

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

OMB APPROVAL	
OMB Number:	3235-0104
Estimated average burden hours per response:	0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Apex Holdco L.P.</u> <hr/> (Last) (First) (Middle) 767 5TH AVE, 23RD FLOOR <hr/> (Street) NEW YORK NY 10153 <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 08/07/2019	3. Issuer Name and Ticker or Trading Symbol <u>Vericity, Inc. [ VERY ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	11,373,352	D	

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

1. Name and Address of Reporting Person* <u>Apex Holdco L.P.</u> <hr/> (Last) (First) (Middle) 767 5TH AVE, 23RD FLOOR <hr/> (Street) NEW YORK NY 10153 <hr/> (City) (State) (Zip)		
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1. Name and Address of Reporting Person* <u>Apex Holdco GP LLC</u> <hr/> (Last) (First) (Middle) C/O J.C. FLOWERS & CO. LLC 767 FIFTH AVENUE, 23RD FLOOR <hr/> (Street) NEW YORK NY 10153 <hr/> (City) (State) (Zip)		
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1. Name and Address of Reporting Person* <u>JCF Associates IV L.P.</u> <hr/> (Last) (First) (Middle) C/O J.C. FLOWERS & CO. LLC 767 FIFTH AVENUE, 23RD FLOOR <hr/> (Street) NEW YORK NY 10153 <hr/> (City) (State) (Zip)		
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1. Name and Address of Reporting Person\*

[JCF Associates IV Ltd.](#)

(Last) (First) (Middle)

C/O J.C. FLOWERS & CO. LLC  
767 FIFTH AVENUE, 23RD FLOOR

(Street)

NEW YORK NY 10153

(City) (State) (Zip)

1. Name and Address of Reporting Person\*

[Flowers J. Christopher](#)

(Last) (First) (Middle)

717 FIFTH AVENUE  
26TH FLOOR

(Street)

NEW YORK NY 10022

(City) (State) (Zip)

Explanation of Responses:

[Apex Holdco L.P. By: /s/Todd Freebern](#) 08/07/2019

[Apex Holdco GP LLC By: /s/ Eric Rahe Name: Eric Rahe Title: Vice President](#) 08/07/2019

[JCF Associates IV L.P. By: /s/ J. Christopher Flowers Name: J. Christopher Flowers Title: Director](#) 08/07/2019

[JCF Associates IV Ltd. By: /s/ J. Christopher Flowers Name: J. Christopher Flowers Title: Director](#) 08/07/2019

[/s/ J. Christopher Flowers](#) 08/07/2019

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.