

# FT PARTNERS FINTECH INDUSTRY RESEARCH

October 1, 2019

## INSURTECH CEO INTERVIEW:

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# Policygenius

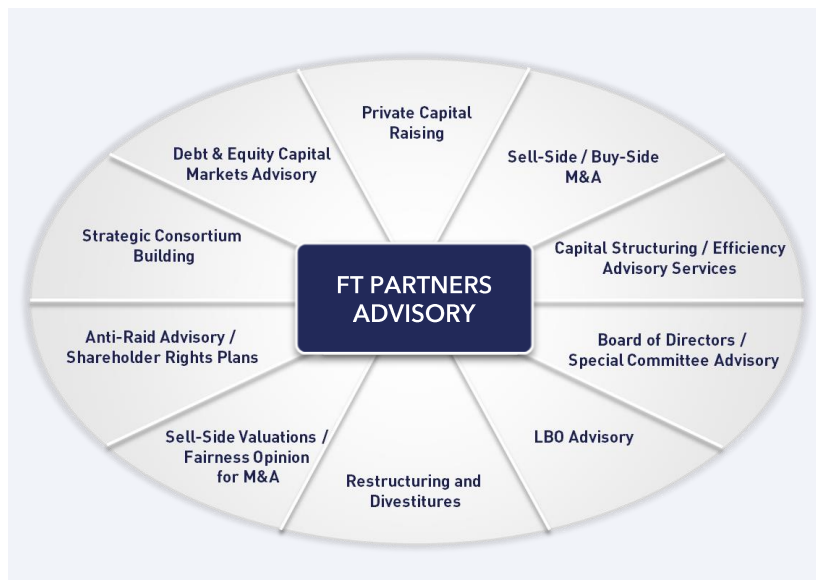
*with CEO Jennifer Fitzgerald*

**Online Insurance Marketplace**

## 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 17 years of exclusive focus on Financial Technology

### FT Partners' Advisory Capabilities



### FT Partners' FinTech Industry Research

**FINTECH RESEARCH & INSIGHTS**

- In-Depth Industry Research Reports
- Proprietary FinTech Infographics
- Monthly FinTech Market Analysis
- FinTech M&A / Financing Transaction Profiles



**The Information**

**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"**



**THE M&A ADVISOR**

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

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## Policygenius Overview

### Company Overview

# Policygenius

CEO:	Jennifer Fitzgerald
Headquarters:	New York, NY and Durham, NC
Founded:	2014

- Policygenius, a provider of an online insurance marketplace, is changing the insurance industry by making shopping faster, friendlier, and more transparent for online consumers
  - Offers an “Insurance Checkup” for customers to get instant recommendations and advice on which policies they need
  - Allows customers to learn about insurance, compare quotes side by side, and apply for policies through its licensed agents
  - Licensed in all 50 states and Washington DC

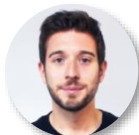
### Key Stats

1 million	\$40 billion	9.7 / 10	30 million
Shoppers per month	In life coverage	Customer rating	Users

### Management



**Jennifer Fitzgerald**  
Co-Founder & CEO



**Francois de Lame**  
Co-Founder & Chief Product Officer











**Jonathan Metrick**  
Chief Marketing Officer



**David Kaplan**  
VP of Engineering

### Products & Services

 <b>Life Insurance</b> Term and whole life insurance	 <b>Disability Insurance</b> Long-term disability insurance
 <b>Renters Insurance</b> Items in an apartment that aren't bolted down	 <b>Auto Insurance</b> Liability, collision and comprehensive, uninsured motorist insurance and PIP
 <b>Homeowners Insurance</b> Homeowners insurance for named and open perils	 <b>Pet Insurance</b> Dogs and cats that are sick or injured
 <b>Health Insurance</b> HMO, PPO, EPO and POS Plans	 <b>Other Insurance</b> Vision, long-term care, jewelry, identity theft, travel insurance, accident, dental, and critical illness

### Selected Financing History

Date	Size (\$ mm)	Selected Investor(s)
05/05/17	\$30	Norwest Venture Partners; Revolution Ventures; Fika Ventures; Susa Ventures; AXA Strategic Ventures; MassMutual Ventures; Transamerica Ventures
01/14/16	15	Revolution Ventures; Karlin Ventures; Susa Ventures; AXA Strategic Ventures; Transamerica Ventures; MassMutual Ventures
06/15/15	5	Karlin Ventures; Susa Ventures; Transamerica Ventures; Switch Ventures; MassMutual Ventures; AXA Strategic Ventures
07/21/14	1	Seed angel investors

