

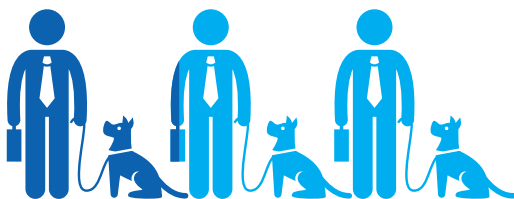
5 reasons to offer Nationwide[®] pet insurance to your clients

Reason #1: It's a risk-free way for clients to provide a financial safety net for employees.

- 36% of employees aren't financially prepared for unexpected expenses¹
- Annual cost of basic veterinary care is nearly \$800²
- Pet health coverage provides emotional and financial peace of mind

36%

AREN'T FINANCIALLY PREPARED



Reason #3: It's a smart financial decision.

- High-value, zero-cost offering
- Voluntary benefits help employers manage costs while providing coverage
- Special discounts and exclusive plans for voluntary benefits packages



Reason #5: We're easy to work with.

- Concierge service from your own dedicated representative
- Hands-free administration and easy implementation
- America's #1 pet insurance provider

Reason #2: It enhances clients' benefits packages.

170
MILLION

Veterinary
visits
per year

VS

12 MILLION
Identity
thefts
per year

- Employers use in-demand benefits to attract and retain top talent
- 65% of pet-owning employees request pet insurance³
- With 170M+ annual vet visits in the U.S.,⁴ pet insurance is more practical and widely used than other benefits, like identity theft coverage

Reason #4: It's easy to market.

- Educational marketing materials and resources provided
- Custom employee communication plans available
- In-demand voluntary benefits mean increased commissions



Strong voluntary benefits are essential to a well-rounded portfolio.
Learn more about offering Nationwide pet insurance today.

PetsVoluntaryBenefits.com • 855-874-4944

¹ "Voluntary Benefits View From the Top 2015," <http://www.calbrokermag.com>.

² For dog owners. 2015-2016 APPA National Pet Owners Survey.

³ 2012 Consumer A&U.

⁴ American Pet Products Association.

Underwritten by Veterinary Pet Insurance Company (CA), Brea, CA, an A.M. Best A rated company (2013); National Casualty Company (all other states), Madison, WI, an A.M. Best A+ rated company (2014). Nationwide, the Nationwide N and Eagle, and Nationwide Is On Your Side are service marks of Nationwide Mutual Insurance Company. ©2016 Nationwide. 16GRP3894



Nationwide[®]
is on your side