



Invest for Success

- We've been in business since 1977.

- We have one of the largest securities sales forces in North America¹ and have approximately 2.5 million client investment accounts with more than \$70 billion in invested assets.²

- Primerica, Inc. is a publicly traded company on the New York Stock Exchange under the symbol "PRI."

- Largest independent Mutual Fund sales force in Canada.³

1. *Stock Focus*, February 2018 2. Numbers reflect the combined totals for the year ended, December 31, 2019, for the following affiliated companies: In Canada, mutual funds are offered by PFSL Investments Canada Ltd., mutual fund dealer, and segregated funds are offered by Primerica Life Insurance Company of Canada, Head Office: Mississauga, Ontario. In the United States, securities are offered by PFS Investments Inc. (PFSI), 1 Primerica Parkway, Duluth, Georgia 30099-0001. 3. *Strategic Insight*, December 31, 2019

Commissions, trailing commissions, management fees and expenses all may be associated with fund investments. In regards to mutual funds, please read the prospectus before investing. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated. In regards to segregated funds (Individual Variable Insurance Contracts), please read the Information Folder before investing, as it contains a description of the product's key features. IN PARTICULAR, PLEASE CONSULT THE INFORMATION FOLDER FOR DETAILS, TERMS AND LIMITATIONS OF CAPITAL PROTECTION. CAPITAL PROTECTION IS IN THE FORM OF DEATH AND MATURITY GUARANTEES. SUBJECT TO ANY APPLICABLE DEATH OR MATURITY GUARANTEE, ANY AMOUNT THAT IS INVESTED IN A SEGREGATED FUND IS INVESTED AT THE RISK OF THE CONTRACT HOLDER AND THE INVESTMENT MAY FLUCTUATE OR DECREASE IN VALUE ACCORDING TO THE FLUCTUATIONS IN THE MARKET VALUE OF THE ASSETS OF THE SEGREGATED FUND. Past results should not be construed as being indicative of the future performance of the segregated fund.

In Canada, Primerica representatives market life insurance and segregated funds through Primerica Life Insurance Company of Canada. Mutual funds are offered in Canada through PFSL Investments Canada Ltd., mutual fund dealer. Head Office: Mississauga, Ontario. Primerica refers to Primerica and its affiliated companies.

How Most People Save

You invest \$10,000 at a one percent rate of return with your local bank ...

You earn interest for the year:	\$100
But you pay \$25 in taxes on that interest at 25%:	-\$25
So your net earnings are:	\$75
Your resulting balance would be:	\$10,075
... but if inflation is 2%, your buying power would be reduced to:	\$9,874

You would have actually earned no gain to your purchasing power!

? Can you afford a guarantee?

This is a hypothetical situation. The hypothetical uses a 25% tax bracket.

Become an Owner, Not a Loaner

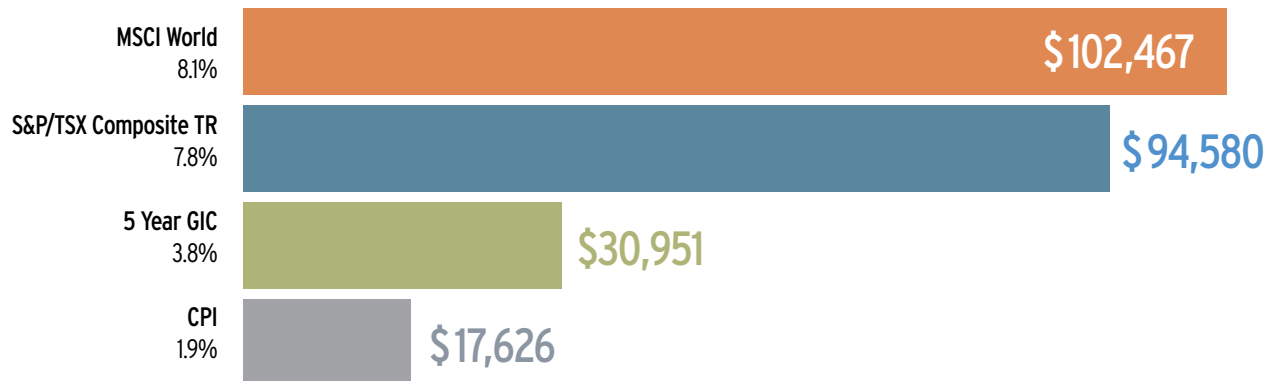


Savings Accounts, GICs, Cash Value Life Insurance = Historically Low Rates of Return

GICs and savings accounts are generally CDIC insured up to \$100,000. Cash value life insurance offers life insurance components in addition to the investment component.