Policygenius



**Jennifer Fitzgerald**

Co-Founder & CEO

***"It was at McKinsey where I met my cofounder, Francois de Lame, and where the light bulb moment went off for us about the massive opportunity to create a category-changing company for insurance distribution."***

### ***What is your background and what inspired you to start Policygenius in 2014?***

Before starting Policygenius in 2014, I was a consultant at McKinsey working with most of the top insurance carriers in the U.S. market. It was at McKinsey where I met my cofounder, Francois de Lame, and where the light bulb moment went off for us about the massive opportunity to create a category-changing company for insurance distribution. So we left to create Policygenius – a tech-enabled managed marketplace where consumers can shop for and buy life, disability, and personal lines P&C insurance. We own and broker the full transactions – no lead selling or click-selling.

### ***Who does Policygenius serve and what problems do you help them solve?***

As a tech-enabled two-sided marketplace, Policygenius serves both insurance carriers and consumers. For our insurance carriers, we are bringing them a younger and more affluent customer than they get through any other channel or distribution partner. On the life side, our customers are 10 years younger than their average customer, buy a significantly higher face amount of around \$750k on average, and buy a longer duration policy of 20 years on average. On the personal lines P&C side, that same consumer tends to have a significantly lower loss ratio profile as well. As you might infer from these datapoints, our average customer is a mass affluent consumer in their 30s and 40s with a household income north of \$100K.

### Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“On the life side, which was our original core product, we work with all of the top 10 writers of term life insurance in the U.S., including Pacific Life, Prudential, Lincoln Financial and AIG. On the personal lines P&C side, we also work with the top carriers in the market such as Travelers, Chubb, AIG, Nationwide and a range of others.”***

***As a direct-to-consumer platform, you’ve had to confront the notoriously expensive challenge of customer acquisition. What have you learned over the years and what have you converged on as the approach that works for Policygenius?***

Customer acquisition is the hill that a lot of insurance-related companies die on, and we’ve charged up that hill successfully. For several years now, we’ve delivered strong unit economics and positive contribution across our lines of business. The big thing we’ve learned is that there is no silver bullet channel where you can find fast and high-quality growth. You can find fast growth like buying through lead generators or in native advertising, but it’s not going to be good quality. Those leads tend to be low-converting and high churn. Insurance is a very considered, multi-touch, trust-based purchase, so you have to invest in a robust and sophisticated acquisition engine. This is what we’ve done over the past six years – from investing in content, to building a brand in-house, to building the best customer experience that drives a material amount of free word-of-mouth referrals for us. Nearly half of our customer volume is free and that has held steady even as we’ve scaled 10x in volume, which is an important moat for us.

***And as a marketplace, you’ve had to establish relationships with multiple carriers to be able to offer a compelling portfolio of products. How wide a group of carriers do you work with now on the life insurance products that were the original core of the business?***

Like all managed marketplaces – whether it’s Airbnb or Policygenius – the supply side of the platform is incredibly important. It’s key to our value proposition to consumers, who want to see a range of brands they know and trust, and it materially affects your ability to convert shoppers to policyholders, a structural advantage we have over a solo carrier that’s going direct-to-consumer. On the life side, which was our original core product, we work with all of the top 10 writers of term life insurance in the U.S., including Pacific Life, Prudential, Lincoln Financial and AIG. On the personal lines P&C side, we also work with the top carriers in the market such as Travelers, Chubb, AIG, Nationwide and a range of others.

Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“The top questions that get asked by shoppers are about the insurance company. Are they reputable? What’s the financial strength rating? How long have they been selling life insurance? Don’t underestimate the importance of carrier brand in this market.”***

***Many of the largest U.S. P&C carriers have refused to support any form of digital marketplace due to concern about the potential to increase perceived product commoditization and resulting price competition. What did it take to convince so many leading life insurers to work with Policygenius?***

There are two keys to this business – volume and quality. If you can produce both for your carriers, you’ll have them lining up to work with you. This is what we’ve consistently done over the past six years – and on every single metric including placement rate, persistency, loss ratio, etc., we outperform the market. And our managed marketplace approach, which is rich in content, decision support, and human advice, avoids the commoditized feel that the online lead generators deliver. We don’t just sell clicks and run – we own the results of that book of business.

