FT PARTNERS FINTECH INDUSTRY RESEARCH

November 2, 2021

INSURTECH CEO INTERVIEW:

Surround Insurance

With Co-Founder & CEO Jay Grayson

Insurance Subscription Bundles for the Modern Consumer



The Only Investment Bank Focused Exclusively on FinTech

San Francisco • New York • London

Surround Insurance Overview

Company Overview

Surround Insurance

CEO & Co-Founder:

Jay Grayson

Headquarters:

Cambridge, MA

Founded:

2018

- Surround Insurance is a Managing General Agency (MGA) serving young professionals
 - The Company offers subscription-based starter packs for a wide range of insurance coverages targeted at young, "assetlite" professionals
- Surround sells its own insurance products covering major risks for asset-lite consumers across driving, renting, and freelancing
- The Company has secured initial funding from investors such as VJ Dowling, Plug and Play Tech Center, Newark Venture Partners, Cameron Ventures, and Sure Ventures along with C-Level angel investors Robin Harbage, Mike Hughes, and Raul Vazquez

Management



Jay Grayson CEO & Co-Founder



Kate Terry COO & Co-Founder



Philip Kwong
Principal Architect



Mel Rainsberger UX Design

Products & Services Overview

Surround bundles starter products such as non-owner auto, renters, and MPL for freelancers into various subscription-based packs



• This provides the convenience of single quote flow, price, and bill - paid monthly or annually



 Surround captures a customer early in the insurance purchasing lifecycle



The intelligence layer above its policy administration platform makes the insurance shopping experience more personalized and subscription-like

 Surround has plans to add more insurance product options along with non-insurance options like car and bike-sharing memberships to design hundreds of possible product combinations matched to a lifestyle



Surround Insurance has a multiproduct quote-to-purchase flow that takes less than 4 minutes

- Transparently-flat priced
- Pre-configured bundles
- Subscription-like experience

Surround Insurance CEO Interview

Surround Insurance



Jay Grayson
CEO & Co-Founder

"Younger consumers are transforming the concepts of mobility, shelter, and work...We believe the insurance industry is not evolving fast enough to meet their emerging needs in a relevant way, so we started Surround."

Can you give us your background and speak to what drew you to starting your own insurance venture?

I've spent more than 15 years in the property & casualty industry, most recently at Liberty Mutual Insurance leading customer experience operations for the \$18 billion personal lines business. My co-founder, Kate, also has 15+ years of experience in the industry at Progressive, Plymouth Rock, and Liberty Mutual, most recently as an executive in product management.

For us, everything starts with the consumer. Younger consumers are transforming the concepts of mobility, shelter, and work. These same consumers are increasingly taking on more complex risks and trying to solve problems like – Can I drive a rented or borrowed car without my own auto insurance? What can go wrong as a freelancer? How do I protect myself when I rent, host, or stay? We believe the insurance industry is not evolving fast enough to meet their emerging needs in a relevant way, so we started Surround.

How does Surround serve modern insurance customers in ways that are different than incumbents or other InsurTech companies?

As an insurance-first founding team, we have an advantage over InsurTechs in understanding why incumbents do what they do. Kate and I have seen up close the siloed nature of our industry - the data, the experiences, and the org structures optimized around categories like auto, home, small business, and life insurance. That's just not how modern consumers think or act, so we are building insurance coverage around their lifestyles, not just their things.

Continued on next page

Surround Insurance CEO Interview (cont.)

Surround Insurance

CEO Interview – Jay Grayson

"Our products are matched to activities, not assets, such as driving, renting, and freelancing."

Continued from prior page

Some of our founding principles include speaking in plain language, reducing false choices, making accessible products, and presenting them in a more intuitive way. Our products are matched to activities, not assets, such as driving, renting, and freelancing. As a Managing General Agency, we control the entire purchase flow. Oftentimes, Surround is the first property-casualty insurance product that this consumer has experienced so we get to set expectations up front of what different looks like.

What product "packs" does Surround currently provide?

On our website, we offer seven different packs each geared towards a specific type of lifestyle. Each pack has at least one of our three monoline insurance products – non-owner auto, renters, and professional liability. These are the moving, living, and working insurance products that assetlite consumers are seeking out today.

Our technology platform gives us the flexibility to mix-and-match insurance and non-insurance products into a subscription pack, or bundle. As an example, our most popular product is the Move / Live pack which pairs a non-owner auto insurance with renter's insurance. It's perfect for the person who drives rented cars through a platform like Zipcar and rents an apartment. The pack is flat-priced, has a quote flow with four questions, can be purchased in less than four minutes, and is presented to the consumer as a single policy with one bill.