Rate of Return Is the Key

Growth of a \$10,000 Investment (April 30, 1990 to April 30, 2020)

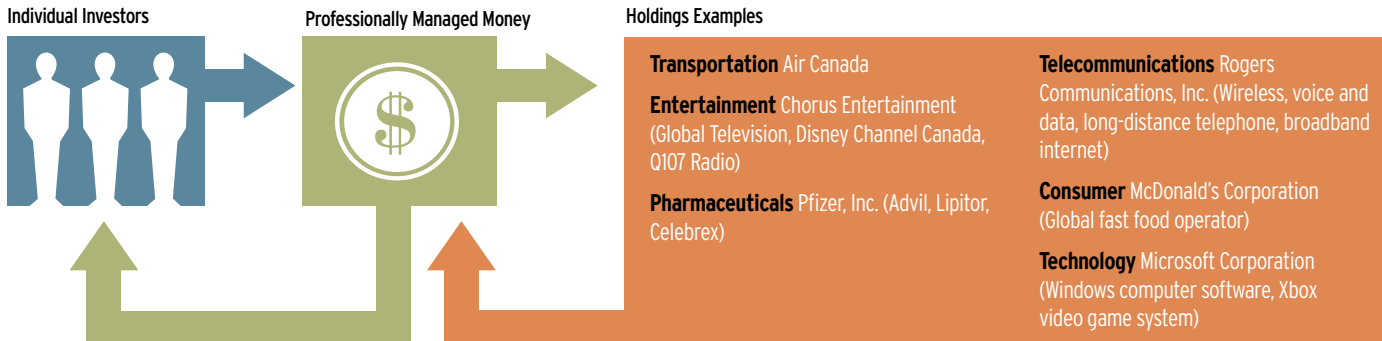


? What kind of return do you need to reach your goals? How can you invest to reach them?
Investing in mutual funds may be a very good way!

Source: Morningstar. Past performance is no guarantee of future results. This chart is for illustrative purposes and does not represent an actual investment. Further, the returns do not reflect the past or future performance of any specific investment. All investments involve risk including loss of principal. The figures in the chart above assume reinvestments of dividends. They do not reflect any fees, expenses or tax consequences, which would lower results. MSCI World is a Morgan Stanley International index that includes stocks traded in Europe, Australia, the Far East, plus the U.S., Canada and South America, weighted by capitalization and calculated in Canadian dollars with gross dividends. S&P/TSX Composite Total Return Index is a price weighted index of the 300 largest most widely held stocks traded on the Toronto Stock Exchange. 5-Year Average GIC Index is a calculated index, derived by using the month-end 5-year Trust Company Guaranteed Investment Certificate rate as provided by the Bank of Canada. The index assumes monthly re-investments of the interest and capital. It should not be construed as the actual return of an investment in a 5-year GIC. Consumer Price Index (CPI) All items is an index representing the rate of inflation of Canadian consumer prices as determined by Statistics Canada. The effects of income and capital gains are not demonstrated. The chart is for illustrative purposes only and does not indicate past or future performance of any investment. Investors cannot invest directly in any index.

One of the Most Effective Long-Term Investment Vehicles

Mutual funds & Segregated funds. What are they?



? Did you know fund investing is an affordable way to share in the performance of many companies?