***In practice, what have you found from all your customer behavior data about life insurance purchasing decisions and the relative importance of price vs. brand vs. other factors?***

We have years of detailed data about life insurance shoppers. First, it’s a multi-touch journey – we typically see a number of touches across channels before a shopper converts. That shouldn’t be surprising as life insurance is not an impulse purchase. Second, brand is incredibly important to shoppers. Again, this shouldn’t be surprising as life insurance is a long-term contract where you have to trust the counterparty will honor a claim that could happen 20-30 years down the road. If there’s a material difference in the price, we see most shoppers choose the lowest-priced carrier. However, if the price range is narrow, then we see most shoppers choose the brand they recognize and trust the most, even if it’s not the lowest-priced. The top questions that get asked by shoppers are about the insurance company. Are they reputable? What’s the financial strength rating? How long have they been selling life insurance? Don’t underestimate the importance of carrier brand in this market.

Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“Consumers need to see a range of options with brand names they recognize. They also need to have optimized support, which includes human-assisted and self-directed, to make a decision.”***

*Policygenius has now had several years to experiment with how different presentation of insurance options or recommendations influences purchasing behavior. What have you concluded is most effective, and what do you think are the implications for a marketplace approach vs. a single carrier direct-to-consumer approach?*

Consumers need to see a range of options with brand names they recognize. They also need to have optimized support, which includes human-assisted and self-directed, to make a decision. You have to provide a platform and onboarding experience that meets the needs of both big-picture shoppers and detail-oriented shoppers, which is no easy feat.

The marketplace approach is more effective than a single carrier, direct-to-consumer approach. First, insurance shoppers are used to comparing and reviewing products on an open-choice marketplace – we live in the world of Amazon and Expedia. And a consumer has no idea if a life insurance or homeowners insurance offer is a good one, unless they compare and get independent advice. Second, we are at a structural advantage when it comes to customer acquisition. Your customer acquisition cost is a function of just two variables – your cost to acquire a lead and your ability to convert that lead to a customer. Even assuming the Policygenius cost to acquire a lead is the same as a direct-to-consumer carrier, which it is not for the record, we have a higher likelihood of converting that lead because we have the underwriting “boxes” of multiple carriers, across multiple categories.

Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“We’ve built our own proprietary technology to power the quoting, underwriting, application and binding experience for our customers. We have deep integrations with carriers to process new business.”***

*One of the challenges for a digital marketplace in any line of insurance is to present a streamlined application process to the customer while collecting all the data needed for a diverse range of application forms used by different carriers. How far has Policygenius been able to get in achieving a unified application experience? And were you able to leverage third party technology for this or did you have to build your own?*

Outside-in observers generally aren’t aware of the robust and sophisticated tech stack we’ve built to power our company and the customer experience. We’ve built our own proprietary technology to power the quoting, underwriting, application and binding experience for our customers. We have deep integrations with carriers to process new business. We employ machine learning to optimize risk matching between consumers and carriers, which drives our industry-leading placement rate. When we got started, we used some of the existing software in the industry, but it’s not built for scale or a direct-to-consumer digital experience, and it slows you down. We even built our own CRM/AMS that our 150-person operations organization uses every day. Other companies use Salesforce or Zendesk or Vertafore – we use our own software, which allows us to process new business with much more efficiency than anyone else in the industry.

Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“As a result of our position in the life insurance industry, we have carriers that are now building accelerated underwriting products exclusively for Policygenius.”***

***Another often-discussed aspect of the buying experience in life insurance is the underwriting requirement for medical exams. What has Policygenius’ experience suggested about the degree to which that friction impacts life insurance purchasing rates and whether consumers are prepared to pay higher rates for the convenience of faster, less-invasive underwriting approaches as they are for some other consumer products and services?***

People unfamiliar with life insurance often overestimate the friction of the paramedical exam and the tendency of shoppers to choose a higher-priced policy to skip the medical exam. We’ve had more expensive simplified issue policies on the platform, and generally nobody is willing to pay more for them. We also have accelerated underwriting products on the platform with several of our carriers; however, we don’t advertise them as no-medical exam policies like others do, because you’ll invite adverse selection and set a lot of consumers up for disappointment. We believe in transparency and delivering the best quality experience for our consumers and carriers. As a result of our position in the life insurance industry, we have carriers that are now building accelerated underwriting products exclusively for Policygenius. They’ll have the most robust underwriting and pricing in the market – we’re excited to launch those offerings in early 2020.

