



# Primerica, Inc. (PRI)

Updated May 9<sup>th</sup>, 2023, by Patrick Neuwirth

## Key Metrics

<b>Current Price:</b>	\$181	<b>5 Year CAGR Estimate:</b>	12.6%	<b>Market Cap:</b>	\$6.3 B
<b>Fair Value Price:</b>	\$193	<b>5 Year Growth Estimate:</b>	10.0%	<b>Ex-Dividend Date<sup>1</sup>:</b>	05/19/23
<b>% Fair Value:</b>	94%	<b>5 Year Valuation Multiple Estimate:</b>	1.3%	<b>Dividend Payment Date<sup>1</sup>:</b>	06/14/23
<b>Dividend Yield:</b>	1.4%	<b>5 Year Price Target</b>	\$310	<b>Years Of Dividend Growth:</b>	13
<b>Dividend Risk Score:</b>	A	<b>Retirement Suitability Score:</b>	C	<b>Rating:</b>	Buy

## Overview & Current Events

Primerica, Inc. provides term life insurance to middle-income households in the United States and Canada. On behalf of third parties, it also offers mutual funds, annuities, managed investments, and other financial products. Primerica insured over 5.7 million lives and had over 2.7 million client investment accounts on December 31, 2022. The company was the second-largest issuer of Term Life insurance coverage in the United States and Canada in 2022. Primerica's offerings are sold via a network of 136,430 licensed sales reps (Q1-2023) who are independent contractors. Primerica is a \$6.3 billion company and has 2,646 full time employees.

On May 8<sup>th</sup>, 2023, Primerica released its first quarter fiscal 2023 results for the period ending March 31<sup>st</sup>, 2023. For the quarter, the company reported revenue of \$690.0 million, which represents a small decrease compared with a revenue of \$691.2 million in the same quarter of 2022. Reported adjusted operating net earnings per diluted share for the same periods was \$3.38 and \$2.91, an increase of 16.2% year-over-year. First quarter results reflected the continued growth of adjusted direct premiums in the Term Life segment, the benefit of higher interest rates on net investment income and improved profitability of the Senior Health Segment. The Investment and Savings Products ("ISP") segment experienced a decline in sales (-25%) and client asset values (-8%) due to the negative impact of economic uncertainty on equity markets. Client asset values of \$88 billion increased 4% since January 1, 2023, but decreased 6% year-over-year. The life-insurance licensed sales force grew 5% year-over-year to 136,430.

Primerica's management expects earnings to grow further and indicated that there is a significant unmet need in the life insurance market. Middle-Income households in the U.S. need an additional \$14 trillion of life insurance to be protected properly<sup>2</sup>. Primerica's unique distribution model is one of the strategic pillars to effectively serve this middle-income market.

## Growth on a Per-Share Basis

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
<b>EPS</b>	\$2.83	\$3.26	\$3.70	\$4.59	\$7.61	\$7.33	\$8.62	\$9.57	\$9.38	\$11.33	<b>\$13.75</b>	<b>\$22.14</b>
<b>DPS</b>	\$0.45	\$0.52	\$0.64	\$0.70	\$0.78	\$1.00	\$1.36	\$1.60	\$1.88	\$2.20	<b>\$2.60</b>	<b>\$4.19</b>
<b>Shares<sup>3</sup></b>	55	52	48	46	44	43	41	39	39	37	<b>35</b>	<b>30</b>

The company has grown earnings by 16.7% per year over the past nine years and 13.4% over the past five years. We expect earnings to increase by 10% per year for the next five years. The company has been able to increase its yearly dividend payout for 13 consecutive years. Over the last five years, the average annual dividend growth rate is 21%. In February 2023, the company increased its quarterly dividend by 18% from \$0.55 to \$0.65 per share. During the first quarter, the company repurchased 530,723 shares of common stock for \$85.2 million. The company expects to repurchase a total of \$375 million of common stock during 2023.

<sup>1</sup> Estimated date

<sup>2</sup> Introduction to Primerica, YE-2021

<sup>3</sup> In millions.

*Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.*



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## Valuation Analysis

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
Avg. P/E	13.2	14.6	12.9	11.6	10.8	14.5	14.2	12.2	16.2	11.8	<b>13.2</b>	<b>14.0</b>
Avg. Yld.	1.9%	1.1%	1.3%	1.3%	0.9%	0.9%	1.1%	1.4%	1.2%	1.6%	<b>1.4%</b>	<b>1.4%</b>

During the past decade shares of Primerica have traded with an average price-to-earnings ratio of about 13.2 times earnings and today, it stands at 13.2. We are using 14 times earnings as a fair value baseline, implying the potential for a valuation tailwind. The company's dividend yield is currently 1.4% which is above the average yield over the past 5 years of 1.2%.

## Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
Payout	16%	16%	17%	15%	10%	14%	16%	17%	20%	19%	<b>19%</b>	<b>19%</b>

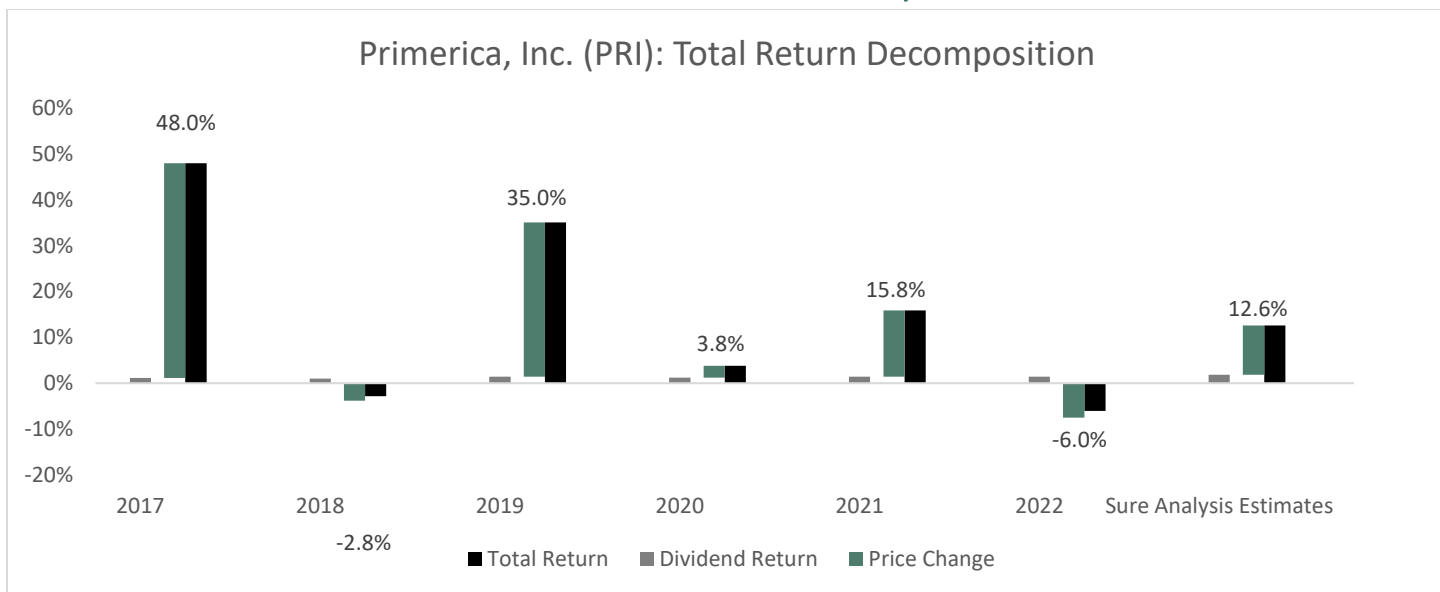
During the past five years, the company's dividend payout ratio has averaged around 15%. Primerica's dividend is comfortably covered by earnings.

As the second largest provider, Primerica is well-positioned in the market for term life insurance. Its distribution model is uniquely designed to reach and service middle-income consumers in North America and thus provides a competitive advantage. The company expects that demand for these offerings should continue to increase. The company's flexible business model allows it to adapt smoothly to changing industry conditions. Management is also taking the necessary measures to control expenses which should support overall profitability. Furthermore, the Primerica business model is difficult to replicate. Looking forward, we anticipate solid growth in earnings-per-share for the Primerica.

## Final Thoughts & Recommendation

Primerica is a \$6.3 billion life insurance company active in the U.S. and Canada with a solid earnings track record and a modest dividend yield of 1.4%. We estimate total return potential of 12.6% per year for the next five years based on a 10% earnings-per-share growth and the starting dividend yield of 1.4%, and a valuation tailwind. Shares earn a bHuy rating.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenue	1,229	1,337	1,404	1,519	1,689	1,900	2,053	2,218	2,710	2,720
D&A Exp.	11	12	11	15	14	12	18	18	30	34
Net Profit	163	181	190	219	350	324	366	386	373	373
Net Margin	13.2%	13.6%	13.5%	14.4%	20.7%	17.1%	17.9%	17.4%	13.8%	13.7%
Free Cash Flow	164	230	257	281	385	465	460	616	632	732
Income Tax	86	96	101	118	29	92	111	121	139	126

## Balance Sheet Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total Assets	10,330	10,738	10,611	11,439	12,461	12,595	13,689	14,905	16,123	15,350
Cash & Equivalents	149	192	152	212	280	262	257	548	393	489
Acc. Receivable	4,231	4,297	4,301	4,404	4,435	4,357	4,397	4,533	4,526	4,270
Inventories	69	62	58	55	52	48	45	45	375	---
Goodwill & Int.	9,108	9,492	9,465	10,218	11,042	11,134	12,036	13,069	14,033	313
Total Liabilities	253	246	238	268	307	314	340	520	585	13,630
Accounts Payable	374	595	737	875	1,110	1,343	1,558	1,720	1,986	538
Long-Term Debt	1,222	1,245	1,146	1,221	1,419	1,462	1,652	1,836	2,083	2,037
Total Equity	0.31	0.48	0.64	0.72	0.78	0.92	0.94	0.94	0.95	1,184
LTD/E Ratio	69	62	58	55	52	48	45	45	375	1.18

## Profitability & Per Share Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Return on Assets	1.6%	1.7%	1.8%	2.0%	2.9%	2.6%	2.8%	2.7%	2.4%	2.4%
Return on Equity	13.0%	14.7%	15.9%	18.5%	26.5%	22.5%	23.5%	22.1%	19.1%	19.6%
ROIC	10.0%	10.6%	10.2%	11.0%	15.1%	12.2%	12.2%	11.4%	9.8%	9.5%
Shares Out.	55	52	48	46	44	43	41	39	39	38.1
Revenue/Share	21.70	24.49	27.58	32.01	36.97	43.19	48.51	55.18	68.34	71.38
FCF/Share	2.89	4.21	5.04	5.92	8.42	10.56	10.87	15.32	15.95	19.21

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

## Disclaimer

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