reinsurers with which we do business receive group ratings. Individually, those reinsurers are SCOR Global Life Re Insurance Company of Texas, SCOR Global Life U.S. Re Insurance Company, Transamerica Financial Life Insurance Company, and Transamerica Life Insurance Company.

As Prime Re and Financial Reassurance Company 2010, Ltd. ("FRAC") do not have financial strength ratings, we required various safeguards prior to executing the coinsurance agreements with these entities. Both coinsurance agreements include provisions to ensure that Primerica Life and Primerica Life Canada receive full regulatory credit for the reinsurance treaties. Under these agreements, Primerica Life and Primerica Life Canada will be able to recapture the ceded business with no fee in the event Prime Re or FRAC do not comply with the various safeguard provisions in their respective coinsurance agreements. Prime Re also has entered into a capital maintenance agreement requiring Citigroup to provide additional funding, if needed, at any point during the term of the agreement up to the maximum as described in the capital maintenance agreement.

In October 2010, a routine reinsurance audit identified payments to reinsurers that may have

exceeded our obligations under our reinsurance agreements. We were uncertain of our ability to recover past ceded premiums, but in the fourth quarter of 2010, we approached our reinsurers and reached agreements to recover certain of these past ceded premiums for post-issue underwriting class upgrades. The most common reason for such an upgrade occurs when a policyholder who was originally issued a term life policy as a tobacco user subsequently quits using tobacco. Historically, we have reduced policyholder premiums for such upgrades, but have not reduced ceded premiums to reflect the new underwriting class. In the first quarter of 2011, we reduced ceded premiums by approximately \$8.7 million related to agreements obtained with certain reinsurers to recover ceded premiums. The recoveries recognized in 2011 reflect the agreements signed in 2011. The net impact of ceded premium recoveries during 2013 and 2012, which were substantially offset by corresponding increases to benefits and claims, was immaterial.

## (6) Deferred Policy Acquisition Costs

The balances of and activity in DAC were as follows:

	<b>Year ended December 31,</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
	<b>(In thousands)</b>		
DAC balance, beginning of period	\$1,066,422	\$ 904,485	\$ 738,946
Capitalization	283,341	276,840	270,661
Amortization	(129,183)	(118,598)	(104,034)
Foreign exchange and other	(12,114)	3,695	(1,088)
DAC balance, end of period	<u>\$1,208,466</u>	<u>\$1,066,422</u>	<u>\$ 904,485</u>

Capitalization of DAC represents incremental direct costs of successful acquisitions or renewals of life insurance policies that result directly from and are essential to the policy acquisition(s) and would not have been incurred had the policy acquisition(s) not occurred.

In determining amortization expense, we use investment yields available at the time a policy is issued. For policies issued in 2010 and after, we

have been using an increasing investment yield assumption based on the historically low interest rate environment. Investment yield assumptions for new policies acquired during the years ended December 31, 2013, 2012 and 2011 ranged from 3.5% to 7.0%.

DAC is subject to recoverability testing annually and when impairment indicators exist. The recoverability of DAC is dependent on the future

profitability of the related policies, which, in turn, is dependent principally upon mortality, persistency, investment returns, and the expense of administering the business, as well as upon certain economic variables, such as inflation.

See Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) for details regarding the accounting for DAC.

### (7) Separate Accounts

The Funds consist of a series of five banded investment funds known as the Asset Builder Funds and a money market fund known as the Cash Management Fund. The principal investment objective of each of the Asset Builder Funds is to achieve long-term growth while preserving capital through a diversified portfolio of publicly traded Canadian stocks, investment-grade corporate bonds, Government of Canada bonds, and foreign equity investments. The Cash Management Fund invests in government guaranteed short-term bonds and short-term commercial and bank papers, with the principal investment objective being the provision of interest income while maintaining liquidity and preserving capital.

Under these contract offerings, payments to policyholders or their designated beneficiaries are only due upon death of the annuitant or upon reaching a specific maturity date. Payments are based on the value of the policyholder's units in the portfolio at the payment date, but are guaranteed to be no less

than 75% of the policyholder's contribution, adjusted for withdrawals. Account values are not guaranteed for withdrawn units if policyholders make withdrawals prior to the maturity dates. Maturity dates vary policy-by-policy and range from 10 to 50 years from the policy issuance date.

Both the asset and the liability for the separate accounts reflect the net value of the underlying assets in the portfolio as of the reporting date. Primerica Life Canada's exposure to losses under the guarantee at the time of account maturity is limited to policyholder accounts that have declined in value more than 25%, adjusted for withdrawals, since the contribution date prior to maturity. Because maturity dates range from 10 to 50 years, the likelihood of accounts meeting both of these criteria at any given point is very small. Additionally, the portfolio consists of a very large number of individual contracts, further spreading the risk related to the guarantee being exercised upon death. The length of the contract terms provides significant opportunity for the underlying portfolios to recover any short-term losses prior to maturities or deaths of the policyholders. Furthermore, the investment funds invest in Government Strip Bonds and floating rate notes, and the maturity risks are reviewed quarterly.

We periodically assess the exposure related to these contracts to determine whether any additional liability should be recorded. As of December 31, 2013 and 2012, an additional liability for these contracts was deemed to be unnecessary.

## (8) Insurance Reserves

Changes in policy claims and other benefits payable were as follows:

	December 31,		
	2013	2012	2011
	(In thousands)		
Policy claims and other benefits payable, beginning of period	\$ 254,533	\$ 241,754	\$ 229,895
Less reinsured policy claims and other benefits payable	269,279	236,930	233,346
Net balance, beginning of period	(14,746)	4,824	(3,451)
Incurred related to current year	147,639	150,352	142,685
Incurred related to prior year	(4,956)	(3,208)	391
Total incurred	142,683	147,144	143,076
Claims paid related to current year, net of reinsured policy claims received	(150,922)	(183,208)	(153,540)
Reinsured policy claims received related to prior year, net of claims paid	28,601	16,307	18,945
Total paid	(122,321)	(166,901)	(134,595)
Foreign currency	(497)	187	(206)
Net balance, end of period	5,119	(14,746)	4,824
Add reinsured policy claims and other benefits payable	248,185	269,279	236,930
Balance, end of period	<u>\$ 253,304</u>	<u>\$ 254,533</u>	<u>\$ 241,754</u>

See Note 1 (Description of Business, Basis of Presentation, and Summary of Significant Accounting Policies) for details regarding the accounting for policyholder liabilities.

## (9) Notes Payable

Notes payable consisted of the following:

	December 31, 2013		December 31, 2012	
	Amount	Rate	Amount	Rate
	(Dollars in thousands)			
4.75% Senior notes payable, due July 15, 2022	\$375,000	4.75%	\$375,000	4.75%
Unamortized issuance discount on notes payable	(519)		(567)	
Total notes payable	<u>\$374,481</u>		<u>\$374,433</u>	

On July 16, 2012, we issued \$375.0 million in principal amount of senior unsecured notes in a public offering (the "Senior Notes"), and we used a portion of the net cash proceeds to repay a \$300.0 million note issued to Citigroup in connection with the corporate reorganization in whole at a redemption price equal to 100% of

the outstanding principal amount. We issued the Senior Notes at a price of 99.843% of the principal amount with an annual interest rate of 4.75%, payable semi-annually in arrears on January 15 and July 15. The Senior Notes mature on July 15, 2022. We were in compliance with the covenants of the Senior Notes at

December 31, 2013. No events of default occurred on the Senior Notes during the year ended December 31, 2013.

As unsecured senior obligations, the Senior Notes rank equally in right of payment with all existing and future unsubordinated indebtedness and senior to all existing and future subordinated indebtedness of the Parent Company. The Senior Notes are structurally

subordinated in right of payment to all existing and future liabilities of our subsidiaries. In addition, the Senior Notes contain covenants that restrict our ability to, among other things, create or incur any indebtedness that is secured by a lien on the capital stock of certain of our subsidiaries, and merge, consolidate or sell all or substantially all of our properties and assets.

## (10) Income Taxes

Income tax expense (benefit) consists of the following:

	Current	Deferred	Total
	(In thousands)		
<b>Year Ended December 31, 2013</b>			
Federal	\$35,966	\$ 32,919	\$68,885
Foreign	32,797	(14,410)	18,387
State and local	1,377	(176)	1,201
Total tax expense (benefit)	<u>\$70,140</u>	<u>\$ 18,333</u>	<u>\$88,473</u>
<b>Year Ended December 31, 2012</b>			
Federal	\$51,301	\$ 24,517	\$75,818
Foreign	26,836	(11,130)	15,706
State and local	1,613	(55)	1,558
Total tax expense (benefit)	<u>\$79,750</u>	<u>\$ 13,332</u>	<u>\$93,082</u>
<b>Year Ended December 31, 2011</b>			
Federal	\$58,542	\$ 9,020	\$67,562
Foreign	30,807	(12,280)	18,527
State and local	793	(164)	629
Total tax expense (benefit)	<u>\$90,142</u>	<u>\$ (3,424)</u>	<u>\$86,718</u>

Total income tax expense is different from the amount determined by multiplying earnings before income taxes by the statutory federal tax rate of 35%. The reconciliation for such difference follows:

	Year ended December 31,					
	2013		2012		2011	
	Amount	Percentage	Amount	Percentage	Amount	Percentage
	(Dollars in thousands)					
Computed tax expense	\$87,918	35.0%	\$93,411	35.0%	\$85,368	35.0%
Other	555	0.2%	(329)	(0.1)%	1,350	0.6%
Total tax expense/effective rate	<u>\$88,473</u>	<u>35.2%</u>	<u>\$93,082</u>	<u>34.9%</u>	<u>\$86,718</u>	<u>35.6%</u>



Deferred income taxes are recognized for the future tax consequences of temporary differences between the financial statement carrying amounts and the tax bases of assets and liabilities. The main components of deferred income tax assets and liabilities were as follows:

	December 31,	
	2013	2012
(In thousands)		
<b>Deferred tax assets:</b>		
Future policy benefit reserves and unpaid policy claims	\$ 207,662	\$ 187,166
Intangibles and tax goodwill	48,694	46,819
Future deductible liabilities	27,606	17,457
Other	14,656	21,041
Total deferred tax assets	298,618	272,483
<b>Deferred tax liabilities:</b>		
Deferred policy acquisition costs	(269,534)	(248,208)
Investments	(26,010)	(42,739)
Distributable unremitted earnings of foreign subsidiaries	(2,848)	(2,924)
Reinsurance deposit asset	(43,544)	(32,033)
Other	(15,098)	(15,527)
Total deferred tax liabilities	(357,034)	(341,431)
Net deferred tax liabilities	\$ (58,416)	\$ (68,948)

The majority of total deferred tax assets is attributable to future policy benefit reserves and unpaid policy claims, which represents the difference between the financial statement carrying value and tax basis for liabilities for future policy benefits. The tax basis for future policy benefit reserves and unpaid policy claims is actuarially determined in accordance with guidelines set forth in the Internal Revenue Code. The deferred tax liability for DAC represents the difference between the policy acquisition costs capitalized for U.S. GAAP purposes and those capitalized for tax purposes, as well as the difference in the resulting amortization methods.