***How many agents does Policygenius employ today, and what’s your model for combining digital workflow and human advice into the customer experience?***

We currently employ around 75 insurance-licensed people at Policygenius. We believe, and have validated from years of experience, that today’s consumer wants a digital, self-directed experience until they don’t. And they want a human – an unbiased expert – at moments of truth. We offer that, and the results speak for themselves in terms of our conversion, customer reviews, and NPS score of 75.

Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“We launched home & auto insurance in January of this year, and that’s been a rocketship. At this point we’re rarely surprised by anything, but the growth of this vertical surprised us.”***

***You’ve taken a contrarian approach for a product known for being “sold not bought” in paying your agents salaries and not on a commission basis. Why, and have you been able to test the impact of one approach vs. the other?***

We haven’t A/B tested salaries versus commissions. However, commissions are only necessary when agents have to do the prospecting and selling. Our agents don’t have to do that – our marketing, content and website attracts and converts prospects to shoppers to applicants, so that our agents can just focus on advice and field underwriting.

***Policygenius launched into P&C insurance earlier this year. How’s that going?***

We launched home & auto insurance in January of this year, and that’s been a rocketship. At this point we’re rarely surprised by anything, but the growth of this vertical surprised us. We’ve created the first meaningful marketplace for personal lines P&C. Because of the quality of our life insurance business and our track record there, the P&C carriers were all very excited to work with us.

***Home and auto are highly competitive environments for customer acquisition. Have you been able to cross-sell to your existing life insurance customers or to new shoppers at the time they’re purchasing life insurance, or are you mainly acquiring new customers in P&C?***

Almost all of our growth for P&C this year has been a result of life shoppers cross-selling themselves, or just inbound as a result of our brand in market. We’ve just started marketing P&C, using the same playbook we’ve perfected for life insurance, and are super excited by the early results.

### Policygenius

### Exclusive CEO Interview – Jennifer Fitzgerald

***“We’re also excited to launch new offerings in 2020 that go beyond insurance to deliver on financial wellness products that our customers have been requesting of us for the past couple years. Be on the lookout for those in 2020.”***

#### ***What can you share about Policygenius’ overall commercial progress?***

We’ve placed over \$40 billion of life insurance coverage. Currently we have about 250 employees and we’re on pace to do \$120M of actual GAAP revenue in 2020.

#### ***It wasn’t easy raising money when you started the company. How has the investment community attitude towards insurance opportunities evolved in your experience?***

We’ve now raised over \$50 million in venture capital and there’s been a total 180-degree shift in investor interest in insurance. We first went to market in 2013 and got zero interest – investors asked us, “is there enough money in insurance?” Needless to say, we don’t get asked that question now. We were a pioneer in this new wave of insurance tech companies, and now we’re one of the leaders.

#### ***What’s next for Policygenius?***

Continuing to scale our business to be the leaders in life and P&C. We’re also excited to launch new offerings in 2020 that go beyond insurance to deliver on financial wellness products that our customers have been requesting of us for the past couple years. Be on the lookout for those in 2020.

#### ***Any final words of advice for other InsurTech entrepreneurs?***

This industry isn’t easy and there aren’t any shortcuts to a meaningful, enduring company with scale.

## Selected FT Partners InsurTech Research – *Click to View*



2018 InsurTech Interview Compilation



Lennar's \$70 million Co-Lead Investment in Hippo



Snapsheet's \$29 million Series E Financing



Assurance's \$3.5 billion Sale to Prudential



Lemonade Raises \$300 million in Series D Financing



Health IQ Raises \$55 million in Series D Financing



Root Insurance Raises \$350 million in Series E Financing



Coalition Raises \$40 million in Series B Financing

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## FT Partners Research – Quarterly InsurTech Insights

### Q2 2019 InsurTech Insights



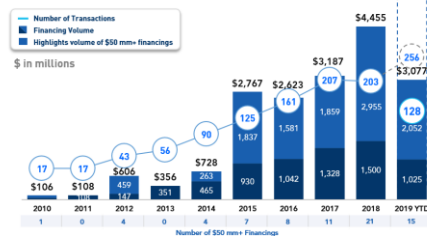
Click pictures to view report

### Highlights of the report include:

- 2019 and historical InsurTech financing and M&A volume and deal count statistics
- Largest InsurTech financings and M&A transactions in 2019 YTD
- Most active InsurTech investors
- Corporate VC activity and strategic investor participation
- Other industry, capital raising and M&A trends in InsurTech