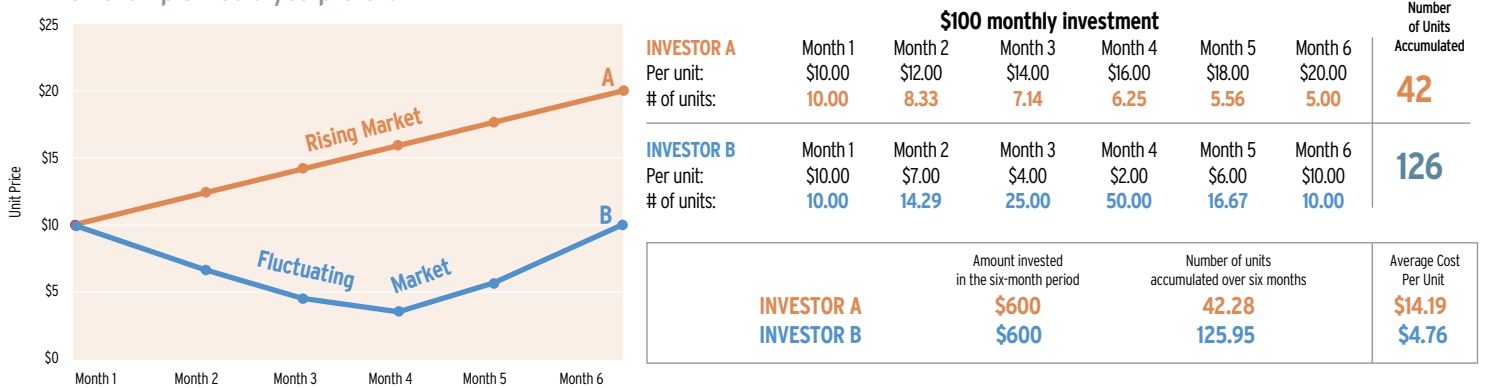
The specific companies listed do not constitute a recommendation to buy or sell securities.

Dollar-Cost Averaging: A Proven Fundamental Method

Systematic Investing allows you to use dollar-cost averaging to build wealth over the long term.

Investor A invests \$100 a month in a rising market. Investor B invests \$100 a month in a fluctuating market.

Which example would you prefer?



Dollar-cost averaging is a technique for lowering average cost per share over time. Dollar-cost averaging cannot assure a profit or protect against loss in declining markets. Investors should consider their ability to continue to invest in periods of low price levels. Past performance is no guarantee of future results. These values are hypothetical and not intended to reflect any specific market period, future values of a specific fund or returns on investment in a specific fund.

Take Advantage of Tax-Deferred & Tax-Free Savings

• Registered Retirement Savings Plan (RRSP) • Tax Free Savings Account (TFSA) • Other Tax-Deferred Savings Plans* (RRIF, RESP, LIRA, LIF)

