

FT Partners is Pleased to Announce its Role as Exclusive Strategic and Financial Advisor to



on its landmark strategic sale to



# BOLD

### **Bold Penguin's Sale**

#### Overview of Transaction

- On January 14, 2021, American Family Insurance, the nation's 13<sup>th</sup> largest property / casualty insurance group, announced it has entered into a definitive agreement to acquire Bold Penguin, a rapidly growing commercial insurance technology provider based in Columbus, Ohio
- Founded in 2016, Bold Penguin is an InsurTech innovator that rapidly increases speed-to-bind for commercial insurance, operating the largest commercial insurance exchange powering over 100,000 quote starts every month

### Significance of Transaction

- By leveraging technologies such as machine learning and data-based insurance intelligence capabilities, Bold Penguin has improved the process of shopping for insurance for small businesses, the brokers they rely on and the carriers that service them
- The acquisition continues American Family's transformation into a national, multi-line insurer, created in part through multiple acquisitions and a merger, and also reflects the Company's involvement with adjacency companies that complement its insurance operations

### FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Bold Penguin in this transaction
- FT Partners previously advised Bold Penguin on its <u>acquisition of RiskGenius</u>
- This transaction highlights the long-term nature of many of FT Partners' client relationships, as well as our deep domain expertise and transaction experience across the InsurTech sector

### Financial Technology Partners LP FTP Securities LLC

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



on its landmark strategic sale to





### FT Partners Previously Advised Bold Penguin on its Acquisition of RiskGenius



#### **Overview of Transaction**

- On October 6, 2020, Bold Penguin announced its acquisition of RiskGenius, a pioneer in insurance document intelligence software
- The RiskGenius platform is an Al-driven, SaaS-based solution made specifically for the insurance industry; it applies machine learning to insurance policies, allowing users to rapidly understand terms of coverage across a library of policy documents including policy review, compliance, competitive analysis and emerging risk assessments
- Bold Penguin operates the largest commercial insurance exchange powering over 100,000 quote starts every month
- The acquisition will add RiskGenius's data and analytics products along with its highly skilled and seasoned team

### Significance of Transaction

- With this acquisition, RiskGenius will join Bold Penguin's insurance intelligence effort, which leverages data and has a focus on intuitive workflow processing
- This is Bold Penguin's second acquisition this year, continuing to build on its position as the market leader in the \$300 billion commercial insurance space

### FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Bold Penguin in this transaction
- This transaction underscores FT Partners' deep domain expertise and transaction experience across the InsurTech sector

# FTP Securities LLC

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



on its acquisition of





### FT Partners Advises Bold Penguin on its Sale

#### **FT PARTNERS ADVISES**



### **Bold Penguin Overview**

### **Company Overview**



Founder & CEO:

Ilya Bodner

**Headquarters:** 

Columbus, OH

Founded:

2016

- Since founding in 2016, Bold Penguin has built the world's largest commercial insurance exchange and is powering over 100,000 quote starts every month
- Bold Penguin upgrades the user experience for businesses, creates an easy tool for agents and offers a streamlined process of underwriting for carriers
- Bold Penguin continues to expand its focus to cover data and analytics as it grows the platform

### **Management Team**



Ilya Bodner
Founder & CEO



Ben Clarke Co-Founder & CDO



Seth Metcalf General Counsel



Dan Gifford CFO



Pam Haaser Head of Engagement



Frank Lamantia

### **Select Products & Services**

#### **ENTERPRISE & AGENT TERMINAL:**

Enterprise & Agent Terminal is a tailored software solution that perfectly
integrates with the systems national agents and carriers already have in place;
it allows the brokerage to triage, quote and bind commercial insurance from a
range of selected carriers faster and more efficiently than ever before

### **SOFTWARE DEVELOPMENT KIT (SDK):**

 White label terminal Javascript that enables brokers to build a quoting interface in any existing system with minimal additional workflows

#### **CARRIER PRODUCT INTEGRATION:**

 Bold Penguin works with the largest and best-known commercial insurance carriers to integrate their products onto the platform for greater distribution in a controlled and predicable manner