#### INSURTECH FINANCING ACTIVITY: ANNUALLY

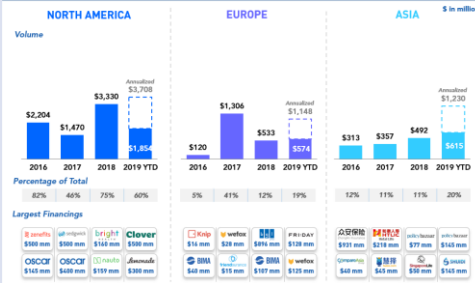
InsurTech Private Company financing volume rose to a record level in 2018, and 2019 volume is tracking at a higher annualized rate



Source: FT Partners Proprietary Transaction Database

FT PARTNERS Q2 2019 INSURTECH INSIGHTS

#### INSURTECH FINANCING VOLUMES BY REGION

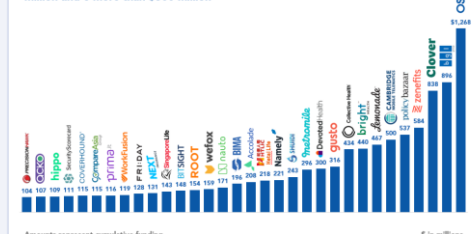


Source: FT Partners Proprietary Transaction Database

FT PARTNERS Q2 2019 INSURTECH INSIGHTS

#### CUMULATIVE FINANCING OF PRIVATE INSURTECH COMPANIES

32 InsurTech ventures have now each raised \$100 million or more in cumulative financing, of which 16 have raised more than \$200 million and 6 more than \$500 million



Source: FT Partners Proprietary Transaction Database

FT PARTNERS Q2 2019 INSURTECH INSIGHTS

# FT Partners – Focused Exclusively on FinTech

FT PARTNERS RESEARCH

## Leading Advisor Across the InsurTech Landscape

### Insurance Distribution

Financial Technology Partners LP  
FTP Securities LLC

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

**ASSURANCE**

on its sale to

**Prudential**

for total consideration of up to

**\$ 3,500,000,000**

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### Consumer Protection Plans

Financial Technology Partners LP  
FTP Securities LLC

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

**square trade**

in its sale to

**Allstate**

for total consideration of

**\$ 1,400,000,000**

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### Wholesale Brokerage

Financial Technology Partners LP  
FTP Securities LLC

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

**AmWINS Group, Inc.**

in its growth recapitalization by

**NMC**  
NEW MOUNTAIN CAPITAL LLC

valued at approximately

**\$ 1,300,000,000**

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### Telematics / Connected Car Solutions

Financial Technology Partners LP  
FTP Securities LLC

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

**AUTOMATIC**

in its sale to

**SiriusXM**  
SATELLITE RADIO

for total consideration of approximately

**\$ 115,000,000**

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### Small Business Insurance

Financial Technology Partners LP  
FTP Securities LLC

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

**NEXT INSURANCE**

in its Series B financing led by

**Redpoint**

for total consideration of

**\$ 83,000,000**

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### Homeowners Insurance

Financial Technology Partners LP  
FTP Securities LLC

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

**LENNAR**

in its minority investment in

**Hippo**

with participation from new and existing investors

for total consideration of

**\$ 70,000,000**

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### Small Business Insurance

Financial Technology Partners LP  
FTP Securities LLC

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

**insureon**

in its equity capital raise led by

**OAK HC/FT**

for total consideration of

**\$ 31,000,000**

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### Virtual Claims

Financial Technology Partners LP  
FTP Securities LLC

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

**sheetsheet**

in its Series E financing with new investors

**LABS**

with participation from

**TOLA CAPITAL**

for total consideration of

**\$ 29,000,000**

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### Auto Finance and Insurance Solutions

Financial Technology Partners LP  
FTP Securities LLC

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

**SAFE-GUARD**

on its sale to an Affiliate of

**Goldman Sachs**

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### Sales Automation Software

Financial Technology Partners LP  
FTP Securities LLC

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

**INSURANCE TECHNOLOGIES**

in its sale to

**MOELIS CAPITAL PARTNERS**

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### Agency Management / Marketing Technology

Financial Technology Partners LP  
FTP Securities LLC

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

**ZYWAVE**

in its sale of

**Zywave Insurance Solutions**

to

**AURORA CAPITAL GROUP**

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### Personal Lines Insurance Distribution