Surround Insurance CEO Interview (cont.)

Surround Insurance

CEO Interview – Jay Grayson

"Our priority is to reach young professionals with Surround's differentiated product offering in any channel of their choosing as early as possible in their insurance buying lifecycle."

Who falls into your target demographic and how big is this market?

Our first products are aimed at asset-lite consumers and three distinct groups have emerged.

The first group is parents purchasing Surround for a child who is 18 to 24 going off to college or their first job in a city. The second group is young professionals who are 24 to 35 who are seeking alternatives to overpriced point of sale insurance or no insurance at all. The third group, surprisingly, is empty nesters living in the city without a car. We estimate these segments together as 20 million consumers strong and a \$12 billion addressable market opportunity.

What is the Company's distribution strategy to access the target demographic of young professionals?

We distribute through multiple channels – local independent agencies, directly to consumers, and through partners. Kate and I have worked at carriers managing multiple distribution channels, so the complexity is not new to us. A consumer is going to get the same great product and price in any of our channels.

We've engineered purchase experiences around the needs of each distribution channel. Agencies get an experience where their producer is front and center with the consumer, and consumers get direct access to manage their relationship with us. Our priority is to reach young professionals with Surround's differentiated product offering in any channel of their choosing as early as possible in their insurance buying lifecycle.

Surround Insurance CEO Interview (cont.)

Surround Insurance

CEO Interview – Jay Grayson

"...you're going to see us working with sharing economy platforms in a way that the insurance feels embedded in the experience."

Are there future plans to add additional packs or more lines of business to existing packs?

Yes!!! You'll see us adding new packs soon with more lines of business. Our technology platform can integrate new products in a matter of weeks instead of years. As we add more products, the combinatorial math to completely personalize coverage around a person's lifestyle gets really exciting.

A key differentiator of Surround will be our product breadth. We see a future where our technology platform is bringing together the bits and bytes of coverage (that we've unbundled from monolithic insurance policies) into a perfectly designed insurance product matched to someone's life. And as their life changes, the Surround intelligence engine will recommend and adjust coverage seamlessly as an upgrade or expansion pack, rather than a shopping moment.

Currently, Surround partners with ZipCar and Bluebikes for non-owner liability coverage among other lines in a pack; are you able to tell us what other shared-economy partnerships might be coming?

It's still too early to announce our plans, but as we scale, you're going to see us working with sharing economy platforms in a way that the insurance feels embedded in the experience. We know that many of these services view insurance as a cost of doing business, so we will be happy to transfer risk within their platform to Surround in exchange for access to their users. We see a future where consumers connect their Surround profile to any mobility, shelter, or freelancing platform of their choosing to dynamically activate relevant coverages while using that platform.

Surround Insurance CEO Interview (cont.)

Surround Insurance

CEO Interview – Jay Grayson

"We have 10 more states identified for expansion. We like states with a large population of Gen Z and Millennial consumers, a vibrant urban core with sharing economy services, and a friendly regulatory environment."

Surround currently operates in Massachusetts. Where is the Company looking to expand next geographically?

We have support from our carrier partner, Accredited Surety and Casualty, and our reinsurance partner, Swiss Re, to begin scaling our operations. We have 10 more states identified for expansion. We like states with a large population of Gen Z and Millennial consumers, a vibrant urban core with sharing economy services, and a friendly regulatory environment.

How does the Company handle claims across its broad coverage lines and is this the long-term approach?

We offer both personal and commercial line products. Even with this complexity, we felt it was important that our policyholder members interact with only one claims organization. We are partnered with Sedgwick, the country's largest claims TPA that can handle all of our lines of business in all states. They have excellent claims outcomes and customer experience scores. Long-term we'll look closely at applying technology and our expertise to moments in the customer journey that make sense to bring in-house. We have to pick the spots where we'll differentiate Surround to the consumer.

Surround Insurance CEO Interview (cont.)

Surround Insurance

CEO Interview – Jay Grayson

"...we aim to be an 'omni-line' insurer with the universe of insurance coverages at our disposal to manufacturer the perfect insurance product for each customer using technology, design, and data."

Has there been any unexpected challenges or surprises as you brought the product to market?