### **Selected Recent Financing History**

Series	Size (\$ mm)	Selected Investor(s)
Series B	\$32	Stone Point, Lockton, Lightstone, Hudson Capital Management, Guggenheim Partners
Series A	18	Pivot Investment Partners; American Family Ventures; Lightstone; Lockton; Markel Ventures; MTech

### FT Partners Advises Bold Penguin on its Sale

#### **FT PARTNERS ADVISES**



### **American Family Insurance Overview**

### **Company Overview**



Chairman & CEO:Jack SalzwedelHeadquarters:Madison, WI

Founded: 1927

- American Family Insurance is an American private mutual company that focuses on property, casualty, and auto insurance, and also offers commercial insurance, life, health, and homeowners coverage as well as investment and retirement-planning products
- The Company sells American Family-brand products, primarily through exclusive agency owners in 19 states
- The American Family Insurance group also includes CONNECT, powered by American Family Insurance, The General, Homesite and Main Street America Insurance
- Across these companies, American Family Insurance has more than 13,500 employees nationwide

### Key Metrics (1)

\$10.7 Bn

\$12.2 Bn

\$456 mm

P&C Premiums Earned **Total Revenue** 

Net Income

\$9.8 Bn
Members' Equity

\$100.5 Bn

Life Insurance in Force

### **Transaction Commentary**

"Our partnership with Bold Penguin is another investment in our American Family agency owners. They are trusted insurance advisors, and especially with small businesses, which require a broad product suite and tailored solutions. The Bold Penguin platform will take our agency owners' ability to fulfill that role to the next level."



**Bill Westrate** President and CEO-elect



### **Selected Recent Acquisition History**

Date	Amount (\$ in mm)	Target	
04/02/19	\$1,050	Ameriprise Auto & Home	
10/31/18	na	The Main Street America Group	
12/14/17	na	HomeGauge	
12/14/17	na	Networked Insights	
09/06/13	660	Homesite Group	
09/25/12	239	Permanent General Companies	

#### **FT PARTNERS ADVISES**

# BOLD

### **Overview of FT Partners**

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 19 years of exclusive focus on Financial Technology

### FT Partners' Advisory Capabilities



### FT Partners' FinTech Industry Research





Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by The Information



Ranked #1 Most Influential Person in all of FinTech in Institutional Investors "FinTech Finance 40"



Numerous Awards for Transaction Excellence including "Deal of the Decade"

Highly proprietary information. Unauthorized distribution without prior consent from Financial Technology Partners LP, FTP Securities LLC or FinTech Partners Limited (together "FT Partners") is strictly prohibited. The information in this report relies upon a variety of public sources, the accuracy of which cannot be guaranteed. No persons or entities should use the information in decision making without independent investigation or professional advice. This communication should not be regarded as an offer to sell or as a solicitation of an offer to buy any financial product or service, nor is it an official confirmation of any transaction, or representative of an official position or statement of Financial Technology Partners LP, FTP Securities LLC or any other related entity. FTP Securities LLC is a FINRA registered broker-dealer and FinTech Partners Limited is an FCA appointed representative. © 2021





## Track Record of Success Across The InsurTech Sector





### Insurance Distribution



#### Consumer Protection Plans



#### **Wholesale Brokerage**



#### Small Business Insurance



#### Consumer Protection Plans



### Homeowners Insurance



#### Small Business Insurance



#### **Virtual Claims**



#### Small Business Insurance



### Auto Finance and Insurance Solutions



### Sales Automation Software



## Agency Management / Marketing Technology



### Personal Lines Insurance Distribution



#### **P&C Claims**







Т

FT Partners' Repeat Clients are Everywhere – Selected Examples Below

### FT Partners has history of maintaining strong, long-term client relationships, often advising on multiple transactions