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**Goji**

in its sale to

**Seeman Holtz**  
Property & Casualty

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### P&C Claims

Financial Technology Partners LP  
FTP Securities LLC

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

**enservio**

in its sale to

**SoLera**

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### Insurance Software

Financial Technology Partners LP  
FTP Securities LLC

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

**aplifi**  
We Simply Selling Insurance

in its sale to

**iPipeline**

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## 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



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## FT Partners Advises Screenshot on its Series E Financing

### Overview of Transaction

- On May 20, 2019, Screenshot 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, Screenshot is a leading provider of virtual claims technology for the personal and commercial insurance marketplace
- Since its founding in 2010, Screenshot has used its technology to digitally transform claims workflows for over 75 clients and their customers

### Significance of Transaction

- This financing will allow Screenshot 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, Screenshot has raised a total of \$71 million in financing

### FT Partners' Role

- FT Partners served as sole strategic and financial advisor to Screenshot 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*



*for total consideration of*

**\$29,000,000**



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## FT Partners Advises Lennar on its sale of NATC and NATIC

### Overview of Transaction

- On December 6, 2018, Lennar Corporation (“Lennar”) announced its wholly-owned subsidiary North American Title Group (NATG) plans to combine its underwriter and the majority of its retail title business with States Title. The deal received regulatory approval and became effective on January 7<sup>th</sup>, 2019
  - States Title has acquired NATG’s underwriter, North American Title Insurance Company (NATIC), and a majority of the retail business of NATG’s national title agency, North American Title Company (NATC)
  - The newly combined company will continue to operate under the North American Title brand led by States Title CEO, Max Simkoff, and Lennar has assumed a substantial minority equity ownership stake
- NATC’s builder business and a portion of its retail business remains with Lennar and operates as CalAtlantic Title, while around two-thirds of NATG’s current associates have been transferred to States Title
- Lennar Corporation (NYSE:LEN) is one of the nation’s leading builders of quality homes
- States Title is a San Francisco-based title insurance and escrow platform that uses predictive analytics to streamline the underwriting, settlement, and closing processes of purchasing a home
- North American Title Group (NATG) is one of the largest real estate settlement service providers in the U.S.

### Significance of Transaction

- The combination accelerates the growth of States Title and its vision, enabling the Company to better serve home buyers and sellers across the U.S. by leveraging its proprietary technology and analytics to create a modern real estate closing experience
- The transaction is consistent with Lennar’s strategy to align itself with leading technology innovators in order to streamline and enhance the overall customer experience

### FT Partners’ Role

- FT Partners served as exclusive strategic and financial advisor to Lennar
- FT Partners also recently advised Lennar on its co-lead investment in home insurance innovator [Hippo’s \\$70 million financing round](#)
- This transaction underscores FT Partners’ deep FinTech expertise and its continued success in providing advisory services to world class organizations

### Financial Technology Partners LP FTP Securities LLC

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

**LENNAR®**

*in its sale of*



*to*



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## FT Partners Advises Lennar on its Investment in Hippo

### Overview of Transaction

- On November 14, 2018, Lennar Corporation (“Lennar”) announced it has co-led 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*

**LENNAR®**

*in its minority investment in*



*with participation from  
new and existing investors*

*for total consideration of*

**\$70,000,000**

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## FT Partners Advises Goji on its Sale to Seeman Holtz

### Overview of Transaction

- On November 13, 2018, Goji announced it has been acquired by Seeman Holtz Property & Casualty ("SHPC")
- Headquartered in Boston, MA, Goji operates an online analytics and data-driven distribution platform for personal lines of insurance that matches clients with the right coverage at the best prices, through an integrated network of national insurance carriers
  - Goji is a licensed insurance agency in 41 states that writes policies for clients on behalf of insurance carriers
- SHPC will integrate Goji's technology platform throughout its divisions and verticals to optimize operational efficiency, better address clients needs and increase production
- This acquisition marks SHPC's 50<sup>th</sup> acquisition

### Significance of Transaction

- Through the acquisition, Goji's clients will gain access to the 400+ carrier relationships and the 50 state agent licenses of SHPC
- SHPC will continue to expand its access to more digital marketing channels and partnerships, further enhancing its online digital marketing and customer acquisition capabilities

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Goji
- FT Partners previously advised Goji on its [\\$15 million financing in November 2017](#)
- This transaction highlights FT Partners' strong expertise across the InsurTech landscape