The Company has state net operating losses resulting in a deferred tax asset of approximately \$5.8 million, which are available for use through 2033. The Company has no other material net operating loss or credit carryforwards.

In assessing the realizability of deferred tax assets, management considers whether it is

more likely than not that some portion or all of the deferred tax assets will not be realized. Management considers the scheduled reversal of deferred tax liabilities, projected future taxable income, carryback and carryforward periods, and tax planning strategies in making this assessment. Management believes that it is more likely than not that the results of future operations will generate sufficient taxable income to realize the deferred tax assets. There was no deferred tax asset valuation allowance at December 31, 2013 and 2012.

The Company has direct and indirect ownership of a group of controlled foreign corporations in Canada. We have asserted a position of permanent reinvestment for the difference in share basis and certain operational earnings. Such operational earnings if not permanently reinvested would have generated a deferred tax liability of approximately \$8.6 million as of December 31, 2013. For those operational earnings for which we have not made a permanent reinvestment assertion, we have

established a deferred tax liability to account for the U.S. tax liability that will occur upon repatriation of such earnings. As of December 31, 2013, we had approximately \$29.8 million in Canadian operational earnings available to be repatriated to the U.S. for which we have not made a permanent reinvestment assertion.

The total amount of unrecognized benefits on uncertain tax positions that, if recognized, would affect our effective tax rate was approximately \$8.3 million and \$7.4 million as of December 31, 2013 and 2012, respectively. We recognize interest expense related to unrecognized tax benefits in tax expense net of federal income tax.

As of December 31, 2013 and 2012, the total amount of accrued interest and penalties in the consolidated balance sheets were approximately \$2.9 million and \$3.8 million, respectively. Additionally, we recognized interest related to unrecognized tax benefits in the consolidated statements of income of less than \$0.1 million of expense for the year ended December 31, 2013 and approximately \$0.1 million and \$0.2 million of benefit for the years ended December 31, 2012 and 2011, respectively.

A reconciliation of the change in the unrecognized income tax benefit for the years ended December 31, 2013 and 2012 is as follows:

	<b>December 31,</b>	
	<b>2013</b>	<b>2012</b>
	<b>(In thousands)</b>	
Unrecognized tax benefits, beginning of period	\$20,996	\$21,356
Change in prior period unrecognized tax benefits	32	182
Change in current period unrecognized tax benefits	2,108	2,178
Reductions as a result of a lapse in statute of limitations	(6,529)	(2,720)
Unrecognized tax benefits, end of period	<u>\$16,607</u>	<u>\$20,996</u>

We have no penalties included in calculating our provision for income taxes. There is no significant change that is reasonably possible to occur within twelve months of the reporting date.

In connection with our corporate reorganization, we entered into a tax separation agreement with Citigroup, whereby Citigroup agreed to indemnify the Company against any consolidated, combined, affiliated, unitary or similar federal, state or local income tax liability related to any taxable period ending on or before April 2010. As of December 31, 2013, the Company had a Citigroup tax indemnification asset of \$6.8 million.

As a result of the separation from Citigroup, the Company is required to file two U.S. consolidated income tax returns at least through December 31, 2014. Our life insurance

companies comprise one of the U.S. consolidated tax groups, while the Parent Company and the remaining U.S. subsidiaries comprise the second U.S. consolidated tax group. The method of allocation between companies is pursuant to a written agreement. Allocations generally are based upon separate return calculations with credit for net losses as utilized, and are calculated and settled quarterly.

The major tax jurisdictions in which we operate are the United States and Canada. We are currently open to tax audit by the Internal Revenue Service for the years ended December 31, 2009 and thereafter for federal tax purposes. We are currently open to audit in Canada for tax years ended December 31, 2007 and thereafter for federal and provincial tax purposes. For those periods prior to the IPO, we are fully indemnified by Citigroup.

## (11) Stockholders' Equity

A reconciliation of the number of shares of our common stock follows.

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
Balance, beginning of period	56,374	64,883	72,843
Shares of restricted common stock issued, net	280	438	348
Shares of common stock issued upon lapse of RSUs	1,122	998	784
Common stock retired	(2,942)	(9,945)	(9,092)
Common stock, end of period	<u>54,834</u>	<u>56,374</u>	<u>64,883</u>

The above reconciliation excludes RSUs issued to our sales force, employees of our Canadian subsidiaries, and our non-employee directors, which do not have voting rights. As the restrictions on the RSUs lapse, we issue common shares with voting rights. As of December 31, 2013, we had a total of approximately 1.1 million RSUs outstanding.

We repurchased approximately 8.9 million shares from Citigroup in November 2011 at a price based on the price per share of our common stock during the seven-day period prior to execution of the repurchase agreement. These shares and shares sold by Citigroup in other public offerings during 2011 represented all of its remaining shares of our common stock.

In 2012, we purchased approximately 7.8 million shares of our common stock owned by certain private equity funds managed by Warburg Pincus LLC ("Warburg Pincus"), which obtained shares of our common stock and warrants to purchase 4,103,110 additional shares of our common stock (the "warrants") at a purchase price of \$18.00 per underlying share in a private sale by Citigroup in connection with our IPO. The prices of the shares repurchased were based on the per share market value of our common stock at the time of the purchases. In addition, we repurchased approximately 1.7 million shares of our common stock in open market transactions during 2012.

On June 3, 2013, we repurchased the remaining equity interest in our Company held by Warburg Pincus, which included approximately 2.5 million

shares of our common stock and all outstanding warrants. The per-share purchase price was determined based on the closing price of our common stock on May 28, 2013, which was the execution date of the agreement to repurchase the shares, and the purchase price per warrant was equal to the per-share purchase price less the warrant exercise price per underlying share as noted above.

## (12) Earnings Per Share

The Company has outstanding common stock and equity awards that consist of restricted stock, RSUs and stock options. In addition, the warrants held by Warburg Pincus were outstanding until we repurchased and retired these warrants on June 3, 2013. The restricted stock and outstanding RSUs maintain non-forfeitable dividend rights that result in dividend payment obligations on a one-to-one ratio with common shares for any future dividend declarations. Unvested restricted stock and unvested RSUs are deemed participating securities for purposes of calculating EPS as they maintain dividend rights.

As a result of issuing restricted stock and outstanding RSUs that are deemed participating securities, we calculate EPS using the two-class method. Under the two-class method, we allocate earnings to common shares (excluding unvested restricted stock) and vested RSUs outstanding for the period. Earnings attributable to unvested participating securities, along with

the corresponding share counts, are excluded from EPS as reflected in our consolidated statements of income.

In calculating basic EPS, we deduct any dividends and undistributed earnings allocated to unvested restricted stock and unvested RSUs from net income and then divide the result by the weighted-average number of common shares, fully vested restricted stock, and fully vested RSUs outstanding for the period.

We determine the potential dilutive effect of warrants and stock options outstanding on EPS using the treasury-stock method. Under this method, we determine the proceeds that would be received from the exercise of the warrants and stock options outstanding, which includes

The calculation of basic and diluted EPS follows.

cash received for the exercise price, the remaining unrecognized stock option compensation expense and the resulting effect on the income tax deduction from the exercise of stock options. We then use the average market price of our common shares during the period the warrants and stock options were outstanding to determine how many shares we could repurchase with the proceeds raised from the exercise of the warrants and stock options outstanding. The net incremental share count issued represents the potential dilutive securities. We then reallocate earnings to common shares, fully vested restricted stock, and fully vested RSUs outstanding by incorporating the increased fully diluted share count to determine diluted EPS.

	Year ended December 31,		
	2013	2012	2011
	(In thousands, except per-share amounts)		
<b>Basic EPS:</b>			
Numerator:			
Net income	\$162,725	\$173,806	\$157,191
Income attributable to unvested participating securities	(2,671)	(4,650)	(4,906)
Net income used in calculating basic EPS	<u>\$160,054</u>	<u>\$169,156</u>	<u>\$152,285</u>
Denominator:			
Weighted-average vested shares	<u>55,834</u>	<u>61,059</u>	<u>72,283</u>
Basic EPS	<u>\$ 2.87</u>	<u>\$ 2.77</u>	<u>\$ 2.11</u>
<b>Diluted EPS:</b>			
Numerator:			
Net income	\$162,725	\$173,806	\$157,191
Income attributable to unvested participating securities	(2,640)	(4,561)	(4,855)
Net income used in calculating diluted EPS	<u>\$160,085</u>	<u>\$169,245</u>	<u>\$152,336</u>
Denominator:			
Weighted-average vested shares	55,834	61,059	72,283
Dilutive effect of incremental shares if issued for warrants outstanding	787	1,342	824
Dilutive effect of incremental shares to be issued for stock options	<u>4</u>	<u>—</u>	<u>—</u>
Weighted-average shares used in calculating diluted EPS	<u>56,625</u>	<u>62,401</u>	<u>73,107</u>
Diluted EPS	<u>\$ 2.83</u>	<u>\$ 2.71</u>	<u>\$ 2.08</u>

### (13) Share-Based Compensation

The Company has outstanding equity awards under its Omnibus Incentive Plan (“OIP”). The OIP provides for the issuance of equity awards, including stock options, stock appreciation rights, restricted stock, deferred stock, RSUs, unrestricted stock, as well as cash-based awards. In addition to time-based vesting requirements,

awards granted under the OIP also may be subject to specified performance criteria. Since 2010, the Company has issued equity awards to our management (officers and other key employees), non-employee directors, and sales force leaders under the OIP. As of December 31, 2013, we had approximately 2.8 million shares available for future grants under this plan.

#### *Employee and Director Share-Based Compensation*

The following table summarizes employee and director restricted stock and RSU activity during the years ended December 31, 2013, 2012, and 2011.

	Shares	Weighted-average measurement-date fair value per share
	(Shares in thousands)	
Unvested employee and director restricted stock and RSUs, December 31, 2010	2,566	\$15.02
Granted	368	25.65
Forfeited	(12)	18.25
Vested	(858)	15.04
Unvested employee and director restricted stock and RSUs, December 31, 2011	2,064	16.88
Granted	458	25.40
Forfeited	(13)	22.70
Vested	(1,002)	16.43
Unvested employee and director restricted stock and RSUs, December 31, 2012	1,507	19.72
Granted	322	32.76
Forfeited	(9)	28.72
Vested	(1,098)	17.59
Unvested employee and director restricted stock and RSUs, December 31, 2013	722	28.67

**Restricted Stock and RSUs.** The Company has granted shares of restricted stock to management of its U.S. based subsidiaries and RSUs to management of its Canadian subsidiaries (collectively, “management restricted stock and RSU awards”). Members of the Board of Directors were granted shares of restricted stock prior to 2013 and were granted

RSUs on May 22, 2013 (collectively, “director restricted stock and RSU awards”). In addition, certain directors elected to defer their cash retainers into deferred RSUs, which vest immediately. All of our outstanding management and director restricted stock and RSU awards granted prior to 2013 have time-based vesting requirements, with equal and

annual graded vesting over three years. RSUs granted to members of the Board of Directors in 2013, other than deferred RSUs granted in lieu of a cash retainer, have time-based vesting requirements that lapse approximately one year from the grant date and all RSUs contain post-vesting sale restrictions until the director no longer serves on our Board. All of our

outstanding management and director restricted stock and RSU awards are eligible for dividends or dividend equivalents regardless of vesting status.