#### FT PARTNERS ADVISES



### 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 FTP Securities LLC

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**



### Selected Large Strategic InsurTech M&A Transactions

FT Partners has advised on 2 of the top 3 largest InsurTech exits, including Assurance's \$3.5 billion sale to Prudential and SquareTrade's \$1.4 billion sale to Allstate (1)

	Announce Date	Target	Acquirer	Exit Value (\$ mm)	
FINANCIAL TECHNOLOGY PARTNERS	Sep '19	FT Partners Advised ASSURANCE	<b>Prudential</b>	\$3,500 <sup>(2)</sup>	
	Aug '19		ROPER	1,625	
FINANCIAL TECHNOLOGY PARTNERS	Nov '16	FT Partners square Advised trade	<b>Allstate</b>	1,400	
	Mar '19	TRANZACT	Willis Towers Watson 1.1"1"1.1	1,400 <sup>(3)</sup>	
	May '11	esurance	<b>Allstate</b>	1,010	
	Oct '13	THE CLIMATE CORPORATION	MONSANTO	930	
	July '17	<b>StateNational</b>	<b>MARKEL</b> ®	919	
	Sep '13	Homesite HOME INSURANCE	AMERICAN FAMILY INSURANCE	660	
	Aug ′18	Info <b>Armor</b>	<b>Allstate</b>	525	
	Apr '11	Explore	Soleja	520	
	Mar ′17	SB Simply Business	TRAVELERS	490	
	Oct '18	<b>€</b> QuoteWizard®	lendingtree.	370	
	Aug '17	Sequel	∇erisk	321	
	Oct '17	CYENCE	GUIDEWIRE	275	

<sup>(1)</sup> Represents strategic acquisitions of InsurTech companies founded in the past 25 years

<sup>(2)</sup> Value represents an upfront price of \$2.35 bn and an earnout of up to \$1.15 bn

<sup>3)</sup> Value represents an upfront price of \$1.2 bn and a \$200 mm earnout

### **FT PARTNERS ADVISES**



### Selected Fastest Multi-Billion Dollar Strategic Tech Exits

FT Partners advised Assurance on its \$3.5 billion sale to Prudential, which represents one of the fastest multi-billion dollar tech exits in history



Target	Acquirer	Exit Date	Founding Date	Months to Exit	VC Funding (\$ mm)	Exit Value (\$ mm)
ASSURANCE	Prudential	Sep '19	Feb '16	43	Zero	\$3,500 <sup>(1)</sup>
ring	amazon	Apr '18	Nov '13	53	\$444	1,200
chewy	PETSMART	May '17	Sep '11	68	286	3,400
<b>jet</b>	Walmart 🔆	Sep '16	Apr '14	29	570	3,300
Cruise	<b>™</b> General Motors	May '16	Oct '13	31	19	1,000
<b>MOJANG</b>	Microsoft	Nov '14	May '09	66	Zero	2,500
<b>◯</b> WhatsApp	facebook.	Oct '14	Jan '09	69	61	22,000
oculus	facebook.	Jul '14	Jul '12	24	91	2,000
nest.	Google	Feb '14	May '10	45	145	3,200
waze	Google	Jun '13	May '07	73	67	1,200
Instagram	facebook.	Aug '12	Oct '10	22	58	1,000
yammer <del>'</del>	Microsoft	Jul '12	Sep '08	46	143	1,200
<b>►</b> YouTube	Google	Nov '06	Feb '05	21	12	1,700
skype	ebay	Oct '05	Aug '03	26	20	2,600

### 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> <u>presentation</u>

#### 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



#### **Overview of Transaction**

- 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 FTP Securities LLC

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**



### 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 FTP Securities LLC

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



# BOLD

### FT Partners Advises Snapsheet on its \$29 million Series E Financing

### **Overview of Transaction**

- On May 20, 2019, Snapsheet announced it has raised \$29 million in Series E financing from new investors Nationwide, Sedgwick and State Auto Labs, with participation from Tola Capital
  - Existing investors Liberty Mutual Strategic Ventures, F-Prime Capital, OCA Ventures, and an affiliate of USAA also participated in the round
- Headquartered in Chicago, IL, Snapsheet is a leading provider of virtual claims technology for the personal and commercial insurance marketplace
- Since its founding in 2010, Snapsheet has used its technology to digitally transform claims workflows for over 75 clients and their customers

