FT PARTNERS FINTECH INDUSTRY RESEARCH

May 2, 2019

INSURTECH CEO INTERVIEW:

$PL\Delta NCK$

with CEO Elad Tsur

Commercial Underwriting Data



The Only Investment Bank Focused Exclusively on FinTech

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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





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"

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Planck Overview

$PL\Delta NCK$

Company Overview

PLANCK

CEO: Elad Tsur

Headquarters: Tel Aviv, Israel

Founded: 2016

- Planck has developed an Al-powered data platform to provide commercial insurance underwriting insights
 - With just customer name and address, it gives underwriting information in seconds, with over 90% accuracy
- The Company works with big data and utilizes all publicly available data sources to provide answers to key questions
 - Planck helps reduce the number of questions in the policy application form, streamline renewals, and improve underwriting among other solutions

Management



Elad Tsur
Co-Founder & CEO



David Schapiro
Co-Founder



Amir Cohen
Co-Founder & CTO



Leandro DalleMule GM, North America



Omri Yacubovich
VP, Marketing & Business
Development



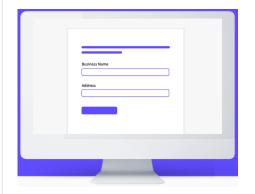
Guy Salame VP, Product



Avi Etzioni VP, R&D

Products & Services

Technology



Solutions



Improve Submissions

- Prefill Policy Application Data
- ✓ Digital Underwriting
- ✓ Additional Data Insights

Data Collection

Scans thousands of resources to find relevant information about the business

Data Processing

Interprets millions of data points about the business and turns them into valuable information

Finding the Truth

Leveraging AI technologies, Planck creates the accurate insights based on thousands of extracted data points



Improve Underwriting Efficiency

- ✓ Policy Data Validation
- ✓ Streamline Renewals
- ✓ Positive Selection

Financing History

Date	Size (\$ mm)	Selected Investor(s)	
07/03/18	\$12	Arbor Ventures; Viola FinTech; Eight Roads	

Interview with Elad Tsur

PLANCK

PLANCK



Elad TsurCEO & Co-Founder

"In 2015, Amir, my co-founder and CTO, and I decided that we wanted to bridge the gap between the insurance market and the innovative social media and open-web world."

What is your background and what led to you found Planck in 2016?

My academic background and work experience are both in computer science, specializing in the AI and data mining fields. I grew up around the insurance industry, as my father has been leading top Israeli insurance agencies for as long as I can remember.

In 2015, Amir, my co-founder and CTO, and I decided that we wanted to bridge the gap between the insurance market and the innovative social media and open-web world. We knew that insurers use inaccurate and partial data to underwrite policies, but the truth was out there in the open web. We decided to use artificial intelligence and machine learning, mining the smallest bits of data out there about businesses, to create true, actionable insurance insights. This is also why we called our Company Planck, after the scientist Max Planck. Planck's Constant is basically the resolution of the universe — the size of the "pixels" that create our world.

Before launching Planck, I founded BlueTail, a data mining startup that was acquired by Salesforce where it served as the base technology for Salesforce Einstein.

PLANCK

PLANCK

Exclusive CEO Interview - Elad Tsur

"We created a platform that generates very specific answers to potentially very complex underwriting questions in a manner of seconds, and the only two inputs we require are a business name and its address."

Who does Planck serve and what problems do you solve? What is the current coverage across geographies, types of businesses, and classes of insurance?

Planck serves the commercial insurance market and, more specifically, insurers underwriting small to medium businesses. We help insurers reduce their loss ratios, increase underwriting efficiency, and ultimately maximize underwriting profit through better data and insights.

We are currently focused on North America but have plans to expand to Europe and Asia in the future. Coverage includes general liability, employment practices liability, property, and workers' compensation lines covering businesses like restaurants, bars, taverns, nightclubs, contractors, and retail shops, among others.

How exactly does Planck generate insights for any individual business of interest to an insurer?

We created a platform that generates very specific answers to potentially very complex underwriting questions in a manner of seconds, and the only two inputs we require are a business name and its address.

Based on those small pieces of information, our platform collects all relevant data about that entity, analyzes the data collected and converts it into specific underwriting insights. We are agnostic to the kind of data. In other words, our platform collects all types of data: photos, maps, social reviews, articles, satellite images, videos, and so on.

