PRIMERICA®

PFS Investments Inc.

A Financial Services Company for Everyone

Grow Your Business Through PFS Investments Inc.

Unlike many financial services companies that simply aren't interested in working with the middle class, Primerica has been committed to helping Main Street families save and invest for their futures since 1977.[1]

By helping them learn how money works, we show families how they can achieve a better financial future – no matter what their economic background. At Primerica, no client is too big or too small.

We offer products and programs for every need, goal, and phase of life.

Investments

PFS Investments Inc. markets first-rate investment products and services from some of the world's most recognizable companies. We help people achieve financial freedom by investing in:

- Mutual Funds[2]
- Annuities
- Managed Investments[3]

We use tax-deferred accounts:

- IRAs – Traditional and Roth
- 403(b) and 403(b)(7) plans
- College savings plans

And we have retirement plans for businesses:

- 401(k) plans
- SEP and SIMPLE IRA plans
- Payroll deduction plans – complimentary for employers

At a Glance

- We have one of the largest securities licensed sales forces in North America and have more than 2 million client investment accounts with more than $61 billion in invested assets.[4, 5]
- We are a publicly traded company on the New York Stock Exchange under the symbol "PRI."
- Primerica was named as one of the Top 50 of America's Most Trustworthy Financial Companies by *Forbes* in 2015.[6]

MORE THAN
$61 BILLION
IN INVESTED ASSETS

1. money.usnews.com, "Getting Financial Advice When You Have Less than $100,000 to Invest," October 5, 2017 2. Securities offered by PFS Investments Inc. Home Office: 1 Primerica Parkway Duluth, GA 300993. 3. Managed Investments: PFS Investments Inc. (PFSI) is an SEC Registered Investment Adviser doing business as Primerica Advisors. 4. PFS Investments Inc., PFSL Investments Canada Ltd. and Primerica Life Insurance Company of Canada combined as of December 31, 2017. 5. *Stock Focus*, February 2018. 6. As of August 3, 2015. America's 50 Most Trustworthy Financial Companies ranking compiled by MSCI ESG Research. Numerical score based on "Aggressive Accounting and Governance Risk"(AGR), which is determined by factors including high-risk events, revenue and expense recognition methods, SEC action and bankruptcy risks.

We Offer the Best Place to Build a Business

Not only do we have a wide selection of investment solution offerings available for our client's investment needs, we offer an unbeatable opportunity for anyone looking to work hard and get ahead by starting or continuing their own financial services business with Primerica. We offer a unique compensation structure and programs that are very compelling.

Superior Support

- You're in business for yourself but not by yourself
- Access to first-class proprietary sales and marketing materials
- Collaborative development between the sales force and Home Office

Training

- Our own TV network – great source for information on what is happening in real time
- Sales, marketing tips and training from successful field leaders

Access

- Easy access to Home Office leadership
- Feel free to call anyone in our leadership organization and we'll listen

Licensing

- Pre-paid and reimbursement programs for Series 6 & 63
- Online exam prep materials at no additional cost
- On-demand online course
- Digital manuals, audiobooks, SecuritiesPro Qbank, key terms
- Studying and testing tips

Other Benefits

- 24/7 technical support
- Managed Investments Concierge Desk
- PFSI Solutions Desk
- Ascensus Retirement Plans Call Center

Highlights of Our Proven Business Model

- Huge middle market with little competition
- Success in any economy
- Freedom!
  - No quotas
  - Do what you need or want to do when you want to do it
  - Opportunity to own your own business*
- Low startup costs/no franchise fees or royalties
  - No ticket charges or program fees
  - Incredible suite of office and sales tools with Primerica Online, our online support system
- Compete for equity, world-class incentive trips and recognition – have fun!
- Reach financial independence faster by building a team
- Have a chance to compete for additional income based on production
- Camaraderie – leaders freely share their keys to success
- Diversity – we're inclusive, not exclusive

* Ownership is available only upon meeting all qualification and eligibility requirements, and remaining in compliance with all terms and conditions, as set forth in the Ownership Program Document and various operating policies and procedures issued by Primerica from time to time.

Our representatives have the opportunity to compete for incentive trips and special recognition!

15 straight DALBAR Service Awards for outstanding customer service given to Primerica Shareholder Services mutual fund clients!