In connection with our granting of management and director restricted stock and RSU awards, we recognized expense and tax benefit offsets as follows:

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
Expense for management and director restricted stock and RSU awards granted in 2010	\$ 3,200	\$12,485	\$13,389
Expense for management and director restricted stock and RSU awards granted in 2011	3,133	3,050	2,750
Expense for management and director restricted stock and RSU awards granted in 2012	3,738	3,409	—
Expense for management and director restricted stock and RSU awards granted in 2013	3,030	—	—
Total management and director restricted stock and RSU awards expense	<u>\$13,101</u>	<u>\$18,944</u>	<u>\$16,139</u>
Tax benefit associated with total management and director restricted stock and RSU award expense	<u>\$ 3,936</u>	<u>\$ 4,533</u>	<u>\$ 5,530</u>

As of December 31, 2013, total compensation cost not yet recognized in our financial statements related to management and director restricted stock and RSU awards with time-based vesting conditions yet to be reached was approximately \$11.9 million, and the weighted-average period over which cost will be recognized was 1.7 years.

**Stock Options.** On February 20, 2013, the Company granted stock options under the OIP to certain of its executive officers approximating one-third of the executive officer's total annual equity compensation. The remaining annual equity compensation for these executive officers were granted in the form of management

restricted stock awards discussed above. A total of 134,222 stock options were granted with an exercise price of \$32.63, which was equal to the fair market value of our common stock on that date, and they expire 10 years from the date of grant. These options have time-based restrictions with equal and annual graded vesting over a three-year period. The fair market value of the options on the grant date and the compensation expense that will be recognized over the vesting period was approximately \$1.1 million.

Compensation expense and related tax benefits recognized for stock options awards were as follows:

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
Expense recognized for stock option awards	\$323	\$—	\$—
Tax benefit recognized for stock option awards	\$113	\$—	\$—



The fair value of each option was estimated on the date of grant using the Black-Scholes model. We derived expected volatility after considering our own historical volatility, as well as other public peer companies' historical and implied volatilities. The Company's per share dividend yield as of the grant date was used as the input for the expected dividend payout on the underlying shares. The risk-free interest rate was based on the U.S. Treasury yield for a term approximating the expected life of the options at the time of grant. The Company used the

simplified method to determine the expected life of options, as there is no historical exercise activity for the Company's stock option awards. All inputs into the Black-Scholes model were estimates made at the time of grant. The actual realized value of each option grant could materially differ from these estimates, which would have no impact to future reported compensation expense.

The following assumptions were used to estimate the fair value of stock options granted in 2013:

	<b>Year Ended December 31, 2013</b>
Expected volatility	30.00%
Expected per share dividend yield	1.35%
Risk-free interest rate	1.06%
Expected term of options using simplified method	6 years
Fair value per option	\$ 8.44

No options were exercised during the year ended December 31, 2013, and no options are expected to be exercised earlier than the first scheduled vesting date of March 1, 2014.

### ***Non-Employee Share-Based Compensation***

The following table summarizes non-employee RSU activity during the years ended December 31, 2013, 2012, and 2011.

	<b>Shares</b>	<b>Weighted-average measurement-date fair value per share</b>
	<b>(Shares in thousands)</b>	
Unvested non-employee RSUs, December 31, 2010	188	\$19.37
Granted	517	17.17
Vested	(588)	17.70
Unvested non-employee RSUs, December 31, 2011	117	17.55
Granted	379	22.94
Vested	(364)	20.38
Unvested non-employee RSUs, December 31, 2012	132	25.42
Granted	504	32.14
Vested	(532)	29.64
Unvested non-employee RSUs, December 31, 2013	104	36.44

Non-employee share-based transactions relate to the granting of RSUs to members of our sales force ("agent equity awards"). Agent equity awards are generally granted as a part of quarterly contests for successful life insurance policy acquisitions or renewals for which the grant and the service period occur within the same calendar quarter. These awards vest and are measured using the fair market value at the conclusion of the quarterly contest; which is the time that performance is complete. However, agent equity awards are subject to long-term sales restrictions expiring over three years. Because the sale restrictions extend up to three years beyond the vesting period, the fair market value of the awards incorporates an illiquidity discount reflecting the risk associated with the post-vesting restrictions. To quantify this

discount for each award, we use a series of Black-Scholes models with one-, two- and three-year tenors to estimate put option costs less a nominal transaction cost as a methodology for quantifying the cost of eliminating the downside risk associated with the sale restrictions.

The most significant assumptions in the Black-Scholes models are the volatility assumptions. Because our stock and the options on our stock have had a limited active trading history, we derive volatility assumptions by also considering other public peer companies' historical and implied volatilities over terms comparable to the sale restriction terms.

The following table presents the assumptions used in valuing quarterly RSU grants:

	Year ended December 31,		
	2013	2012	2011
Expected volatility	20% to 35%	20% to 50%	29% to 67%
Quarterly dividends expected	\$ 0.11	\$0.03 to \$0.09	\$0.01 to \$0.03
Risk-free interest rates	Less than 2%	Less than 1%	Less than 1%

To the extent that these awards are an incremental direct cost of successful acquisitions or renewals of life insurance policies that result directly from and are essential to the policy acquisition(s) and would not have been incurred had the policy acquisition(s) not occurred, we

defer and amortize the fair value of the awards in the same manner as other deferred policy acquisition costs.

Details on the granting and valuation of these awards follow:

	Year ended December 31,		
	2013	2012	2011
	(Dollars in thousands, except per-share amounts)		
Total quarterly non-employee RSUs granted	503,737	378,505	517,374
Measurement date per-share fair value of awards	\$26.39 to \$36.44	\$20.36 to \$25.42	\$14.08 to \$21.06
Illiquidity discounts	13% to 18%	17% to 32%	17% to 32%
Quarterly incentive awards expense recognized	\$ 364	\$ —	\$ 1,747
Quarterly incentive awards expense deferred	\$ 15,818	\$ 8,686	\$ 7,058
Concurrent tax benefit of deferred expense	\$ 5,001	\$ 2,640	\$ 2,273

As of December 31, 2013, all agent equity awards were fully vested with the exception of approximately 104,000 shares that vested on January 1, 2014. As such, any related

compensation cost not recognized as either expense or deferred acquisition costs in our financial statements through December 31, 2013 is immaterial.

## (14) Statutory Accounting and Dividend Restrictions

### *U.S. Insurance Subsidiaries*

Our U.S. insurance subsidiaries include Primerica Life, NBLIC, and Peach Re, Inc. ("Peach Re"), a special purpose financial captive insurance company domiciled in Vermont. Primerica Life, which wholly owns Peach Re, ceded to Peach Re certain level premium term life insurance policies issued in 2010 and earlier pursuant to a coinsurance agreement (the "Peach Re Coinsurance Agreement").

Our U.S. insurance subsidiaries are required to report their results of operations and financial position to state authorities on the basis of statutory accounting practices prescribed or permitted by such authorities and the National Association of Insurance Commissioners ("NAIC"), which is a comprehensive basis of accounting other than U.S. GAAP. Prescribed statutory accounting practices include a variety of publications of the NAIC, as well as state laws, regulations and general administrative rules. Permitted statutory accounting practices encompass all accounting practices not so prescribed. The Company's principal life insurance company, Primerica Life, prepares its statutory financial statements on the basis of accounting practices prescribed or permitted by the NAIC and the Massachusetts Division of Insurance ("Massachusetts DOI") and includes the statutory financial statements of its wholly owned insurance subsidiaries, NBLIC and Peach Re. NBLIC's statutory financial statements are prepared on the basis of accounting practices prescribed or permitted by the NAIC and the New York State Department of Financial Services, while Peach Re's statutory financial statements are prepared on the basis of accounting practices prescribed or permitted by the NAIC and the Vermont Department of Financial Regulation ("Vermont DOI"). Our U.S. insurance subsidiaries' ability to pay dividends to their parent is subject to and limited by the various laws and regulations of their respective states. There are no regulatory restrictions on the ability of the Parent Company to pay dividends.

Primerica Life's statutory ordinary dividend capacity is based on the greater of: (1) the previous year's statutory net gain from operations (excluding pro rata distributions of any class of the insurer's own securities) or (2) 10% of the previous year-end statutory surplus (net of capital stock), which may only be paid out of statutory unassigned surplus. Dividends that, together with the amount of other distributions or dividends made within the preceding 12 months, exceed this statutory limitation are referred to as extraordinary dividends. Extraordinary dividends require advance notice to the Massachusetts DOI, Primerica Life's primary state insurance regulator, and are subject to potential disapproval. For dividends exceeding these thresholds, Primerica Life must provide notice to the Massachusetts DOI and receive notice that the Massachusetts DOI does not object to the payment of such dividends.

Primerica Life's statutory capital and surplus and statutory unassigned surplus at December 31, 2013 and 2012 was as follows:

	December 31, 2013	December 31, 2012
	(in thousands)	
Statutory capital and surplus	\$563,260	\$670,434
Statutory unassigned surplus	99,707	231,316

Primerica Life's statutory net gain from operations was approximately \$306.7 million and \$254.9 million in 2013 and 2012, respectively. Primerica Life made no pro rata distributions of any class of its own securities during 2013 or 2012. In May 2013, Primerica Life paid an ordinary dividend of \$150.0 million to the Parent Company. As such, Primerica Life had no ordinary dividend capacity as of January 1, 2014 but expects to have ordinary dividend capacity in the amount of its statutory unassigned surplus in May 2014, which marks the 12-month anniversary of its previous ordinary dividend.

Primerica Life's investment basis in NBLIC and Peach Re reflect their statutory capital and surplus amounts recorded in accordance with

statutory accounting practices prescribed or permitted by the NAIC and each subsidiary's state of domicile; New York and Vermont, respectively. Peach Re was formed as a special purpose financial captive insurance company and, with the explicit permission of the Vermont DOI, has included the value of a letter of credit serving as collateral for its policy reserves as an admitted asset in its statutory capital and surplus. This permitted accounting practice was critical to the organization and operational plans of Peach Re and explicitly included in the licensing order issued by the Vermont DOI. The impact of this permitted practice as of December 31, 2013 was approximately \$492.8 million on Peach Re's statutory capital and surplus. As of December 31, 2013, if Peach Re had not been permitted to include the letter of credit as an admitted asset, Primerica Life would have been below the minimum statutory capital and surplus of approximately \$72.8 million that triggers a regulatory action event. However, Primerica Life would not have paid the \$150.0 million of ordinary dividends to the Parent Company in May 2013 if Peach Re was not permitted to include the letter of credit as an admitted asset in its statutory capital and surplus.