Think about a selfie that you've taken in some bar and uploaded to the web. Besides the beautiful person in the center of the image, our Al sees beer bottles on tables, smoke detectors and sprinklers in the ceiling, an exit sign above the door, the material of the floor, the age distribution of the customers in the bar, and so much more. We interpret all that data and convert it into meaningful insights that support better decision making.

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Exclusive CEO Interview - Elad Tsur

"Our unique combination of skills, focus and technology allows us to achieve levels of accuracy and coverage that are unheard of in the commercial insurance industry and the InsurTech world."

Tell us about the technology platform you've built and how it enables Planck to leverage multiple forms of AI?

We essentially use three sets of AI algorithms every time the platform processes a business name and address. We call them the "Planck Triangle". The first set of algorithms collects all relevant public data about the entity being searched and ensures that it truly matches that entity, like differentiating between real photos and stock photos.

The second set of machine-learning models reads the raw data collected and converts it into useful information. This second set includes computer vision, natural language processing, satellite image processing, geographical analysis and anomaly detection algorithms, among others.

The last set of algorithms finds the "truth". Our AI makes sense of multiple, potentially conflicting, sources of information generated by the second set of machine-learning algorithms. For example, it is common to see conflicting information about a business's hours of operation. A bar's website might list one set of hours, Google may offer different results and public time-stamped photos from patrons may indicate something else. Which one is the truth? What are the real hours of operation for that bar? This is what the last set of AI algorithms determines.

Our unique combination of skills, focus and technology allows us to achieve levels of accuracy and coverage that are unheard of in the commercial insurance industry and the InsurTech world.

PLANCK

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Exclusive CEO Interview - Elad Tsur

"The platform usually automatically collects and processes data from hundreds of sources, always in a matter of seconds."

How many different sources of information will you typically look at to develop data for an individual business? Are you limited to working with sources that are accessible on the internet, or have you acquired and digitized other forms of offline data as well?

The platform usually automatically collects and processes data from hundreds of sources, always in a matter of seconds. While most of the sources come from publicly available open-web data, we also have some manually sourced data, depending on the insight that needs to be created for a client. One example is fire history. Although it is public data, fire history is not yet available online in most states. Planck has to collect and process that data directly from fire departments.

Is Planck able to do all of this in real-time when a carrier submits an insured name and address, or do you pre-compile the data for a known universe of companies?

Planck always gathers data in real time. We truly have a dynamic data platform and do not maintain a static database like traditional data providers do. Every time a business name and address is entered in the system, it takes about three to seven seconds to return dozens of relevant underwriting insights. Aside from the insights Planck already offers, our platform can be configured to answer almost any question. So, unlike traditional data platforms that can only offer data they've already collected, Planck is able to provide insurers whatever they need with the highest accuracy, current up to the second of the underwriting.

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Exclusive CEO Interview - Elad Tsur

"We currently work with more than 35 carriers in North America who are either already clients or are in contracting and piloting stages."

What can you share about your commercial progress with carriers who are in production or in pilot?

We currently work with more than 35 carriers in North America who are either already clients or are in contracting and piloting stages. Some key clients we can mention are Chubb and Berkshire Hathaway GUARD Insurance Companies.

In addition to pre-filling data to help simplify insurance submissions and improve speed and accuracy of quoting new business, what other use cases have you uncovered with insurers for Planck's data?

In addition to data pre-filling, some of our clients have leveraged the platform to develop digital underwriting capabilities by directly wiring Planck's insights into underwriting and pricing models.

Some other clients, including reinsurers, use Planck as a second opinion by comparing Planck's insights with the agent's submission in an underwriter's dashboard. This capability greatly increases underwriters' efficiency, allowing them to focus on what matters, rather than gathering and cleansing data.

Additional use cases include auditing distribution partners by measuring the accuracy and coverage of submissions received over a certain period for a business line or region, for example. Or even better, risk exposure management by enriching the existing portfolio with new underwriting insights.

Lastly, some clients are engaging in positive selection marketing by generating lists of prospects within the risk appetite of the carrier.

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Exclusive CEO Interview - Elad Tsur

"Based on experience with our current clients. the increased profit per policy is about \$400, which is quite a significant improvement for small and medium business policies with average annual premiums ranging from \$2,000 to \$15,000."