Best-in-Class Product Offerings

Mutual Funds

- AB
- American Century Investments
- American Funds
- Fidelity Advisors
- Franklin Templeton Investments
- Invesco
- Legg Mason
- MFS
- OppenheimerFunds
- Amundi Pioneer Asset Management
- Putnam

Annuities

- AIG
- AXA
- Brighthouse Financial
- Lincoln Financial

Managed Investments

- Primerica Advisors Lifetime Investment Platform™

529 Plans

- American Funds
- Fidelity
- Franklin Templeton Investments
- Legg Mason
- OppenheimerFunds

401(k)

- AXA
- American Funds
- CUNA Mutual
- Fidelity Advisors
- Voya

457(b)

- AXA

403(b)

- AXA
- Various mutual fund investment offerings

The Primerica Advisors Lifetime Investment Platform™

Primerica Advisors* is committed to helping advisors build and grow their managed investments business. We have invested in sophisticated technology and resources to create one of the most industry-competitive platforms for you. The Lifetime Investment Platform will help you to:

- Provide a wide range of services to your clients
- Develop a predictable revenue stream
- Recruit, expand and retain industry advisers
- Expand and retain your client base
- Gain access to larger asset size accounts

Focused on Client's Lifecycle Needs

The Primerica Advisors Lifetime Investment Platform is designed to enable advisors to assist their clients in achieving goals throughout the client's investable lifecycle. Advisors can assist clients through the accumulation, preservation and income distribution phases of their lives.

Access to Professional Asset Managers

The platform provides access to eight professional asset managers who have well-established track records in asset allocation and Exchange Traded Funds (ETFs) or Mutual Fund security selection. Each asset manager was selected based on their people, philosophy, process and performance.

*Primerica Advisors is the trade name under which PFS Investments Inc. ("PFSI") conducts it investment advisory business. PFSI, a SEC-registered investment adviser and broker dealer, is an indirect, wholly owned subsidiary of Primerica, Inc., a financial services company that is publicly-traded on the NYSE.

LIFETIME INVESTMENT PLATFORM OFFERING

Asset Managers	Founded / AUM / Location	Asset Allocation	Investment Management Philosophy	MF / ETF or Blend	Models Available
Horizon Investments	1995 / $4b Charlotte, NC	Tactical	Global manager with focus on economic, fundamental and quantitative analysis	ETF	Active Risk Assist Real Spend
Invesco	2002 / $110b Chicago, IL	Strategic	Long-term strategic asset allocation; diversification, risk adjusted focus	ETF	Global Balanced US Equity US Global Multi Asset Income
Lockwood, An Affiliate of Pershing	1995 / $6.6b Philadelphia, PA	Strategic	Long-term strategic asset allocation; downside risk management; global macro focused	Blend	100% Equity 80%/60%/40%/20% Equity Models
Meeder Investment Management	1974 / $14b Columbus, OH	Tactical	Multi-Disciplined/Multi Factor	MF	80%/60%/40%/20% Equity Models
Morningstar	2001 / $9b Chicago, IL	Strategic	Valuation-driven asset allocation, contrarian mindset, independent investment selection, and holistic portfolio construction	MF	100%/80%/40%/20% Equity Models Tax Aware Models Retirement Income Models
Sage, Invest with Wisdom	1996 / $12b Austin, TX	Tactical	Macro, fundamentals, relative valuation, technical analysis	ETF	100%/80%/40%/20% Equity Models Core Fixed Income Multi Asset Income
Legg Mason Global Asset Management	1899 / $65b New York, NY	Strategic	Behavioral/Fundamental	Blend	Strategic Real Return Diversified Income

Multiple Sources of Income and Wealth

- Commissions on personal production
- Trail compensation
- Managed investments fee based compensation
- Earn override compensation on financial products marketed by Primerica
  - Commissions based on downline securities production
  - Reach financial independence faster by building a team
  - When a downline leaves, their compensation rolls up to the licensed upline on record
- Earn override compensation for up to six RVPs that you recruit
- Bonus and equity compensation
- Weekly compensation
- Ownership and legacy programs*

*Ownership is available only upon meeting all qualification and eligibility requirements, and remaining in compliance with all terms and conditions, as set forth in the Ownership Program Document and various operating policies and procedures issued by Primerica from time to time.

TOP 10 PFSI NORTH AMERICA BASE SHOPS:
ASSETS UNDER MANAGEMENT (AUM)

Rank	AUM	Investments Cash Flow	Total Cash Flow
# 1	$241,481,926	$948,328	$1,220,850
# 2	$192,851,733	$354,869	$447,026
# 3	$172,979,534	$490,604	$519,638
# 4	$166,437,685	$1,142,103	$1,562,495
# 5	$159,637,830	$353,857	$528,067
# 6	$155,510,823	$588,378	$1,511,668
# 7	$155,099,521	$514,677	$641,721
# 8	$154,067,740	$657,573	$731,365
# 9	$150,913,341	$546,657	$748,320
# 10	$143,334,989	$288,023	$776,638

AUM and 12-month Cash Flow as of March 2018

Seven Ways to Grow Compensation

At Primerica, we have seven ways to help clients, and that means seven ways to grow compensation. Of course, how you structure your Primerica business is up to you as long as it is within company guidelines.