### ***Canadian Insurance Subsidiary***

Primerica Life Canada is incorporated under the provisions of the Canada Business Corporations Act and is a domiciled Canadian Company subject to regulation under the Insurance Companies Act (Canada) by the Office of the Superintendent of Financial Institutions in Canada ("OSFI") and by Provincial Superintendents of Financial Institutions/ Insurance in those provinces in which Primerica Life Canada is licensed. The financial statements of Primerica Life Canada are prepared in accordance with International Financial Reporting Standards ("IFRS").

Primerica Life Canada's capacity to pay ordinary dividends to its parent is limited by OSFI regulations to the extent that its capital exceeds projected capital requirements. OSFI requires companies to set internal target levels of capital

sufficient to provide for all the risks of the insurer, including risks specified in OSFI's capital guidelines. As of December 31, 2013 and 2012, Primerica Life Canada's statutory capital and surplus satisfied regulatory requirements and was approximately \$279.9 million and \$234.7 million, respectively.

In Canada, dividends can be paid subject to the paying insurance company continuing to have adequate capital and forms of liquidity as defined by OSFI following the dividend payment and upon 15 days minimum notice to OSFI. Primerica Life Canada's dividend capacity at January 1, 2014 is estimated to be approximately \$106.4 million, which is calculated based on its projection of maintaining internal target capital requirements under certain adverse capital scenarios during each year over the next five years. The actual amount of future dividends that Primerica Life Canada will declare and pay is also subject to the Company's asserted position of permanent reinvestment of certain unremitted earnings discussed in Note 10 (Income Taxes).

## **(15) Commitments and Contingent Liabilities**

### ***Commitments***

We lease office equipment and office and warehouse space under various noncancellable operating lease agreements that expire through June 2028. Total minimum rent expense was \$8.3 million, \$6.9 million, and \$6.7 million for the years ended December 31, 2013, 2012, and 2011, respectively. We had no contingent rent expense during 2013, 2012, and 2011. In March 2013, our agreement to lease our new corporate headquarters in Duluth, Georgia commenced, which replaced and consolidated substantially all of our prior executive and home office operations. The initial lease term is 15 years with estimated minimum annual rental payments ranging from approximately \$4.5 million at inception to approximately \$5.6 million in year 15. The leases covering our prior executive and home office operations facilities terminated in the second quarter of 2013.

As of December 31, 2013, the minimum aggregate rental commitments for operating leases were as follows:

	December 31, 2013
	(In thousands)
2014	\$ 6,933
2015	6,304
2016	6,270
2017	6,297
2018	5,549
Thereafter	<u>50,738</u>
Total minimum rental commitments for operating leases	<u>\$82,091</u>

### ***Letter of Credit***

Effective March 31, 2012, Peach Re entered into a Credit Facility Agreement with Deutsche Bank (the "Credit Facility Agreement") to support certain obligations for a portion of the reserves (commonly referred to as Regulation XXX reserves) related to level premium term life insurance policies ceded to Peach Re from Primerica Life under the Peach Re Coinsurance Agreement.

Under the Credit Facility Agreement, Deutsche Bank issued a letter of credit in the initial amount of \$450.0 million with a term of approximately fourteen years (the "LOC") for the benefit of Primerica Life, the direct parent of Peach Re. Subject to certain conditions, the amount of the LOC will be periodically increased up to a maximum amount of \$510.0 million in 2014. Pursuant to the terms of the Credit Facility Agreement, in the event amounts are drawn under the LOC by Primerica Life, Peach Re will be obligated, subject to certain limited conditions, to reimburse Deutsche Bank for the amount of any draws and interest thereon. Peach Re has collateralized its obligations to Deutsche Bank by granting it a security interest in all of its assets with the exception of amounts held in a special account established to meet minimum asset thresholds required by state regulatory

authorities. As of December 31, 2013, the Company was in compliance with all financial covenants under the Credit Facility Agreement.

### ***Contingent Liabilities***

The Company is involved from time to time in legal disputes, regulatory inquiries and arbitration proceedings in the normal course of business. These disputes are subject to uncertainties, including the large and/or indeterminate amounts sought in certain of these matters and the inherent unpredictability of litigation. As such, the Company is unable to estimate the possible loss or range of loss that may result from these matters unless otherwise indicated.

Beginning in late 2011, numerous FINRA ("Financial Industry Regulatory Association") arbitration claims were filed, along with lawsuits in Florida state courts, against our subsidiary, PFS Investments, and certain of its registered representatives seeking damages arising from the allegation that the representatives improperly recommended that the claimants transfer their retirement benefits from the Florida Retirement System's defined benefit plan to its defined contribution plan. The claims have been brought by a law firm in Miami, Florida that engaged in efforts to solicit public employees to bring these claims against us. The Company has defended this matter vigorously. Courts have dismissed a substantial number of the lawsuits on statute of limitations grounds, and the FINRA arbitration panels have either dismissed the claims in their entirety or awarded less than the damages sought. None of the individual awards have been material to the Company. The time and expense necessary to defend the cases have been substantial, however, and the Company and counsel for the public employees entered into settlement discussions beginning in December 2013.

On January 16, 2014, PFS Investments entered into a memorandum of understanding to resolve this pending litigation. In connection with the potential settlement for up to 238 claimants with filed and unfiled claims, the Company has

established a contingent liability of \$9.3 million for the fair value of estimated benefits to be paid to the settling claimants through deferred payments that would begin in 2024. The Company has recorded an additional contingent liability of \$6.4 million for related costs, including awards relating to prior arbitrations, other potential settlements, and the payment of claimants' attorneys' fees and expenses. These contingent liabilities have been recorded in Other liabilities within the accompanying consolidated balance sheets as of the year ended December 31, 2013. Claimants who lost their cases against PFS Investments in final arbitration hearings will not receive any monies. The potential settlement is contingent on acceptance by a minimum number of the claimants and there can be no assurance that such acceptance will be obtained or that the settlement will be completed. The parties have agreed to stay pending arbitrations and other proceedings through April 2014 as the parties attempt to finalize the potential settlement.

The Company is currently undergoing targeted multi-state treasurer audits by 31 jurisdictions with respect to unclaimed property laws, and Primerica Life and NBLIC are engaged in targeted multi-state market conduct examinations by six jurisdictions with respect to their claims-paying practices. The Treasurer of the State of West Virginia brought a suit against Primerica Life and other insurance companies alleging violations of the West Virginia unclaimed property act. The suit was dismissed, and the Treasurer has appealed. Other jurisdictions may pursue similar audits, examinations and litigation. The audits, examinations and litigation are expected to take significant time to complete, and it is unclear whether the Company will be required to compare the Death Master File to its records for periods prior to 2011, including with respect to policies which have lapsed, to determine whether benefits are owed in instances where an insured appears to have died but no claim for death benefits has been made. The potential outcome of such actions is difficult to predict but could subject the Company to adverse

consequences, including, but not limited to, settlement payments, additional payments to beneficiaries and additional escheatment of funds deemed abandoned under state laws. At this time, the Company cannot reasonably estimate the likelihood or the impact of additional costs or liabilities that could result from the resolution of these matters. These actions may also result in changes to the Company's procedures for the identification and escheatment of abandoned property and other financial liability.

### (16) Benefit Plans

We established a defined contribution plan for the benefit of our employees in 2010. The expense associated with this plan was approximately \$6.6 million, \$6.5 million, and \$6.1 million in 2013, 2012, and 2011, respectively.

### (17) Subsequent Event

In January 2014, NBLIC sold the assets and liabilities of its short-term disability benefit insurance business ("DBL") to AmTrust North America, Inc ("AmTrust North America"). As part of the sale agreement, an affiliate of AmTrust North America (the "buyer") assumed all incurred but unpaid claims for DBL insurance policies in force as of January 1, 2014. In addition, NBLIC transferred the invested assets held in support of DBL's claims reserves and all other premium-related assets and liabilities to the buyer as of January 1, 2014. The results of DBL's operations from January 1, 2014 forward were also transferred to the buyer.

NBLIC received cash proceeds from the sale of \$3.0 million and expects to recognize a gain on the sale of approximately \$2.7 million in 2014. We do not expect the sale of DBL to materially change the Company's consolidated financial condition and results of operations. During 2013, DBL contributed revenues of approximately \$36.9 million and income before income taxes of approximately \$6.2 million to our consolidated income statements.



## Unaudited Quarterly Financial Data

In management's opinion, the following quarterly consolidated financial information fairly presents the results of operations for such periods and is prepared on a basis consistent with our annual audited consolidated financial statements. Financial information for the quarters presented was prepared on a consolidated basis.

	Quarter ended March 31, 2013	Quarter ended June 30, 2013	Quarter ended September 30, 2013	Quarter ended December 31, 2013
	(In thousands, except per-share amounts)			
Direct premiums	\$ 570,899	\$ 577,208	\$ 576,095	\$ 577,866
Ceded premiums	(410,604)	(417,450)	(407,488)	(408,615)
Net premiums	160,295	159,758	168,607	169,251
Commissions and fees	112,273	117,183	118,443	123,910
Net investment income	23,216	21,027	22,103	22,407
Realized investment gains (losses), including OTTI	2,286	3,468	(407)	899
Other, net	10,375	10,871	10,711	10,773
Total revenues	308,445	312,307	319,457	327,240
Total benefits and expenses	248,213	244,861	252,903	270,274
Income before income taxes	60,232	67,446	66,554	56,966
Income taxes	21,387	23,956	23,364	19,765
Net income	\$ 38,845	\$ 43,490	\$ 43,190	\$ 37,201
Earnings per share — basic	\$ 0.67	\$ 0.76	\$ 0.78	\$ 0.67
Earnings per share — diluted	\$ 0.65	\$ 0.74	\$ 0.78	\$ 0.67

ITEM 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS

	Quarter ended March 31, 2012	Quarter ended June 30, 2012	Quarter ended September 30, 2012	Quarter ended December 31, 2012
	(In thousands, except per-share amounts)			
Direct premiums	\$ 561,037	\$ 570,073	\$ 567,273	\$ 569,592
Ceded premiums	(418,163)	(415,815)	(414,991)	(414,784)
Net premiums	142,874	154,258	152,282	154,808
Commissions and fees	104,261	107,107	104,607	113,069
Net investment income	26,097	23,605	26,881	24,221
Realized investment gains (losses), including OTTI	2,131	4,321	3,872	1,058
Other, net	11,238	11,234	11,446	11,345
Total revenues	286,601	300,525	299,088	304,501
Total benefits and expenses	223,136	228,604	228,532	243,555
Income before income taxes	63,465	71,921	70,556	60,946
Income taxes	21,709	25,741	24,957	20,675
Net income	\$ 41,756	\$ 46,180	\$ 45,599	\$ 40,271
Earnings per share — basic	\$ 0.62	\$ 0.73	\$ 0.74	\$ 0.68
Earnings per share — diluted	\$ 0.61	\$ 0.72	\$ 0.72	\$ 0.67

Quarterly amounts may not agree in total to the corresponding annual amounts due to rounding.

### Item 9. Changes in and Disagreements with Accountants on Accounting Matters.

There have been no changes in, or disagreements with, accountants on accounting and financial disclosure matters during the years ended December 31, 2013 and 2012.