Kate and I have more than 30 years of combined time in the P&C industry. We've experienced catastrophes, financial crises, and reorganizations as executives at major insurance companies. There's not a lot that can surprise us these days.

Managing through Covid as a small business has been a tremendous challenge, but we've been determined from the beginning to overcome any obstacle in our way. We've managed through the past 18 months with the support of our families, investors, partners, and employees who believe in our vision and in us. I like to think that we would have overcome any hurdles in our way through sheer grit and determination to bring our vision to life.

What is the long-term vision for the Company?

Our vision is to be the most customer-centric insurance company in the world by delivering the broadest selection of insurance products at the fairest possible prices so our customers can protect more and worry less.

This means we aim to be an "omni-line" insurer with the universe of insurance coverages at our disposal to manufacturer the perfect insurance product for each customer using technology, design, and data. It also means our customers can confidently take risks knowing their insurance company will be there for them during their greatest moments of need.

Leading Advisor Across the InsurTech Landscape

Insurance Distribution



Lenders Protection / **Default Insurance**



Consumer **Protection Plans**



Wholesale Brokerage



Small Business



Digital Auto Insurer



Insurance



Life Insurance



Digital Insurance Solutions



Homeowners Insurance



Fraud. Risk & Compliance for P&C Insurers



Virtual Claims



Telematics



Largest Commercial Insurance Exchange

Insurance

Comparison Site



FT Partners Advises Assurance on its \$3.5 billion Sale

Overview of Transaction

- On September 5, 2019, Prudential Financial (NYSE:PRU) announced that it has signed a definitive agreement to acquire Assurance IQ ("Assurance")
- The acquisition includes total upfront consideration of \$2.35 billion and an additional earnout of up to \$1.15 billion in cash and equity, contingent upon the Company achieving multi-year growth objectives
- Launched in 2016, Assurance is the fastest growing direct-to-consumer InsurTech platform in history
 - Using a combination of advanced data science and human expertise,
 Assurance matches buyers with customized solutions spanning life,
 health, Medicare and auto insurance, giving them options to purchase entirely online or with the help of a technology-assisted live agent

Significance of Transaction

- Assurance will add a large and rapidly growing direct-to-consumer channel to Prudential's financial wellness businesses, significantly expanding the total addressable market of both companies
- Both companies will draw on respective capabilities to create a new, end-to-end engagement model geared to better serve customers
- The transaction is the largest strategic InsurTech exit in history and represents one of the fastest multi-billion dollar tech exits, as the Company was only founded in February 2016
- Assurance was funded entirely by its founders, highlighting FT Partners' ability to help under-the-radar FinTech companies achieve optimal outcomes

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Assurance and its board of directors
- This transaction highlights FT Partners' deep domain expertise in the InsurTech space, and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to



on its sale to



for total consideration of up to

\$3,500,000,000



FT Partners Advises SquareTrade in its Strategic Sale

Overview of Transaction

- On November 28, 2016, SquareTrade announced its \$1.4 billion all-cash strategic sale to the Allstate Corporation
- Headquartered in San Francisco, CA, SquareTrade offers top-rated protection plans trusted by millions of consumers for electronics and appliances
 - SquareTrade's branded products are sold through major retailers
- Allstate is the largest publicly held personal lines property and casualty insurer in America serving more than 16 million households nationwide
- More details available in Allstate's transaction <u>press release</u> and <u>investor</u> presentation

Significance of Transaction

- This transaction expands Allstate's protection offering to consumer electronics, connected devices and appliances
- SquareTrade substantially increases Allstate's customer relationships while providing both strong near-term and long-term growth opportunities

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to SquareTrade and its Board of Directors
- This transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies
- FT Partners represented <u>SquareTrade in its \$238 million strategic growth</u> investment with Bain Capital and Bain Capital Ventures
- FT Partners also recently represented Bain Capital Ventures' portfolio company Enservio in its sale to Solera demonstrating our long-term trusted relationship

FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to



in its sale to



for total consideration of

\$ 1,400,000,000



FT Partners Advises Next Insurance on its \$250 million Series C Financing

Transaction Overview

- On October 7, 2019, Next Insurance announced that it has raised \$250 million in its Series C funding round from Munich Re
- Founded in 2016 and headquartered in Palo Alto, CA, Next Insurance is the leading digital insurance company for small businesses
 - Revolutionizing traditional insurance processes, Next Insurance utilizes advanced technology to offer the industry's most innovative small business insurance policies
- Munich Re is one of the world's leading providers of reinsurance, primary insurance, and insurance-related risk solutions
- In May 2018, Next Insurance announced its status as a licensed insurance carrier, allowing the Company to write policies independently, as well as to have more freedom over underwriting, setting of prices, and configuration of policies