### Financial Technology Partners LP FTP Securities LLC

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

# Goji

*in its sale to*

**Seeman  Holtz**  
*Property & Casualty*

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## FT Partners Advises Next Insurance on its Financing

### Transaction Overview

- On July 11, 2018, Next Insurance announced an \$83 million Series B financing round led by Redpoint Ventures
  - Other investors that participated in the round include Nationwide, Munich Re, American Express Ventures, Ribbit Capital, TLV Partners, SGVC and Zeev Ventures
  - Elliot Geidt, Partner at Redpoint Ventures, will join the board of Next Insurance
- Founded in 2016 and headquartered in Palo Alto, CA, Next Insurance is the leading digital insurance company for small businesses
  - Next Insurance champions technological innovation and sophisticated uses of AI and machine learning to improve customer experience and streamline the insurance purchasing process
- In May 2018, Next announced its new 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 configuring of policies

### Significance of Transaction

- The funding will enable Next Insurance to continue its expansion throughout the US as a full service insurance carrier, further innovate claims handling, offer coverage to many more classes of business, and significantly grow internal operations in both the US and Israel
- The Series B round brings Next Insurance's total funding to \$131 million in just two years

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Next Insurance and its Board of Directors
- This transaction underscores FT Partners' 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*

**NEXT**  
INSURANCE

*in its Series B financing led by*

 **Redpoint**

*for total consideration of*

**\$83,000,000**

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## Award-Winning Investment Banking Franchise Focused on Superior Client Results



