

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 09, 2023

VERICITY, INC.

(Exact name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-38945
(Commission File Number)

46-2348863
(IRS Employer
Identification No.)

8700 W. Bryn Mawr Avenue
Suite 900S
Chicago, Illinois
(Address of Principal Executive Offices)

60631
(Zip Code)

Registrant's Telephone Number, Including Area Code: 312 288-0073

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock	VERY	The NASDAQ Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02

Laura Zimmerman has announced her desire to retire as Chief Marketing Officer of Vericity, Inc. (the “Company”) and its subsidiaries. Effective January 9, 2023 Melissa Balsan has been appointed as Chief Marketing Officer of the Company and its subsidiaries. Ms. Zimmerman will continue to serve on the Company’s Board of Directors and assist during Ms. Balsan’s onboarding. The Registrant’s press release dated January 9, 2023 announcing these changes is attached hereto as Exhibit 99.2 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

99.2 [Vericity New Chief Marketing Officer](#)

104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

VERICITY, INC.

Date: January 9, 2023

By: /s/s John Buchanan

John Buchanan, Executive Vice President, General Counsel and Secretary

FOR IMMEDIATE RELEASE

CONTACT: John Buchanan, General Counsel
Vericity, Inc.
John.Buchanan@FidelityLife.com

VERICITY WELCOMES NEW CHIEF MARKETING OFFICER

Balsan Brings Significant Marketing Experience and a Track Record of Growing Revenue

CHICAGO, January 9, 2023 – Vericity, INC. (Nasdaq: VERY), a leading provider of technology enabled life insurance products and distribution, is pleased to announce the hiring of Melissa Balsan as Executive Vice President (EVP) and Chief Marketing Officer (CMO). This appointment coincides with the upcoming retirement of Vericity’s current EVP and CMO, Laura Zimmerman.

Effective today, Balsan will report to Vericity’s Chief Executive Officer, James E. Hohmann and oversee all aspects of the Company’s marketing efforts. As a proven Direct-to-Consumer marketer with significant demand-generation and brand management experience, she will play a pivotal, strategic role in accelerating Vericity’s future growth plans.

As CMO, Balsan will be responsible for leading a fully integrated marketing strategy for the eFinancial and Fidelity Life businesses. Balsan will be responsible for advancing digital marketing capabilities while overseeing organic and search engine marketing, paid media, lead generation, strategic partnerships, and online sales for the Company’s patented life insurance offerings. She will also play an integral role in Vericity’s enterprise strategy, operational planning, and competitive intelligence to create a seamless customer experience.

“As a Company, we have established a strong foundation to serve consumers and are in a position to expand our scale,” said James E. Hohmann, Chief Executive Officer. “Laura has enabled a forward-thinking path for our company for years, and we know Melissa will continue to build upon this path. Her proven track record of delivering diversified marketing strategies and sustainable growth is exactly what we need to drive our current growth trajectory.”

Balsan comes to the company from GoHealth where she served as Chief Marketing Officer. She previously served as CMO for Endurance Warranty Services and has held marketing leadership positions at direct-to-consumer businesses including Perdoceo Education Corporation and CareerBuilder.com.

“I’m thrilled to join a Company with a longstanding history of success and such an important mission,” said Balsan. “It’s an exciting time for the organization and my goal is to bring a fresh perspective to build upon the solid foundation in place, while continuing

to innovate in ways that will ensure the business meets consumer’s ever evolving needs.”

Laura Zimmerman will be assisting in the transition and will retire in April of 2023. Zimmerman, who has been with the Company since February of 2016, will continue to serve on Vericity’s Board of Directors.

“While it’s a bittersweet and emotional experience for me, I could not be more excited about hiring Melissa. With her skills and experience, the Company will be in good hands for years to come,” said Zimmerman.

Balsan attended Adrian College in Adrian, Michigan where she earned her BBA in Marketing. She will operate primarily out of the Company’s Chicago office.

About Vericity

Vericity, Inc. (Nasdaq: VERY), through its subsidiaries, Fidelity Life Association and eFinancial, LLC, is a leader in direct-to-consumer life insurance solutions. As an innovator in product design and distribution, the company makes life insurance affordable and accessible for middle market consumers. With national call centers, digital and digitally enabled sales and underwriting processes, quick policy issuance, and an emphasis on products not medically underwritten at the time of sale, it is easier for customers to get the coverage they need at a price they can afford. For more information, visit www.vericity.com.

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