

Kelly William A.  
Form 4  
March 05, 2018

# FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Kelly William A.

(Last) (First) (Middle)

1 PRIMERICA PARKWAY

(Street)

DULUTH, GA 30099

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Primerica, Inc. [PRI]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/01/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

President of Subsidiary

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|---|
|                                 |                                      |  | Code                           | V   | Amount or Price (A) or (D)  |  |                                   |   |
| Common Stock                    | 03/01/2018                           |  | M                              |   | 1,776<br>(1)  | A  | \$ 0 17,262                       | D |
| Common Stock                    | 03/01/2018                           |  | F                              |   | 498 (2)   | D  | \$ 97.5 16,764                    | D |
| Common Stock                    | 03/01/2018                           |  | M                              |   | 3,251<br>(1)  | A  | \$ 0 20,015                       | D |
| Common Stock                    | 03/01/2018                           |  | F                              |   | 911 (2)   | D  | \$ 97.5 19,104                    | D |
| Common Stock                    | 03/01/2018                           |  | M                              |   | 1,768<br>(1)  | A  | \$ 0 20,872                       | D |

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Common Stock      03/01/2018      F      600 <sup>(2)</sup> D      \$ 97.5      20,272      D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price or Value of Underlying Securities (Instr. 3 and 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---|----------------------------|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title   | Amount or Number of Shares |
|  |  |                                      |  |                                |   | Code   | V (A) (D)   |   |                            |
| Restricted Stock Unit                      | <sup>(3)</sup>   | 03/01/2018                           |  | M                              | 1,776   | <sup>(4)</sup>   | <sup>(4)</sup>  | Common Stock  | 1,776                      |
| Restricted Stock Unit                      | <sup>(3)</sup>   | 03/01/2018                           |  | M                              | 3,251   | <sup>(4)</sup>   | <sup>(4)</sup>  | Common Stock  | 3,251                      |
| Restricted Stock Unit                      | <sup>(3)</sup>   | 03/01/2018                           |  | M                              | 1,768   | <sup>(4)</sup>   | <sup>(4)</sup>  | Common Stock  | 1,768                      |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| Kelly William A.<br>1 PRIMERICA PARKWAY<br>DULUTH, GA 30099 |               |           | President of Subsidiary |       |

## Signatures

/s/ Stacey K. Geer, attorney in fact      03/05/2018

\_\_\_\_Signature of Reporting Person      Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Represents RSUs vested on March 1, 2018.
- (2) Represents shares withheld to cover taxes due upon the vesting of RSUs.
- (3) Each RSU is granted under the Issuer's Second Amended and Restated 2010 Omnibus Incentive Plan and represents a contingent right to receive one share of PRI common stock.
- (4) The RSUs vest annually in three equal installments beginning March 1st of the year following the grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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