### Item 9A. Controls and Procedures.

#### Disclosure Controls and Procedures

The Company's management, with the participation of the Company's Co-Chief Executive Officers and Chief Financial Officer, has evaluated the effectiveness of the Company's disclosure controls and procedures (as such term is defined in Rules 13a-15(e) and 15d-15(e) under the Securities Exchange Act of 1934, as

amended (the "Exchange Act")) as of the end of the period covered by this report (the "Evaluation Date"). Based on such evaluation, the Company's Co-Chief Executive Officers and Chief Financial Officer have concluded that, as of the Evaluation Date, the Company's disclosure controls and procedures are effective.

#### Changes in Internal Control Over Financial Reporting

There have not been any changes in the Company's internal control over financial reporting (as such term is defined in Rules 13a-15(f) and 15d-15(f) under the Exchange Act) during the fourth fiscal quarter of 2013 that have materially affected, or are reasonably likely to materially affect, the Company's internal control over financial reporting.

***Management's Annual Report On Internal Control Over Financial Reporting***

Our management is responsible for establishing and maintaining adequate internal control over financial reporting for our company. With the participation of the Co-Chief Executive Officers and the Chief Financial Officer, our management conducted an evaluation of the effectiveness of our internal control over financial reporting based on the framework and criteria established in *Internal Control — Integrated Framework*

(1992), issued by the Committee of Sponsoring Organizations of the Treadway Commission. Based on this evaluation, our management has concluded that our internal control over financial reporting was effective as of December 31, 2013.

Our independent auditor, KPMG LLP, an independent registered public accounting firm, has issued an attestation report on the effectiveness of our internal control over financial reporting. This attestation report appears below.

## Report of Independent Registered Public Accounting Firm

The stockholders and board of directors of Primerica, Inc.:

We have audited Primerica, Inc.'s (the Company) internal control over financial reporting as of December 31, 2013, based on criteria established in *Internal Control — Integrated Framework (1992)* issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). The Company's management is responsible for maintaining effective internal control over financial reporting and for its assessment of the effectiveness of internal control over financial reporting, included in the accompanying Management's Annual Report on Internal Control over Financial Reporting. Our responsibility is to express an opinion on the Company's internal control over financial reporting based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether effective internal control over financial reporting was maintained in all material respects. Our audit included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. Our audit also included performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion.

A company's internal control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

In our opinion, Primerica, Inc. maintained, in all material respects, effective internal control over financial reporting as of December 31, 2013, based on criteria established in *Internal Control — Integrated Framework (1992)* issued by COSO.

We also have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), the consolidated balance sheets of Primerica, Inc. and subsidiaries as of December 31, 2013 and 2012, and the related consolidated statements of income, comprehensive income, stockholders' equity, and cash flows for each of the years in the three-year period ended December 31, 2013, and our report dated February 27, 2014 expressed an unqualified opinion on those consolidated financial statements.

/s/ KPMG LLP

Atlanta, Georgia  
February 27, 2014

**Item 9B. Other Information.**

Not applicable.

## PART III

Pursuant to General Instruction G to Form 10-K, and as described below portions of Items 10 through 14 of this report are incorporated by reference from the Company's definitive Proxy Statement relating to the Company's 2014 Annual Meeting of Stockholders (the "Proxy Statement"), which will be filed with the SEC within 120 days of December 31, 2013, pursuant to Regulation 14A under the Exchange Act. The Report of the Audit Committee of our Board of Directors and the Report of the Compensation Committee of our Board of Directors to be included in the Proxy Statement shall be deemed to be furnished in this report and shall not be incorporated by reference into any filing under the Securities Act of 1933, as amended, as a result of such furnishing.

Our website address is [www.primerica.com](http://www.primerica.com). You may obtain free electronic copies of our annual reports on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K, and all amendments to those reports from the investors section of our website. These reports are available on our website as soon as reasonably practicable after we electronically file them with the SEC. These reports should also be available through the SEC's website at [www.sec.gov](http://www.sec.gov).

We have adopted corporate governance guidelines. The guidelines and the charters of our board committees are available in the corporate governance subsection of the investor relations section of our website, [www.primerica.com](http://www.primerica.com), and are also available in print upon written request to the Corporate Secretary, Primerica, Inc., 1 Primerica Parkway, Duluth, GA 30099.

### Item 10. Directors, Executive Officers and Corporate Governance.

For a list of executive officers, see Part I Item X. Executive Officers of the Registrant herein.

We have adopted a written code of conduct that applies to all directors, officers and employees, including a separate code that applies to only our principal executive officers and senior

financial officers in accordance with Section 406 of the Sarbanes-Oxley Act of 2002 and the rules of the SEC promulgated thereunder. Our Code of Conduct is available in the corporate governance subsection of the investor relations section of our website, [www.primerica.com](http://www.primerica.com), and is available in print upon written request to the Corporate Secretary, Primerica, Inc., 1 Primerica Parkway, Duluth, GA 30099. In the event that we make changes in, or provide waivers from, the provisions of the Code of Conduct that the SEC requires us to disclose, we will disclose these events in the corporate governance section of our website.

Except for the information above and the information set forth in Part I, Item X. Executive Officers of the Registrant, the information required by this item will be contained under the following headings in the Proxy Statement and is incorporated herein by reference:

- Matters to be Voted on — Election of Ten Directors;
- Corporate Governance — Independence of Committee Members;
- Corporate Governance — Code of Conduct;
- Corporate Governance — Section 16(a) Beneficial Ownership Reporting Compliance;
- Board of Directors — Members of Our Board of Directors;
- Board of Directors — Committees of Our Board of Directors;
- Board of Directors — Director Legal Matters;
- Executive Compensation — Employment Agreements with Named Executive Officers;
- Audit Committee Matters — Audit Committee Report;
- Related Party Transactions — Transactions with Citigroup; and
- Related Party Transactions — Transactions with Warburg Pincus.



### Item 11. Executive Compensation.

The information required by this item will be contained under the following headings in the Proxy Statement and is incorporated herein by reference:

- Board of Directors — Committees of Our Board of Directors — Compensation Committee;
- Board of Directors — Director Compensation; and
- Executive Compensation.

### Item 12. Security Ownership of Certain Beneficial Owners and Management and Related Stockholder Matters.

Except for the information set forth in Part II, Item 5. Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities, the information required by this item will be contained under the following headings in the Proxy Statement and is incorporated herein by reference:

- Corporate Governance — Beneficial Ownership of Common Stock.

### Item 13. Certain Relationships and Related Transactions, and Director Independence.

The information required by this item will be contained under the following headings in the Proxy Statement and is incorporated herein by reference:

- Introductory paragraph to Corporate Governance;

- Corporate Governance — Independence of Directors;
- Corporate Governance — Categorical Standards of Independence;
- Corporate Governance — Independence of Committee Members;
- Board of Directors — Committees of Our Board of Directors; and
- Related Party Transactions.

### Item 14. Principal Accounting Fees and Services.

The information required by this item will be contained under the following headings in the Proxy Statement and is incorporated herein by reference:

- Matters to be Voted on — Proposal 3: Ratification of the Appointment of KPMG LLP as Our Independent Registered Public Accounting Firm;
- Board of Directors — Committees of Our Board of Directors — Audit Committee; and
- Audit Committee Matters — Fees and Services of Our Independent Registered Public Accounting Firm.

## PART IV

### Item 15. Exhibits, Financial Statement Schedules.

#### (a) 1. FINANCIAL STATEMENTS

Included in Part II, Item 8, of this report:

Primerica, Inc.:

Report of Independent Registered Public Accounting Firm	89
Consolidated Balance Sheets as of December 31, 2013 and 2012	90
Consolidated Statements of Income for each of the years in the three-year period ended December 31, 2013	91
Consolidated Statements of Comprehensive Income for each of the years in the three-year period ended December 31, 2013	92
Consolidated Statements of Stockholders' Equity for each of the years in the three-year period ended December 31, 2013	93
Consolidated Statements of Cash Flows for each of the years in the three-year period ended December 31, 2013	94
Notes to Consolidated Financial Statements	95
Unaudited Quarterly Financial Data	135

#### 2. FINANCIAL STATEMENT SCHEDULES

Included in Part IV of this report:

Report of Independent Registered Public Accounting Firm on Financial Statement Schedules	148
Schedule I — Summary of Investments — Other than Investments in Related Parties as of December 31, 2013	149
Schedule II — Condensed Financial Information of Registrant as of December 31, 2013 and 2012, and for the years ended December 31, 2013, 2012 and 2011	150
Schedule III — Supplementary Insurance Information as of December 31, 2013 and 2012, and for each of the years in the three-year period ended December 31, 2013	156
Schedule IV — Reinsurance for each of the years in the three-year period ended December 31, 2013	158

#### 3. EXHIBIT INDEX

An "Exhibit Index" has been filed as part of this Report beginning on the following page and is incorporated herein by reference.

Schedules other than those listed above are omitted because they are not required, are not material, are not applicable, or the required information is shown in the financial statements or notes thereto.

#### (b) Exhibit Index.

The agreements included as exhibits to this report are included to provide information regarding the terms of these agreements and are not intended to provide any other factual or disclosure information about the Company or its subsidiaries, our business or the other parties to these agreements. These agreements may contain representations and warranties by each of the parties to the applicable

agreement. These representations and warranties have been made solely for the benefit of the other parties to the applicable agreement and:

- should not in all instances be treated as categorical statements of fact, but rather as a way of allocating the risk to one of the parties if those statements prove to be inaccurate;
- have been qualified by disclosures that were made to the other party in connection with the negotiation of the application agreement, which disclosures are not necessarily reflected in the agreement;
- may apply standards of materiality in a way that is different from what may be viewed as material to our investors; and
- were made only as of the date of the applicable agreement or such other date or dates as may be specified in the agreement and are subject to more recent developments.

Accordingly, these representations and warranties may not describe the actual state of affairs as of the date they were made or at any other time, and should not be relied upon by investors.

<b>Exhibit Number</b>	<b>Description</b>	<b>Reference</b>
3.1	Amended and Restated Certificate of Incorporation of the Registrant.	Incorporated by reference to Exhibit 3.1 to Primerica's Current Report on Form 8-K dated May 22, 2013 (Commission File No. 001-34680).
3.2	Amended and Restated Bylaws of the Registrant.	Incorporated by reference to Exhibit 3.2 to Primerica's Current Report on Form 8-K dated May 22, 2013 (Commission File No. 001-34680).
4.1	Indenture, dated July 16, 2012, among the Registrant and Wells Fargo Bank, National Association, as trustee.	Incorporated by reference to Exhibit 4.1 to Primerica's Current Report on Form 8-K dated July 11, 2012 (Commission File No. 001-34680).
4.2	First Supplemental Indenture, dated July 16, 2012, among the Registrant and Wells Fargo Bank, National Association, as trustee.	Incorporated by reference to Exhibit 4.2 to Primerica's Current Report on Form 8-K dated July 11, 2012 (Commission File No. 001-34680).
4.3	Form of 4.750% Senior Notes due 2022.	Incorporated by reference to Exhibit 4.3 (included in Exhibit 4.2 filed herewith) to Primerica's Current Report on Form 8-K dated July 11, 2012 (Commission File No. 001-34680).
10.1	Tax Separation Agreement dated as of March 30, 2010 by and between the Registrant and Citigroup Inc.	Incorporated by reference to Exhibit 10.3 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.2	80% Coinsurance Agreement dated March 31, 2010 by and between Primerica Life Insurance Company and Prime Reinsurance Company, Inc.	Incorporated by reference to Exhibit 10.5 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).