Significance of Transaction

- The Series C round brings Next Insurance's total funding to \$381 million in just over three years, with a valuation of over \$1 billion
- The new funds will continue to help Next Insurance grow its team, develop its technology, and accelerate customer growth
- Additionally, the investment allows Munich Re to expand its footprint in the small and medium-sized business insurance market in the United States

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Next Insurance and its Board of Directors
- FT Partners also advised Next Insurance on its \$83 million Series B financing in 2018
- This transaction underscores the long-term nature of many of FT Partners' relationships as well as our successful track record generating highly favorable outcomes for leading InsurTech companies

Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to



on its Series C financing from



for total consideration of

\$250,000,000



FT Partners Advises Clearcover on its \$200 million Series D Financing

Overview of Transaction

- On April 13, 2021, Clearcover announced it has raised \$200 million in its Series
 D financing round
 - The investment was led by Eldridge with participation from existing investors, including American Family Ventures, Cox Enterprises, OMERS, as well as other new investors
 - Clearcover has raised \$329 million in total funding to date
- Clearcover is the smarter car insurance choice, offering better coverage for less money
 - Clearcover's customer-first, service-focused model powered by advanced technology delivers a convenient, reliable and affordable experience
 - Built for today's driver, Clearcover takes the guesswork out of car insurance, making it easy to save money, get insured, and get serviced on the go
- Since its founding in 2016, Clearcover has expanded to 15 states and has achieved significant momentum

Significance of Transaction

- This recent round of funding positions Clearcover as the company to watch in an industry that continues to experience accelerated digital transformation
- The funding will accelerate innovation of the Company's digital insurance offerings, by enabling Clearcover to invest in and grow its team of engineers and developers

FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Clearcover
- This transaction highlights FT Partners' deep domain expertise in the InsurTech sector, as well as its successful track record generating highly favorable outcomes for high-growth FinTech companies

FTP Securities LLC

is pleased to announce its role as exclusive strategic and financial advisor to



on its Series D financing led by



ELDRIDGE

for a total amount of

\$200,000,000



FT Partners Advises The Zebra on its \$150 million Series D Financing

Overview of Transaction

- On April 12, 2021, The Zebra announced the completion of its Series D fundraise totaling \$150 million, valuing the Company at more than \$1 billion
- The fundraise comes at a time of sustained growth, with investment from new and former investors including Weatherford Capital and Accel
- Headquartered in Austin, Texas, The Zebra is the nation's leading, independent insurance comparison site; The Zebra has sought to bring transparency and simplicity to insurance shopping since 2012 — it's "insurance in black and white"
- With its dynamic, real-time quote comparison tool, consumers can identify insurance companies with the coverage, service level, and pricing to suit their unique needs
- The Zebra compares multiple insurance companies and provides agent support and educational resources to ensure consumers are equipped to make the most informed decisions about their home and auto insurance

Significance of Transaction

 This investment will be used to expand The Zebra's team and accelerate the Company's efforts to help educate, empower and advise consumers to find the best policies for their unique needs, no matter where they are in their lives

FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to The Zebra
- This transaction highlights FT Partners' deep domain expertise within InsurTech, as well as our successful track record generating highly favorable outcomes for high-growth FinTech companies globally

Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to

zebra

on its Series D financing, led by a new undisclosed investor, with participation from other new and existing investors

for a total amount of

\$150,000,000

>\$1,000,000,000

FINANCIAL
TECHNOLOGY
PARTNERS

FT Partners Advises Sure on its \$100 million Series C Financing

Overview of Transaction

- On October 5, 2021, Sure announced that it has closed on \$100 million in Series C funding at a \$550 million valuation co-led by Declaration Partners and Kinnevik with participation from new investors WndrCo, FTAC Ventures, Expanding Capital, and Bullpen Capital
- Additional participation in the round came from existing investors including W.
 R. Berkley and Menlo Ventures
- Founded by Wayne Slavin in 2015, Sure is an insurance technology company
 that unlocks the potential of insurance on the internet. Global brands and
 world-renowned carriers build sophisticated embedded insurance products on
 the company's SaaS infrastructure to distribute, service, and scale digital
 insurance. Its platform enables accelerated market growth and increased
 revenue streams while delivering unparalleled customer experiences
 - In the last 12 months, Sure has more than doubled its revenue and the size of its team
 - Its cohesive ecosystem of APIs enable faster speed to market and minimize the enormous cost and complexity associated with new insurance product launches