### Significance of Transaction

- This financing will allow Snapsheet to accelerate the delivery of its SaaS claims
  platform for all lines of property and casualty, further invest in advanced
  analytics capabilities, and expand its team to serve clients globally
- With this round, Snapsheet has raised a total of \$71 million in financing

#### FT Partners' Role

- FT Partners served as sole strategic and financial advisor to Snapsheet and its board of directors
- This transaction underscores FT Partners' deep InsurTech domain expertise and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

### Financial Technology Partners LP FTP Securities LLC

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



in its Series E financing with new investors







with participation from

TÖLA

for total consideration of

\$29,000,000



# BOLD

### FT Partners Advises Servify on its \$23 million Series C Financing

#### Overview of Transaction

- On September 23, 2020, Servify announced that it has raised \$23 million in Series C financing led by Iron Pillar, with participation from existing investors Blume, BEENEXT, and Tetrao SPF
  - The round also saw participation from funds managed by Global Alternatives Investor 57 Stars, Sparkle Fund, Go Ventures, and Madhu Kela Family Office
- Servify is a leading device lifecycle management platform that integrates multiple OEM brands and their sales and service ecosystem to deliver great after-sales service experience
- Headquartered in Mumbai, Servify partners with leading brands such as Apple, Samsung, Xiaomi, Nokia and Motorola, and has a presence in over 50 countries across the globe
- Founded in 2015, Servify has over 43,000 retail locations connected and more than 16,000 service partners integrated, and its platform currently supports 3 million+ monthly transactions

### Significance of Transaction

 Servify aims to utilize the new funding to scale up its global operations and further enhance its technology platform

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Servify
- This transaction highlights FT Partners' deep domain expertise and leadership across the Warranty space and the InsurTech sector broadly
- This transaction also builds on FT Partners' track record of executing deals across developed and emerging markets

### Financial Technology Partners LP FTP Securities LLC

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

\$23,000,000



#### FT PARTNERS ADVISES



### FT Partners Advises CoverWallet on its Sale to Aon

#### Overview of Transaction

- On November 20, 2019, Aon (NYSE:AON) announced that it has signed a definitive agreement to acquire CoverWallet
- Launched in 2015, CoverWallet is a leading technology company reinventing the multi-billion dollar commercial insurance market for small businesses
- Powered by deep analytics, thoughtful design, and state-of-the-art technology, the Company provides an easy way to understand, buy, and manage business insurance online
- CoverWallet offers a wide variety of commercial coverages to small businesses with numerous carrier partners nationwide
- The transaction is expected to close during the first quarter of 2020, after which the CoverWallet organization will go to market as CoverWallet, an Aon company

### Significance of Transaction

- CoverWallet will add large and rapidly growing direct-to-consumer and businessto-business channels to Aon's small commercial insurance businesses, significantly expanding the total addressable market of both companies
- The acquisition provides Aon with additional access to the fast-growing, \$200+ billion premium digital insurance market for small and medium-sized businesses, as well as the opportunity to leverage CoverWallet's platform and digital, design, technology and data science capabilities already deployed at scale
- Additionally, CoverWallet provides Aon with an experienced team and deep expertise in productizing technology in financial services

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to CoverWallet 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 FTP Securities LLC

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



on its sale to





### FT PARTNERS ADVISES



### FT Partners' Recent Awards and Recognition

### **Bloomberg**

### **Bloomberg**

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



### M&A Advisor Awards

- Technology Deal of the Year (2019)
- 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
- Investment Banking Firm of the Year (2016) FT Partners



### **LendIt FinTech Industry Awards 2018:**

o FT Partners wins Top Investment Bank in FinTech

## Institutional Investor





### 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

### **FT PARTNERS ADVISES**

# BOLD

### The Largest FinTech Advisory Practice in the World