ITEM 15. EXHIBITS, FINANCIAL STATEMENT SCHEDULES

<b>Exhibit Number</b>	<b>Description</b>	<b>Reference</b>
10.3	10% Coinsurance Agreement dated March 31, 2010 by and between Primerica Life Insurance Company and Prime Reinsurance Company, Inc.	Incorporated by reference to Exhibit 10.6 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.4	80% Coinsurance Trust Agreement dated March 29, 2010 among Primerica Life Insurance Company, Prime Reinsurance Company, Inc. and The Bank of New York Mellon.	Incorporated by reference to Exhibit 10.7 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.5	10% Coinsurance Economic Trust Agreement dated March 29, 2010 among Primerica Life Insurance Company, Prime Reinsurance Company, Inc. and The Bank of New York Mellon.	Incorporated by reference to Exhibit 10.8 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.6	10% Coinsurance Excess Trust Agreement dated March 29, 2010 among Primerica Life Insurance Company, Prime Reinsurance Company, Inc. and The Bank of New York Mellon.	Incorporated by reference to Exhibit 10.9 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.7	Capital Maintenance Agreement dated March 31, 2010 by and between Citigroup Inc. and Prime Reinsurance Company, Inc.	Incorporated by reference to Exhibit 10.10 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.8	90% Coinsurance Agreement dated March 31, 2010 by and between National Benefit Life Insurance Company and American Health and Life Insurance Company.	Incorporated by reference to Exhibit 10.11 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.9	Trust Agreement dated March 29, 2010 among National Benefit Life Insurance Company, American Health and Life Insurance Company and The Bank of New York Mellon.	Incorporated by reference to Exhibit 10.12 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.10	Coinsurance Agreement dated March 31, 2010 by and between Primerica Life Insurance Company of Canada and Financial Reassurance Company 2010, Ltd.	Incorporated by reference to Exhibit 10.13 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.11	Monitoring and Reporting Agreement dated as of March 31, 2010 by and among Primerica Life Insurance Company and Prime Reinsurance Company, Inc.	Incorporated by reference to Exhibit 10.41 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.12	Monitoring and Reporting Agreement dated as of March 31, 2010 by and among National Benefit Life Insurance Company and American Health and Life Insurance Company.	Incorporated by reference to Exhibit 10.42 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).

<b>Exhibit Number</b>	<b>Description</b>	<b>Reference</b>
10.13	Monitoring and Reporting Agreement dated as of March 31, 2010 by and among Primerica Life Insurance Company of Canada and Financial Reassurance Company 2010 Ltd.	Incorporated by reference to Exhibit 10.43 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.14	Occupancy Services Agreement dated as of April 7, 2010, between National Benefit Life Insurance Company and Citibank, N.A.	Incorporated by reference to Exhibit 10.19 to Primerica's Annual Report on Form 10-K for the year ended December 31, 2011 (Commission File No. 001-34680).
10.15	Amendment No. 1 dated as of October 7, 2011 to Occupancy Services Agreement dated as of April 7, 2010, between National Benefit Life Insurance Company and Citibank, N.A.	Incorporated by reference to Exhibit 10.20 to Primerica's Annual Report on Form 10-K for the year ended December 31, 2011 (Commission File No. 001-34680).
10.16	Primerica, Inc. Stock Purchase Plan for Agents and Employees.	Incorporated by reference to Exhibit 10.45 to Primerica's Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (Commission File No. 001-34680).
10.17*	Primerica, Inc. Amended and Restated 2010 Omnibus Incentive Plan.	Incorporated by reference to Exhibit 10.22 to Primerica's Annual Report on Form 10-K for the year ended December 31, 2011 (Commission File No. 001-34680).
10.18*	Form of Restricted Stock Award Agreement under the Primerica, Inc. 2010 Omnibus Incentive Plan.	Incorporated by reference to Exhibit 10.23 to Primerica's Annual Report on Form 10-K for the year ended December 31, 2011 (Commission File No. 001-34680).
10.19	Form of Director Restricted Stock Unit Award Agreement under the Primerica, Inc. 2010 Omnibus Incentive Plan.	Filed with the Securities and Exchange Commission as part of this Annual Report.
10.20*	Form of Non-Qualified Stock Option under the Primerica, Inc. 2010 Omnibus Incentive Plan.	Filed with the Securities and Exchange Commission as part of this Annual Report.
10.21*	Form of Restricted Stock Unit Award Agreement under the Primerica, Inc. 2010 Omnibus Incentive Plan.	Filed with the Securities and Exchange Commission as part of this Annual Report.
10.22*	Form of Indemnification Agreement for Directors and Officers.	Incorporated by reference to Exhibit 10.48 to Primerica's Registration Statement on Form S-1 (File No. 333-162918).
10.23*	Employment Agreement, dated as of August 19, 2010, between the Registrant and Mr. D. Richard Williams.	Incorporated by reference to Exhibit 99.1 to Primerica's Current Report on Form 8-K dated August 19, 2010 (Commission File No. 001-34680).

ITEM 15. EXHIBITS, FINANCIAL STATEMENT SCHEDULES

<b>Exhibit Number</b>	<b>Description</b>	<b>Reference</b>
10.24*	Employment Agreement, dated as of August 19, 2010, between the Registrant and Mr. John A. Addison, Jr.	Incorporated by reference to Exhibit 99.2 to Primerica's Current Report on Form 8-K dated August 19, 2010 (Commission File No. 001-34680).
10.25*	Amended and Restated Employment Agreement, dated as of February 15, 2013, between the Registrant and Mr. Peter W. Schneider.	Incorporated by reference to Exhibit 99.1 to Primerica's Current Report on Form 8-K dated February 15, 2013 (Commission File No. 001-34680).
10.26*	Amended and Restated Employment Agreement, dated as of February 15, 2013, between the Registrant and Mr. Glenn J. Williams.	Incorporated by reference to Exhibit 99.2 to Primerica's Current Report on Form 8-K dated February 15, 2013 (Commission File No. 001-34680).
10.27*	Amended and Restated Employment Agreement, dated as of February 15, 2013, between the Registrant and Ms. Alison S. Rand.	Incorporated by reference to Exhibit 99.3 to Primerica's Current Report on Form 8-K dated February 15, 2013 (Commission File No. 001-34680).
10.28*	Amended and Restated Employment Agreement, dated as of February 15, 2013, between the Registrant and Mr. Gregory C. Pitts.	Incorporated by reference to Exhibit 99.4 to Primerica's Current Report on Form 8-K dated February 15, 2013 (Commission File No. 001-34680).
10.29	Nonemployee Directors' Deferred Compensation Plan, effective as of January 1, 2011, adopted on November 10, 2010.	Incorporated by reference to Exhibit 10.31 to Annual Report on Form 10-K for the year ended December 31, 2010 (Commission File No. 001-34680).
12.1	Statement re Computation of Ratios.	Filed with the Securities and Exchange Commission as part of this Annual Report.
21.1	Subsidiaries of the Registrant.	Filed with the Securities and Exchange Commission as part of this Annual Report.
23.1	Consent of KPMG LLP.	Filed with the Securities and Exchange Commission as part of this Annual Report.
31.1	Rule 13a-14(a)/15d-14(a) Certification, executed by D. Richard Williams, Chairman of the Board and Co-Chief Executive Officer.	Filed with the Securities and Exchange Commission as part of this Annual Report.
31.2	Rule 13a-14(a)/15d-14(a) Certification, executed by John A. Addison, Jr., Chairman of Primerica Distribution and Co-Chief Executive Officer.	Filed with the Securities and Exchange Commission as part of this Annual Report.
31.3	Rule 13a-14(a)/15d-14(a) Certification, executed by Alison S. Rand, Executive Vice President and Chief Financial Officer.	Filed with the Securities and Exchange Commission as part of this Annual Report.



<b>Exhibit Number</b>	<b>Description</b>	<b>Reference</b>
32.1	Certifications required by Rule 13a-14(b) or Rule 15d-14(b) and Section 1350 of Chapter 63 of Title 18 of the United States Code (18 U.S.C. 1350), executed by D. Richard Williams, Chairman of the Board and Co-Chief Executive Officer, John A. Addison, Jr., Chairman of Primerica Distribution and Co-Chief Executive Officer, and Alison S. Rand, Executive Vice President and Chief Financial Officer.	Filed with the Securities and Exchange Commission as part of this Annual Report.
101.INS	XBRL Instance Document <sup>(1)</sup>	Furnished to the Securities and Exchange Commission as part of this Annual Report.
101.SCH	XBRL Taxonomy Extension Schema	Furnished to the Securities and Exchange Commission as part of this Annual Report.
101.CAL	XBRL Taxonomy Extension Calculation Linkbase	Furnished to the Securities and Exchange Commission as part of this Annual Report.
101.DEF	XBRL Taxonomy Extension Definition Linkbase	Furnished to the Securities and Exchange Commission as part of this Annual Report.
101.LAB	XBRL Taxonomy Extension Label Linkbase	Furnished to the Securities and Exchange Commission as part of this Annual Report.
101.PRE	XBRL Taxonomy Extension Presentation Linkbase	Furnished to the Securities and Exchange Commission as part of this Annual Report.

\* Identifies a management contract or compensatory plan or arrangement.

(1) Includes the following materials contained in this Annual Report on Form 10-K for the year ended December 31, 2013, formatted in XBRL: (i) Consolidated Balance Sheets, (ii) Consolidated Statements of Income, (iii) Consolidated Statements of Stockholders' Equity, (iv) Consolidated Statements of Comprehensive Income, (v) Consolidated Statements of Cash Flows, and (vi) Notes to Consolidated Financial Statements.

(c) Financial Statement Schedules.

### Report of Independent Registered Public Accounting Firm on Financial Statement Schedules

The stockholders and board of directors of Primerica, Inc.:

Under date of February 27, 2014, we reported on the consolidated balance sheets of Primerica, Inc. and subsidiaries (the Company) as of December 31, 2013 and 2012, and the related consolidated statements of income, comprehensive income, stockholders' equity, and cash flows for each of the years in the three-year period ended December 31, 2013. In connection with our audits of the aforementioned consolidated financial statements, we also audited the related financial statement schedules. These financial statement schedules are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statement schedules based on our audits.

In our opinion, such financial statement schedules, when considered in relation to the basic consolidated financial statements taken as a whole, present fairly, in all material respects, the information set forth therein.

