



FOR IMMEDIATE RELEASE

July 30, 2020

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**CITIZENS ANNOUNCES CEO & BOARD MEMBER DEPARTURE**

**AUSTIN, TX – July 30, 2020** -- Citizens, Inc. (NYSE: CIA) today announced that Geoffrey Kolander, President and Chief Executive Officer, has resigned as the Company's President and Chief Executive and as a member of the Board of Directors following the Company's change of control.

"On behalf of the entire Citizens team and stakeholders, it is our great pleasure to thank Geoff Kolander for his outstanding leadership in transforming and positioning the Company to prosper for many years to come," said J.D. "Chip" Davis, Jr., Chairman of the Board.

Mr. Davis continued, "Geoff has been instrumental in assembling a talented leadership team, redefining culture and transforming the company's financial and operational structures while navigating complex legal and regulatory challenges. We wish him the very best in his future endeavors."

"Personally, the past four years will serve as a testimony as to the power of faith. It has been an honor to lead Citizens' transformation alongside an authentic and dedicated team. The collective resolve of our entire Citizens team enabled us to overcome obstacles and emerge stronger as a company. Our team is tested and prepared for its next phase, as it seeks to create and capture enduring value for all our stakeholders," said Mr. Kolander.

The Board has initiated a global search with Heidrick & Struggles to identify a CEO successor to build on the Company's strong foundation and lead it forward. To ensure a smooth transition, the Board has appointed Gerald Shields, Vice Chairman of the Board, to act as interim CEO. Mr. Kolander will continue to consult with the Company during the leadership transition.

**About Citizens, Inc.**

Citizens, Inc. is a financial services company listed on the New York Stock Exchange under the symbol CIA. The Company utilizes a three-pronged strategy for growth based upon worldwide sales of U.S. Dollar-denominated whole life cash value insurance policies, life insurance product sales in the U.S. and final expense and limited liability product sales in the U.S.

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