

**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): March 25, 2022**

**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**

Effective March 22, 2022, Christopher Campbell, Executive Vice President of Vericity, Inc. (the “Company”) and President and Chief Operating Officer of Company’s subsidiary, eFinancial, LLC (“eFinancial”) is no longer employed with the Company. James E. Hohmann, President and Chief Executive Officer of the Company, will reassume the President and Chief Operating Officer role at eFinancial, a role he previously had prior to Mr. Campbell’s arrival in 2017.

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**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 thereunto duly authorized.

**Vericity, Inc**

Date:                    By:  
March 25, 2022       Name

/s/ John Buchanan  
John Buchanan, Executive Vice President, General Counsel and Secretary

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