/s/ KPMG LLP

Atlanta, Georgia  
February 27, 2014

**Schedule I**  
**Consolidated Summary of Investments — Other Than Investments in**  
**Related Parties**  
**Primerica, Inc.**

Type of Investment	As of December 31, 2013		
	Amortized Cost or Cost	Fair Value	Amount at which shown in the balance sheet
(In thousands)			
<b>Fixed maturities:</b>			
<b>Bonds:</b>			
United States Government and government agencies and authorities	\$ 8,696	\$ 9,054	\$ 9,054
States, municipalities and political subdivisions	32,544	33,917	33,917
Foreign governments	118,859	123,876	123,876
Public utilities	—	—	—
Convertibles and bonds with warrants attached	6,658	7,223	7,223
All other corporate bonds	1,507,324	1,593,020	1,593,020
Certificates of deposit	—	—	—
Redeemable preferred stocks	1,966	1,613	1,613
Total fixed maturities	1,676,047	1,768,703	1,768,703
<b>Equity securities:</b>			
<b>Common stocks:</b>			
Public utilities	9,427	11,787	11,787
Banks, trusts and insurance companies	6,795	10,252	10,252
Industrial, miscellaneous and all other	8,285	9,787	9,787
Nonredeemable preferred stocks	8,085	8,068	8,068
Total equity securities	32,592	39,894	39,894
Mortgage loans on real estate	—	—	—
Real estate	—	—	—
Policy loans	26,806	26,806	26,806
Other long-term investments	—	—	—
Short-term investments	—	—	—
Total investments	\$1,735,445	\$1,835,403	\$1,835,403

See the accompanying report of independent registered public accounting firm.

**Schedule II**  
**Condensed Financial Information of Registrant**  
**Primerica, Inc. (Parent Only)**  
**Condensed Balance Sheets**

	<b>December 31,</b>	
	<b>2013</b>	<b>2012</b>
	<b>(In thousands)</b>	
<b>Assets</b>		
Investments:		
Fixed-maturity securities available for sale, at fair value (amortized cost: \$62,216 in 2013 and \$52,094 in 2012)	\$ 62,420	\$ 52,668
Total investments	62,420	52,668
Cash and cash equivalents	11,361	10,296
Due from affiliates*	76	176
Other receivables	364	376
Deferred income taxes	5,762	4,235
Investment in subsidiaries*	1,528,360	1,597,896
Other assets	2,801	3,153
Total assets	<u>\$1,611,144</u>	<u>\$1,668,800</u>
<b>Liabilities and Stockholders' Equity</b>		
<b>Liabilities:</b>		
Notes payable	\$ 374,481	\$ 374,433
Current income tax payable	2,185	7,069
Deferred income taxes	3,797	2,836
Due to affiliates*	168	604
Interest payable	8,214	8,164
Other liabilities	272	278
Commitments and contingent liabilities (see Note F)		
Total liabilities	<u>389,117</u>	<u>393,384</u>
<b>Stockholders' equity:</b>		
Common stock (\$.01 par value, authorized 500,000 in 2013 and 2012 and issued 54,834 shares in 2013 and 56,374 shares in 2012)	548	564
Paid-in capital	472,633	602,269
Retained earnings	640,840	503,173
Accumulated other comprehensive income, net of income tax	108,006	169,410
Total stockholders' equity	<u>1,222,027</u>	<u>1,275,416</u>
Total liabilities and stockholders' equity	<u>\$1,611,144</u>	<u>\$1,668,800</u>

\* Eliminated in consolidation.

See the accompanying notes to condensed financial statements.  
See the accompanying report of independent registered public accounting firm.

**Schedule II**  
**Condensed Financial Information of Registrant**  
**Primerica, Inc. (Parent Only)**  
**Condensed Statements of Income**

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
<b>Revenues:</b>			
Dividends from subsidiaries*	\$228,319	\$238,747	\$ 275,250
Net investment income	762	1,074	61
Realized investment gains (losses), including other-than-temporary impairment losses	11	545	(5)
Total revenues	<u>229,092</u>	<u>240,366</u>	<u>275,306</u>
<b>Expenses:</b>			
Interest expense	18,172	17,266	16,500
Other operating expenses	7,882	8,222	8,554
Total expenses	<u>26,054</u>	<u>25,488</u>	<u>25,054</u>
Income (loss) before income taxes	203,038	214,878	250,252
Income taxes	(7,043)	(5,998)	(7,131)
Income (loss) before equity in undistributed earnings of subsidiaries	210,081	220,876	257,383
Equity in undistributed earnings of subsidiaries*	(47,356)	(47,070)	(100,192)
Net income	<u>\$162,725</u>	<u>\$173,806</u>	<u>\$ 157,191</u>

\* Eliminated in consolidation.

See the accompanying notes to condensed financial statements.  
See the accompanying report of independent registered public accounting firm.

**Schedule II**  
**Condensed Financial Information of Registrant**  
**Primerica, Inc. (Parent Only)**  
**Condensed Statements of Comprehensive Income**

	<b>Year ended December 31,</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
	<b>(In thousands)</b>		
Net income	\$162,725	\$173,806	\$157,191
<b>Other comprehensive income (loss) before income taxes:</b>			
Unrealized investment gains (losses):			
Equity in unrealized holding gains (losses) on investment securities held by subsidiaries	(47,651)	18,127	(625)
Change in unrealized holding gains (losses) on investment securities	(358)	1,127	(13)
Reclassification adjustment for realized investment (gains) losses included in net income	(11)	(545)	5
Foreign currency translation adjustments:			
Equity in unrealized foreign currency translation gains of subsidiaries	(13,695)	4,221	(3,645)
Total other comprehensive income (loss) before income taxes	(61,715)	22,930	(4,278)
Income tax expense (benefit) related to items of other comprehensive income (loss)	(311)	185	(3)
Other comprehensive income (loss), net of income taxes	(61,404)	22,745	(4,275)
Total comprehensive income	<u>\$101,321</u>	<u>\$196,551</u>	<u>\$152,916</u>

See the accompanying notes to condensed financial statements.

See the accompanying report of independent registered public accounting firm.



**Schedule II**  
**Condensed Financial Information of Registrant**  
**Primerica, Inc. (Parent Only)**  
**Condensed Statements of Cash Flows**

	Year ended December 31,		
	2013	2012	2011
	(In thousands)		
<b>Cash flows from operating activities:</b>			
Net income	\$ 162,725	\$ 173,806	\$ 157,191
<b>Adjustments to reconcile net income to cash provided by (used in) operating activities:</b>			
Equity in undistributed earnings of subsidiaries*	47,356	47,070	100,192
Non-cash securities dividends received from subsidiaries*	—	—	(21,742)
Deferred tax provision	(227)	(1,139)	2,533
Change in income taxes	(4,912)	2,451	3,283
Realized investment (gains) losses, including other-than-temporary impairments	(11)	(545)	5
Accretion and amortization of investments	60	400	40
Depreciation and amortization	23	183	—
Share-based compensation	718	215	196
Change in due to/from affiliates*	(336)	438	(907)
Change in other operating assets and liabilities, net	290	(109)	(161)
Net cash provided by (used in) operating activities	205,686	222,770	240,630
<b>Cash flows from investing activities:</b>			
<b>Available-for-sale investments sold, matured or called:</b>			
Fixed-maturity securities — sold	2,679	67,267	—
Fixed-maturity securities — matured or called	20,269	24,503	5,210
<b>Available-for-sale investments acquired:</b>			
Fixed-maturity securities	(33,118)	(120,642) <sup>(1)</sup>	(6,590)
Other, net	—	(70)	—
Net cash provided by (used in) investing activities	(10,170)	(28,942)	(1,380)
<b>Cash flows from financing activities:</b>			
Dividends	(25,058)	(14,737)	(7,312)
Common stock repurchased	(101,073)	(268,212)	(204,109)
Warrants repurchased	(68,399)	—	—
Excess tax benefit on share-based compensation	79	22	14
Proceeds from issuance of Senior Notes, net of discount	—	374,411	—
Payment of note issued to Citigroup	—	(300,000)	—
Payments of deferred financing costs	—	(3,109)	—
Net cash provided by (used in) financing activities	(194,451)	(211,625)	(211,407)
Change in cash and cash equivalents	1,065	(17,797)	27,843
Cash and cash equivalents, beginning of period	10,296	28,093	250
Cash and cash equivalents, end of period	<u>\$ 11,361</u>	<u>\$ 10,296</u>	<u>\$ 28,093</u>
<b>Supplemental disclosures of cash flow information:</b>			
Interest paid	\$ 17,070	\$ 15,858	\$ 16,500
<b>Non-cash activities:</b>			
Share-based compensation	\$ 39,195	\$ 33,236	\$ 29,444
Net contributions from Citigroup	—	1,961	1,426

\* Eliminated in consolidation.

(1) Includes \$38,535 eliminated in consolidation for the year ended December 31, 2012.

See the accompanying notes to condensed financial statements.

See the accompanying report of independent registered public accounting firm.

## Schedule II

### Condensed Financial Information of Registrant

#### Primerica, Inc. (Parent Only)

#### Notes to Condensed Financial Statements

#### (A) Corporate Reorganization

Primerica, Inc. (“we”, “us” or the “Company”) is a holding company with our primary asset being the capital stock of our operating subsidiaries, and our primary liability being \$375.0 million in principal amount of senior unsecured notes issued in a public offering in 2012 (the “Senior Notes”). We were incorporated in Delaware on October 29, 2009 by Citigroup, Inc. (“Citigroup”), to serve as a holding company for the life insurance and financial product distribution businesses that we have operated for more than 30 years. In April 2010, these indirect subsidiaries of Citigroup were transferred to us through multiple transactions (the “corporate reorganization”), which culminated in the sale of a portion of our common stock owned by Citigroup in an initial public offering (the “IPO”). Prior to our corporate reorganization, we had no material assets or liabilities.

#### (B) Basis of Presentation

These condensed financial statements reflect the results of operations, financial position and cash flows for the Company. We prepare our financial statements in accordance with U.S. generally accepted accounting principles (“U.S. GAAP”). These principles are established primarily by the Financial Accounting Standards Board (“FASB”). The preparation of financial statements in conformity with U.S. GAAP requires us to make estimates and assumptions that affect financial statement balances, revenues and expenses and cash flows, as well as the disclosure of contingent assets and liabilities. Management considers available facts and knowledge of existing circumstances when establishing the estimates included in our financial statements.

The most significant item that involves a greater degree of accounting estimates subject to change in the future is determination of our

investments in subsidiaries. Estimates for this and other items are subject to change and are reassessed by management in accordance with U.S. GAAP. Actual results could differ from those estimates.

The accompanying condensed financial statements should be read in conjunction with the consolidated financial statements and notes thereto of Primerica, Inc. and subsidiaries included in Part II, Item 8 of this report.

#### (C) Note Payable

In April 2010, we issued a \$300.0 million note payable to Citigroup (the “Citigroup Note”) as part of our corporate reorganization. On July 16, 2012, we issued the Senior Notes in a public offering, and we used a portion of the net cash proceeds to repay the Citigroup Note in whole at a redemption price equal to 100% of the outstanding principal amount. We issued the Senior Notes at a price of 99.843% of the principal amount with an annual interest rate of 4.75%, payable semi-annually in arrears on January 15 and July 15. The Senior Notes mature on July 15, 2022.