How clearly have you been able to quantify a carrier's ROI from using Planck's data?

Based on experience with our current clients, the increased profit per policy is about \$400, which is quite a significant improvement for small and medium business policies with average annual premiums ranging from \$2,000 to \$15,000. About \$180 per policy written comes from lower loss ratios due to better data quality and lower reserve loads. Another \$110 of increased profit per policy comes from reduced expense ratios due to streamlined underwriting processes. The third big component of the benefit from Planck, about \$90 per policy, comes from increased retention rates due to better, up-to-date data and ease of onboarding. Indirect distribution channels, such as agents and brokers, can submit many more applications by saving time with data pre-fill and digital underwriting. There are additional benefits to using Planck, usually smaller than the ones mentioned above, though some are hard to quantify as the value of accurate and complete data is sometimes realized only after several years.

In addition to helping insurers get faster and more reliable access to data elements they already know are relevant and valuable, your approach must be surfacing many new insights that haven't previously been available to them. What are you observing about insurers' ability to take advantage of such new types of data?

Planck is uncovering lots of new insights that were previously unavailable to insurers. As our clients tackle the more traditional policy application data and thus increase their process efficiency and lower their costs, their underwriting, science and actuarial teams start to explore new risk insights. By creating new data points, insurers can create new products, better price existing ones and better manage their in-force portfolio.

Continued on next page

CEO Interview: Planck

Interview with Elad Tsur (cont.)

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PLANCK

Exclusive CEO Interview - Elad Tsur

"Next on Planck's roadmap, you can expect more business classes and more complete horizontal packages such as workers' compensation and business owners' policy lines."

Continued from prior page

Here's one example from a client who agreed to share their story. The Company writes policies for nightclubs, and they were first interested in the square footage of the dance floor for each club, a typical data element in application forms. Once Planck was able to deliver that data quickly and accurately, their Chief Underwriting Officer was interested in a more predictive variable to quantify risk: the density of people dancing in the club. This is a super innovative way to look at the liability risk of a nightclub. Because we are able to configure almost any underwriting insight requested, and obviously are not sharing these new innovative insights with other clients, carriers can take advantage of unique insights that no one else is using.

What should we expect next on Planck's roadmap, and do you have any plans to extend into personal lines?

We are not planning to expand into personal lines insurance. Personal lines poses data risks for Planck as it requires the platform to collect and interpret personal data. Although we only rely on publicly available data, regulations such as GDPR and other confidentiality challenges do not make it an attractive segment for Planck. The same is true for health and life insurance.

Next on Planck's roadmap, you can expect more business classes and more complete horizontal packages such as workers' compensation and business owners' policy lines. You can also expect new data and insights that will help our clients operate more intelligently and succeed in the near future.

CEO Interview: Planck

Interview with Elad Tsur (cont.)

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Exclusive CEO Interview - Elad Tsur

"The insurance market is gigantic and, as everyone seems to agree these days, ripe for disruption."

How big is the Company now, and how are you approaching your buildout in the U.S.?

We have about 40 employees and are solely focused on the North American market. Our North American headquarters is in New York City, and our operations are led by Leandro DalleMule, who was AIG's Chief Data Officer for over six years before joining Planck late last year. Our entire Customer Operations department is also based in the US, naturally very close to where our customers are. We approach our buildout very methodically in the US; however, we have experienced exponential growth over the last six months, with no signs of slowing down, so this is something we will be very attentive to in 2019.

Any final words of advice for other InsurTech entrepreneurs?

Attracting the right talent and being very focused is the name of the game. The insurance market is gigantic and, as everyone seems to agree these days, ripe for disruption. However, it is a very complex industry, with very smart people. It offers high risk and high reward to startups as well as established players. Being well positioned with a strong product offering and having insurance experience and a robust, yet flexible technology are keys to success.