Invest \$10,000 per year for 30 years at a 9% rate of return

TAX-DEFERRED/TAX-FREE

\$1,495,792

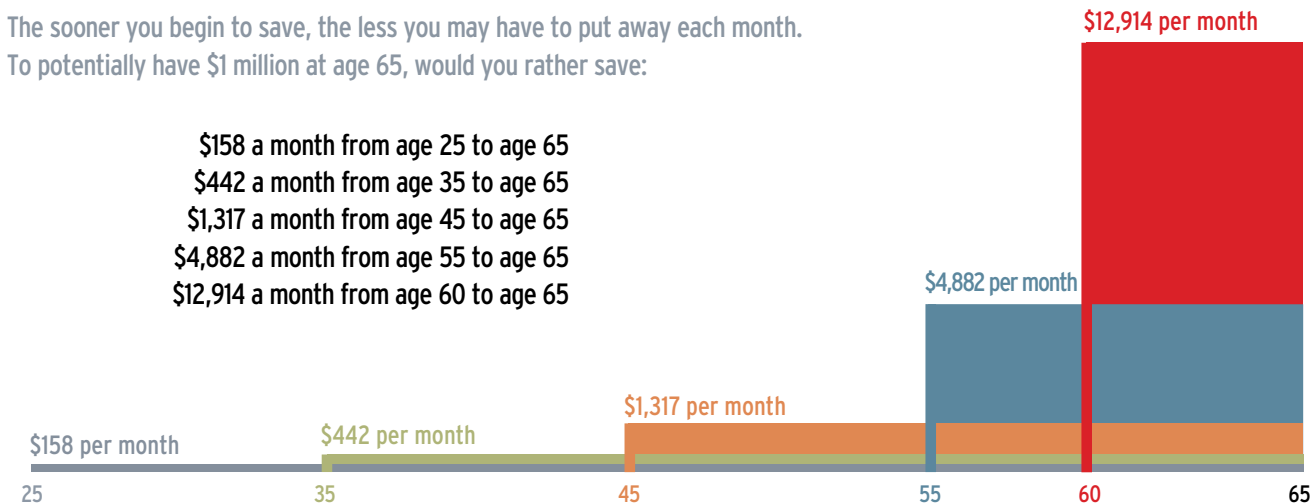
TAXABLE

\$825,063

Withdrawals from tax-deferred and tax-free accounts may be subject to deferred sales charges and withholding tax upon withdrawal. This chart represents a hypothetical investment, assuming the stated annual nominal rate of return compounded monthly, over a specific time period. This hypothetical uses a constant rate of return unlike actual investments, which will fluctuate in value. This example does not take inflation or applicable fees/deferred sales charges into account which will lower results and should not be considered to be representative of the performance of any specific investment or strategy. The taxable account is calculated using a 35% income tax bracket. For purposes of comparison, if your tax bracket is not 35%, results will vary. Your actual annual rate of return can be more or less. Lower maximum tax rates on capital gains dividends would make the return of the taxable investment more favorable, thereby reducing the difference in performance between the types of accounts shown. Investors should consider their personal investment horizon and tax bracket, both current and anticipated, when making an investment decision as these may further impact the results of the comparison. The chart is used only to illustrate the effects of the compound growth rate and is not intended to reflect future values of a specific investment or returns on investment in a specific investment.

Don't Pay the High Cost of Waiting

The sooner you begin to save, the less you may have to put away each month.
To potentially have \$1 million at age 65, would you rather save:



\$158 a month from age 25 to age 65
\$442 a month from age 35 to age 65
\$1,317 a month from age 45 to age 65
\$4,882 a month from age 55 to age 65
\$12,914 a month from age 60 to age 65

At age 65, it's too late!

This is a hypothetical and does not represent an actual investment. This hypothetical assumes a constant nominal 9% rate of return compounded monthly, unlike actual investments which will fluctuate in value, and does not include taxes or fees which would lower returns. Investing entails risk, including loss of capital. Units when redeemed may be worth more or less than their original value.

Set Up a Complete Savings Program with These Accounts

A Short Term Account – Money to last up to two years to cover unexpected expenses

Account type: Money Market*

- Emergencies
- Uncovered medical expenses
- Major car repair

Wealth Building Accounts – Enough money to live comfortably throughout your retirement years

Account type: Mutual funds in tax-deferred & tax-free accounts:

- Registered Retirement Savings Plan (RRSP),
- Tax Free Savings Account (TFSA)
- Other tax-deferred savings plans (RRIF, LIRA, LIF)



You may also want to consider an investment account to meet your intermediate goals such as a down payment on a car or house, a vacation, college savings, etc.

To get where you want to be, you need to take the first step. Are you ready to get started?

Make Your Investing Decisions with Confidence

At Primerica, we have the solutions that can help you invest smartly to achieve your long-term financial goals.

Why Choose Primerica?

- Access to some of the most recognized and reputable portfolio managers in the industry
- We help people achieve financial freedom by investing in:
 - Mutual Funds, Segregated Funds and Managed investment programs
- We use tax-deferred and tax-free accounts:
 - RRSPs, RRIFs, TFSAs, RESPs (Registered Education Savings Plans), RDSBs (Registered Disability Savings Plans)
- We have retirement plans for businesses:
 - Group RRSPs & Group TFSAs
- Primerica has been committed to helping main street families save and invest for their financial futures in Canada since 1986.

For more information about Primerica visit www.primericacanada.ca



PFSL Investments Canada Ltd.
Primerica Life Insurance Company of Canada