As unsecured senior obligations, the Senior Notes rank equally in right of payment with all existing and future unsubordinated indebtedness and senior to all existing and future subordinated indebtedness of the Company. The Senior Notes are structurally subordinated in right of payment to all existing and future liabilities of our subsidiaries. In addition, the Senior Notes contain covenants that restrict our ability to, among other things, create or incur any indebtedness that is secured by a lien on the capital stock of certain of our subsidiaries, and merge, consolidate or sell all or substantially all of our properties and assets.

We were in compliance with the covenants of the Senior Notes at December 31, 2013. No events of default(s) occurred on the Senior Notes during the year ended December 31, 2013.

#### (D) Dividends

For the years ended December 31, 2013, 2012, and 2011, the Company received dividends from our non-life insurance subsidiaries of approximately \$63.9 million, \$73.6 million, and \$75.3 million, respectively. For the years ended December 31, 2013, 2012, and 2011, the Company received dividends from our life insurance subsidiaries of approximately \$164.4 million, \$165.1 million, and \$200.0 million, respectively.

#### (E) Commitments and Contingent Liabilities

We have a capital maintenance agreement with Peach Re, Inc. ("Peach Re"), a special purpose financial captive insurance company and indirect wholly owned subsidiary of the Company. The capital maintenance agreement requires us at

times to make capital contributions to Peach Re to insure that its regulatory account as defined in its coinsurance agreement with Primerica Life Insurance Company ("Primerica Life"), a life insurance company and wholly owned subsidiary of the Company, will not be less than \$20.0 million. The regulatory account will only be used to satisfy obligations under this coinsurance agreement after all other available assets have been used, including a letter of credit ("LOC") issued by Deutsche Bank for the benefit of Primerica Life. The LOC was issued in 2012 in the initial amount of \$450.0 million with a term of approximately fourteen years. Subject to certain conditions, the amount of the LOC will be periodically increased up to a maximum amount of \$510.0 million in 2014.

The Company is involved from time to time in legal disputes, regulatory inquiries and arbitration proceedings in the normal course of business. These disputes are subject to uncertainties, including large and/or indeterminate amounts sought in certain of these matters and the inherent unpredictability of litigation. As such, the Company is unable to estimate the possible loss or range of loss that may result from these matters.

### Schedule III Supplementary Insurance Information

#### Primerica, Inc.

	Deferred policy acquisition costs	Future policy benefits	Unearned premiums	Other policy benefits and claims payable	Separate account liabilities
(In thousands)					
<b>December 31, 2013:</b>					
Term Life Insurance	\$1,115,286	\$4,889,335	\$ —	\$237,197	\$ —
Investment and Savings Products	63,607	—	—	—	2,503,197
Corporate and Other Distributed Products	29,573	173,768	1,802	16,107	632
Total	<u>\$1,208,466</u>	<u>\$5,063,103</u>	<u>\$1,802</u>	<u>\$253,304</u>	<u>\$2,503,829</u>
<b>December 31, 2012:</b>					
Term Life Insurance	\$ 967,454	\$4,681,437	\$ —	\$235,763	\$ —
Investment and Savings Products	68,812	—	—	—	2,617,299
Corporate and Other Distributed Products	30,156	169,051	6,056	18,770	816
Total	<u>\$1,066,422</u>	<u>\$4,850,488</u>	<u>\$6,056</u>	<u>\$254,533</u>	<u>\$2,618,115</u>

	Premium revenues	Net investment income	Benefits and claims	Amortization of deferred policy acquisition costs	Other operating expenses	Premiums written
(In thousands)						
<b>Year ended December 31, 2013:</b>						
Term Life Insurance	\$597,162	\$ 68,796	\$262,357	\$115,891	\$119,526	\$ —
Investment and Savings Products	—	—	—	11,195	340,794	—
Corporate and Other Distributed Products	60,749	19,956	39,118	2,097	125,272	35,897
Total	<u>\$657,911</u>	<u>\$ 88,752</u>	<u>\$301,475</u>	<u>\$129,183</u>	<u>\$585,592</u>	<u>\$35,897</u>
<b>Year ended December 31, 2012:</b>						
Term Life Insurance	\$543,658	\$ 66,119	\$239,346	\$104,272	\$110,590	\$ —
Investment and Savings Products	—	—	—	10,956	281,893	—
Corporate and Other Distributed Products	60,564	34,685	39,401	3,370	133,999	39,102
Total	<u>\$604,222</u>	<u>\$100,804</u>	<u>\$278,747</u>	<u>\$118,598</u>	<u>\$526,482</u>	<u>\$39,102</u>
<b>Year ended December 31, 2011:</b>						
Term Life Insurance	\$460,641	\$ 60,667	\$197,159	\$ 89,474	\$105,912	\$ —
Investment and Savings Products	—	—	—	12,482	267,145	—
Corporate and Other Distributed Products	65,751	47,934	45,537	2,078	139,397	41,891
Total	<u>\$526,392</u>	<u>\$108,601</u>	<u>\$242,696</u>	<u>\$104,034</u>	<u>\$512,454</u>	<u>\$41,891</u>

See the accompanying report of independent registered public accounting firm.

**Schedule IV**  
**Reinsurance**  
**Primerica, Inc.**

**Year Ended December 31, 2013**

	Gross amount	Ceded to other companies	Assumed from other companies	Net amount	Percentage of amount assumed to net
	(Dollars in thousands)				
Life insurance in force	\$679,337,825	\$601,309,340	\$—	\$78,028,485	—
<b>Premiums:</b>					
Life insurance	\$ 2,262,721	\$ 1,642,775	\$—	\$ 619,946	—
Accident and health insurance	39,348	1,383	—	37,965	—
Total premiums	\$ 2,302,069	\$ 1,644,158	\$—	\$ 657,911	—

**Year Ended December 31, 2012**

	Gross amount	Ceded to other companies	Assumed from other companies	Net amount	Percentage of amount assumed to net
	(Dollars in thousands)				
Life insurance in force	\$675,164,992	\$599,133,626	\$—	\$76,031,366	—
<b>Premiums:</b>					
Life insurance	\$ 2,227,821	\$ 1,661,822	\$—	\$ 565,999	—
Accident and health insurance	40,154	1,931	—	38,223	—
Total premiums	\$ 2,267,975	\$ 1,663,753	\$—	\$ 604,222	—

**Year Ended December 31, 2011**

	Gross amount	Ceded to other companies	Assumed from other companies	Net amount	Percentage of amount assumed to net
	(Dollars in thousands)				
Life insurance in force	\$669,938,841	\$596,975,143	\$—	\$72,963,698	—
<b>Premiums:</b>					
Life insurance	\$ 2,185,791	\$ 1,701,269	\$—	\$ 484,522	—
Accident and health insurance	43,676	1,806	—	41,870	—
Total premiums	\$ 2,229,467	\$ 1,703,075	\$—	\$ 526,392	—

See the accompanying report of independent registered public accounting firm.



## SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

### **Primerica, Inc.**

By: /s/ Alison S. Rand February 27, 2014  
Alison S. Rand  
Executive Vice President and  
Chief Financial Officer

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the registrant and in the capacities and on the dates indicated.

<u>/s/ <b>D. Richard Williams</b></u> D. Richard Williams	Chairman of the Board and Co-Chief Executive Officer (Principal Executive Officer)	February 27, 2014
<u>/s/ <b>John A. Addison, Jr.</b></u> John A. Addison, Jr.	Chairman of Primerica Distribution and Co-Chief Executive Officer (Principal Executive Officer)	February 27, 2014
<u>/s/ <b>Alison S. Rand</b></u> Alison S. Rand	Executive Vice President and Chief Financial Officer (Principal Financial and Accounting Officer)	February 27, 2014
<u>/s/ <b>Joel M. Babbitt</b></u> Joel M. Babbitt	Director	February 27, 2014
<u>/s/ <b>P. George Benson</b></u> P. George Benson	Director	February 27, 2014
<u>/s/ <b>Gary L. Crittenden</b></u> Gary L. Crittenden	Director	February 27, 2014
<u>/s/ <b>Cynthia N. Day</b></u> Cynthia N. Day	Director	February 27, 2014
<u>/s/ <b>Michael E. Martin</b></u> Michael E. Martin	Director	February 27, 2014
<u>/s/ <b>Mark Mason</b></u> Mark Mason	Director	February 27, 2014
<u>/s/ <b>Robert F. McCullough</b></u> Robert F. McCullough	Director	February 27, 2014
<u>/s/ <b>Barbara A. Yastine</b></u> Barbara A. Yastine	Director	February 27, 2014

## Stockholder Information

### Annual Meeting

The annual meeting of stockholders of Primerica, Inc. will be held on Wednesday, May 21, 2014, at 10:00 a.m.

Primerica Theater  
1 Primerica Parkway  
Duluth, GA 30099

### Corporate Office

Primerica, Inc.  
1 Primerica Parkway  
Duluth, GA 30099  
(770) 381-1000  
www.primerica.com

### Investor Contact

Investor Relations  
Primerica, Inc.  
1 Primerica Parkway  
Duluth, GA 30099  
(866) 694-0420  
investorrelations@primerica.com

### Media Contact

Corporate Communications  
Primerica, Inc.  
1 Primerica Parkway  
Duluth, GA 30099  
(866) 694-0420  
mediarelations@primerica.com

### Form 10-K

Copies of the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2013, including financial statements, are available on the Company's Investor Relations website at <http://investors.primerica.com> or by written request to:

Investor Relations  
Primerica, Inc.  
1 Primerica Parkway  
Duluth, GA 30099

### Common Stock

Trading Symbol: PRI  
New York Stock Exchange

Transfer Agent and Registrar  
Computershare  
250 Royall Street  
Canton, MA 02021

Written Requests:  
Computershare  
P.O. Box 43006  
Providence, RI 02940-3006

(866) 517-2488 (US, Canada,  
Puerto Rico)  
(781) 575-4305 (non-US)

Stockholder website:  
[www.computershare.com/investor](http://www.computershare.com/investor)

### Board of Directors

**John A. Addison, Jr.**  
Chairman of Primerica Distribution  
and Co-CEO, Primerica, Inc.

**Joel M. Babbit**  
CEO, Mother Nature Network

**P. George Benson**  
President, The College of Charleston

**Gary L. Crittenden**  
Managing Partner and Chairman,  
HGGC

**Cynthia N. Day**  
President and Chief Executive Officer,  
Citizens Bancshares Corporation

**Michael E. Martin**  
Partner, Warburg Pincus & Co.,  
Managing Director,  
Warburg Pincus LLC

**Mark Mason**  
CEO, Citi Private Bank

**Robert F. McCullough**  
Former Senior Partner of Invesco Ltd.

**D. Richard Williams**  
Chairman of the Board and Co-CEO,  
Primerica, Inc.

**Barbara A. Yastine**  
Chair, President and  
Chief Executive Officer, Ally Bank