Significance of Transaction

- This growth round will accelerate Sure's global expansion, expedite new product launches, and streamline embedded insurance customer experiences
- Sure's Series C financing will fuel its expansion, enabling it to help the insurance industry reach its full potential in an online era

FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Sure
- This transaction highlights FT Partners' industry-leading expertise within the burgeoning embedded insurance space, as well as its successful track record of generating highly favorable outcomes for high-growth FinTech companies globally

Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to



on its Series C financing led by





for a total amount of

\$100,000,000



FT Partners Advises Ladder on its \$100 million Series D Financing

Overview of Transaction

- On October 4, 2021, Ladder, a leading InsurTech company that offers flexible life insurance in minutes, announced that it has raised \$100 million in Series D financing led by Thomvest Ventures and OMERS Growth Equity
- Founded in 2015, Ladder combines the power of innovative technology with world-class financial and insurance expertise to make it easy for anyone to access life insurance
- Offering flexible term coverage in minutes that can save policyholders up to 40%, Ladder uses an all-digital architecture and real-time underwriting to make life insurance as accessible and affordable as it should be
 - The Company also announced that it has become the first fully digital life insurance company in operation, after issuing its first policies through Ladder Life Insurance Company
 - Ladder offers coverage up to \$8 million in all 50 states

Significance of Transaction

- The financing will be used to invest in further product innovation, and to grow the Ladder team, which has plans to more than double in the next year
- The transaction follows strong growth from Ladder, which more than quadrupled its revenue last year and plans to issue \$30 billion in LadderLife coverage by year end

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Ladder
- This transaction underscores FT Partners' deep domain expertise and transactional experience in InsurTech, as well as its successful track record generating highly favorable outcomes for high-growth FinTech companies globally

Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to



on its Series D financing led by



OMERS | Growth Equity

for a total amount of

\$100,000,000



FT Partners Advises Lennar on its Investment in Hippo

Overview of Transaction

- On November 14, 2018, Lennar Corporation ("Lennar") announced it has coled a \$70 million minority investment in Hippo with Felicis Ventures, along with participation from all major existing shareholders
 - The investment brings the total amount of funding raised by Hippo to \$109 million
- Lennar Corporation (NYSE:LEN) is the one of the leading homebuilders in the United States
- Headquartered in Mountain View, CA, Hippo is a leading property and casualty InsurTech start-up, offering homeowners insurance as well as a number of more specialized products
- Hippo has helped cut premium costs for its customers by up to 25%, seen
 policy sales grow by 30% month over month, and now covers more than \$25
 billion in total property value
 - Hippo is accessible to more than 50% of the US homeowner population, and that number is expected to increase to over 60% by the end of 2018

Significance of Transaction

- With the new funding, Hippo will accelerate growth while continuing to deliver a modernized home insurance product that includes world-class customer experience on a national scale
- The transaction also offers a clear path for Lennar to continue to streamline the home buying experience for its customers

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Lennar
- This transaction underscores FT Partners' deep FinTech expertise and its continued success in providing buy side advisory to top-tier strategic investors

Financial Technology Partners LP

is pleased to announce its role as exclusive strategic and financial advisor to



in its minority investment in



with participation from new and existing investors

for total consideration of

\$70,000,000



FT Partners' Recent Awards and Recognition

Bloomberg

Bloomberg

- o FT Partners' Steve McLaughlin was featured on Bloomberg / Bloomberg TV
- o View the full article and watch the live TV interview



M&A Advisor Awards

- Technology Deal of the Year (2019)
- o Cross Border Deal of the Year and Corporate / Strategic Deal of the Year (2018)
- Investment Banker of the Year (2017) Steve McLaughlin, CEO & Managing Partner of FT Partners
- o Investment Banking Firm of the Year (2016) FT Partners



LendIt FinTech Industry Awards 2018:

o FT Partners wins Top Investment Bank in FinTech







The FinTech Finance 40:

Steve McLaughlin ranked #1 in 2017 and 2018





The Information's "Silicon Valley's Most Popular Dealmakers"

- o Ranked as the #2 top Technology Investment Banker by The Information subscribers (2016)
- o Only FinTech focused investment banking firm and banker on the list

The Largest FinTech Advisory Practice in the World