1. Life Insurance
2. Investments
3. Legal Protection
4. Long Term Care Insurance
5. Auto & Homeowners Insurance Referral Program
6. ID Theft Defense
7. Home Security & Automation

Cutting-Edge Technology

Electronic Application and Client Management Tools

- **Mutual Fund TurboApps**
- **AnnuityPro**
- **Managed Investments**

  Digital platform with integrated account opening with TD Ameritrade and digital signature through DocuSign.
- **Term Now**

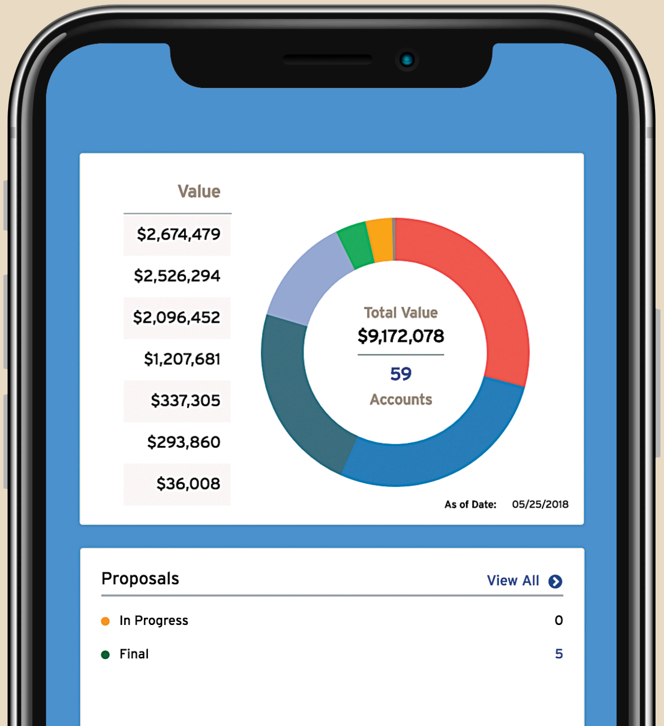
  TurboApps – Life Insurance
- **Virtual Base Shop**

  Allows you to review, approve and electronically file applications and other supporting documents on Primerica systems. Ensures the information meets compliance record-keeping requirements.
- **Client Relationship Manager**

  Puts active life and securities clients at your fingertips. You'll find personal contact info, product relationships, account details, notes, appointments, and follow-ups in one place for fast, convenient access.
- **E-doc delivery**

  Deliver to the client electronically

  - Mutual fund and variable annuity prospectuses
  - Important disclosures
  - Fact cards



Sales Tools

All sales tools are available on Primerica Online (POL), Primerica's Intranet site, and are included with your POL subscription ($25/month).

- **Primerica's Financial Needs Analysis**

  Determine Protection, Investments, and Debt Elimination

  - The FNA drives success on all fronts.
  - 70% of all FNAs result in an application (Life, Investments or IBA).
  - FNA Retirement Planner
  - Powered by Morningstar Investment Management research and methodology.
  - Supports accumulation, nearing retirement and in-retirement scenarios.
  - Shows the probability of maintaining income needs throughout retirement based on client assets, life expectancy, historical market conditions and other variables.
- **Morningstar Client Account Manager**

  Account-based search engine produces contact lists and account information with access to industry-leading reporting and research.
- **Morningstar Hypothetical Illustrator**

  Client-approved investment presentation with industry-leading output reports.
- **Morningstar Portfolio Solutions**

  Compare and understand what your client has versus what you are offering in just THREE easy steps. Client-approved investment presentation and great for rollover comparisons.
- **Thomson Reuters InvestmentView**

  Brings together research, comprehensive strategies, and persuasive presentations. Includes hypothetical illustrations, rolling period reports, profile reports, and a College Savings Calculator (real tuition rates).

We Offer Something for Everyone

In terms of investment products and services, PFS Investments offers something for everyone – from the $25 monthly contribution to the $2 million dollar rollover, to the $25 million dollar 401(k) plan and everything in between. Our products and services are designed to meet the needs of the middle market and our business opportunity is second to none.

Financial independence should be everyone's goal. How can PFS Investments change your future?

For more information about Primerica and PFS Investments Inc., visit: www.primerica.com/investments