**2018** Top Investment Bank in FinTech



Institutional Investor  
Annual Ranking

**2018** Steve McLaughlin Ranked #1 for the Second Year in a Row on Institutional Investor's FinTech 40 List

**2017** Ranked #1 on Institutional Investor's FinTech 40 List

**2015 & 2016** Ranked Top 5 on Institutional Investor's FinTech 35 List

**2006 – 2008** Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"



The Information

**2016** Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"



M&A Advisor  
Awards

**2018** Corporate / Strategic Deal of the Year

**2018** Cross Border Deal of the Year

**2017** Investment Banker of the Year

**2016** Investment Banking Firm of the Year

**2016** Cross Border Deal of the Year

**2015** Dealmaker of the Year

**2015** Technology Deal of the Year

**2014** Equity Financing Deal of the Year

**2014** Professional Services Deal of the Year, \$100 mm+

**2012** Dealmaker of the Year

**2012** Professional Services Deal of the Year, \$100 mm+

**2011** Boutique Investment Bank of the Year

**2011** Deal of the Decade

**2010** Upper Middle Market Deal of the Year, \$500 mm+

**2010** IT Services Deal of the Year, Below \$500 mm

**2010** Cross-Border Deal of the Year, Below \$500 mm

**2007** Dealmaker of the Year – Steve McLaughlin

**2007** Business to Business Services Deal of the Year

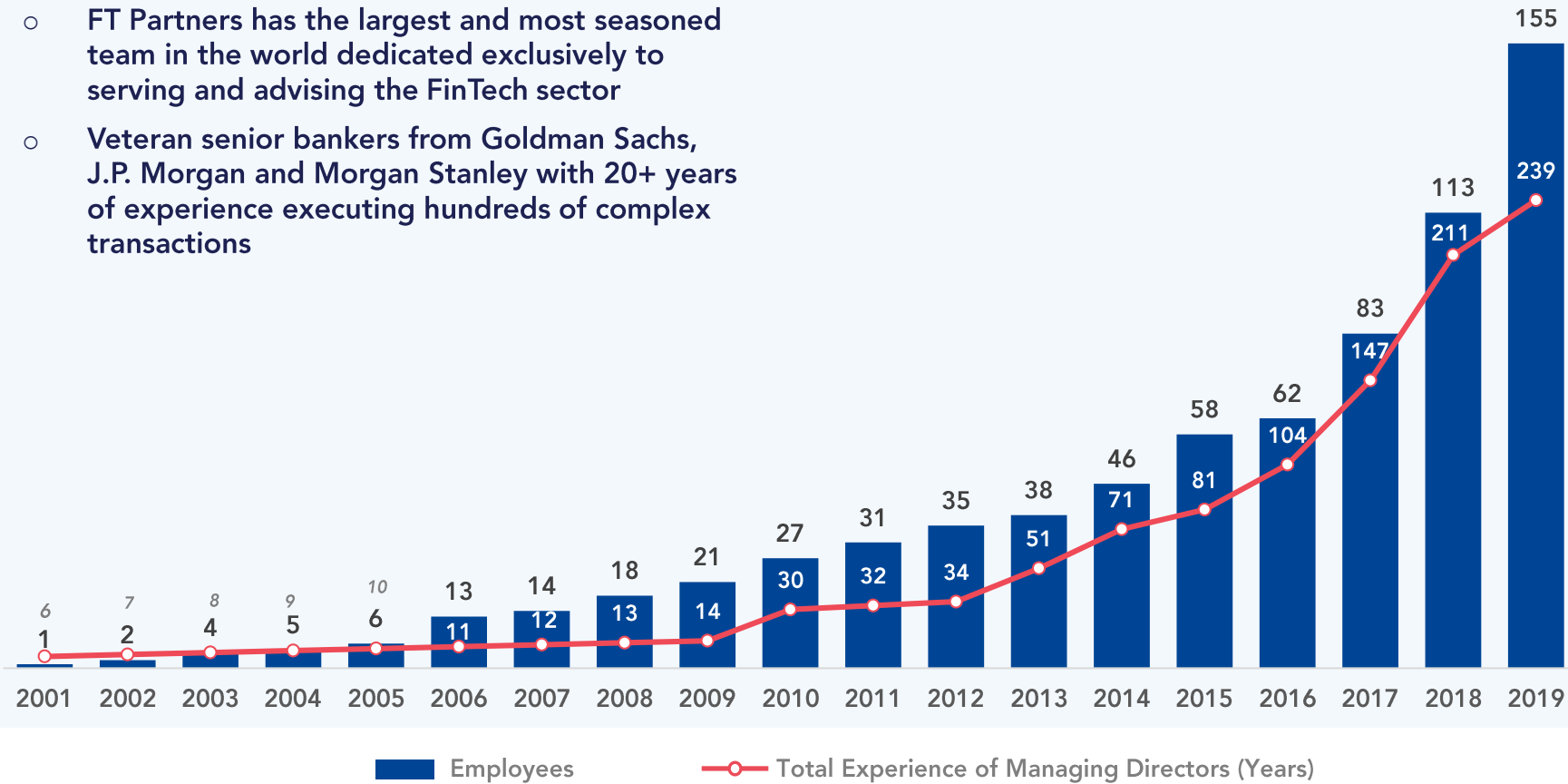
**2007** Computer & Information Tech Deal of the Year, \$100 mm+

**2007** Financial Services Deal of the Year, \$100 mm+

**2004** Investment Bank of the Year

## Platform of Choice for Clients and Bankers Alike

- FT Partners has the largest and most seasoned team in the world dedicated exclusively to serving and advising the FinTech sector
- Veteran senior bankers from Goldman Sachs, J.P. Morgan and Morgan Stanley with 20+ years of experience executing hundreds of complex transactions



Average Experience of Managing Directors (Years)



## The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> <i>Founder, CEO and Managing Partner</i>		<ul style="list-style-type: none"> <li>Formerly with Goldman Sachs in New York and San Francisco from 1995-2002</li> <li>Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	<b>24</b>
<b>Paul VanderMarck</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly Chief Product Officer at Risk Management Solutions</li> <li>25+ years of experience as an InsurTech operating executive</li> <li>Experienced advisor and investor in the InsurTech space</li> </ul>	<b>27</b>
<b>Larry Furlong</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004</li> <li>Wharton M.B.A.</li> </ul>	<b>23</b>
<b>Greg Smith</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly award-winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	<b>23</b>
<b>Osman Khan</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly Managing Director and Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> </ul>	<b>22</b>
<b>Mike Nelson</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly head of FinTech M&amp;A at SunTrust Robinson Humphrey</li> <li>Kellogg M.B.A.</li> </ul>	<b>19</b>
<b>Tim Wolfe</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with Goldman Sachs from 2000-2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	<b>17</b>
<b>Kate Crespo</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with Raymond James' Technology &amp; Services investment banking</li> <li>12+ years of FinTech transaction execution experience</li> <li>Dartmouth M.B.A.</li> </ul>	<b>17</b>
<b>Mohit Agnihotri</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan</li> <li>Wharton M.B.A.</li> </ul>	<b>17</b>
<b>Timm Schipporeit</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	<b>16</b>
<b>Andrew McLaughlin</b> <i>Managing Director</i>		<ul style="list-style-type: none"> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	<b>13</b>