Selected FT Partners InsurTech Research - Click to View



2018 InsurTech Interview Compilation



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



Goji's Sale to Seeman Holtz



Next Insurance's \$83 million Series B Financing



Lemonade Raises \$300 million in Series D Financing



wefox Group Raises \$125 million in Series B Financing



Root Insurance Raises \$100 million in Financing



Cambridge Mobile Telematics Raises \$500 million in Financing

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FT Partners Research - Quarterly InsurTech Insights

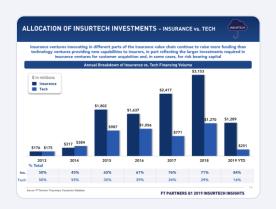


Highlights of the report include:

- 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







Leading Advisor Across the InsurTech Landscape

Consumer **Protection Plans**

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for total consideration of

\$ 1.400.000.000

The Only Investment Bank

Telematics / Connected Car Solutions

Financial Technology Partners LP FTP Securities LLC is pleased to announce its exclusive role as sole strategic and financial advisor to **AUTOMATIC** in its sale to ((SiriusXM)) for total consideration of approximately \$ 115,000,000

Small Business Insurance



Homeowners Insurance



Title Insurance







Small Business Insurance

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OAK **HC/FT**

for total consideration of

\$ 31,000,000

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SAFE-GUARD

on its sale to an Affiliate of

Goldmaı Sachs

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Sales Automation Software

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NSURANCE TECHNOLOGIES

in its sale to

MOELIS CAPITAL PARTNERS



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Zywave Insurance Solutions

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Personal Lines Insurance Distribution

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P&C Claims

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in its sale to



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 7th, 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 <u>Hippo's \$70 million financing round</u>
- This transaction underscores FT Partners' deep FinTech expertise and its continued success in providing advisory services to world class organizations

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in its sale of





Like Clockwork®

to





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

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



in its Series B financing led by



for total consideration of

\$83,000,000



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

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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 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 50th 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

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in its sale to





Award-Winning Investment Banking Franchise Focused on Superior Client Results

LendIt	2018	Top Investment Bank in FinTech				
	2018	Steve McLaughlin Ranked #1 for the Second Year in a Row on Institutional Investor's FinTech 40 List				
Institutional Investor	2017	Ranked #1 on Institutional Investor's FinTech 40 List				
Institutional Investor Annual Ranking	2015 & 2016	Ranked Top 5 on Institutional Investor's FinTech 35 List				
Ailluai Kalikilig	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"				
2018 -2004 ANNUALAWARDS WINNER M&A Advisor Awards	2018	Corporate / Strategic Deal of the Year	2011	Boutique Investment Bank of the Year		
	2018	Cross Border Deal of the Year	2011	Deal of the Decade		
	2017	Investment Banker of the Year	2010	Upper Middle Market Deal of the Year, \$500 mm+		
	2016	Investment Banking Firm of the Year	2010	IT Services Deal of the Year, Below \$500 mm		
	2016	Cross Border Deal of the Year	2010	Cross-Border Deal of the Year, Below \$500 mm		
	2015	Dealmaker of the Year	2007	Dealmaker of the Year – Steve McLaughlin		
	2015	Technology Deal of the Year	2007	Business to Business Services Deal of the Year		
	2014	Equity Financing Deal of the Year	2007	Computer & Information Tech Deal of the Year, \$100 mm-		
	2014	Professional Services Deal of the Year, \$100 mm+	2007	Financial Services Deal of the Year, \$100 mm+		
	2012	Dealmaker of the Year	2004	Investment Bank of the Year		
	2012	Professional Services Deal of the Year, \$100 mm+				

The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
Steve McLaughlin Founder, CEO and Managing Partner	Goldman Sachs	 Formerly with Goldman Sachs in New York and San Francisco from 1995-2002 Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share) Wharton M.B.A. 	24
Paul VanderMarck Managing Director	R <u>M</u> S	 Formerly Chief Product Officer at Risk Management Solutions 25+ years of experience as an InsurTech operating executive Experienced advisor and investor in the InsurTech space 	27
Larry Furlong Managing Director	Goldman Sachs	 Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. 	23
Greg Smith Managing Director	Merrill Lynch J.P.Morgan	 Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht & Quist 20+ years of experience covering FinTech as both an Analyst and Investment Banker 	23
Osman Khan Managing Director	A B PWC	 Formerly Managing Director and Head of FIG M&A at Alvarez & Marsal 15+ years FIG deal, consulting and assurance experience at PwC 40 Under 40 M&A Advisor Award Winner in 2013 	22
Steve Stout Managing Director	J.P.Morgan Fırst Data	 Formerly Global Head of Strategy at First Data Formerly Led J.P. Morgan Payments Investment Banking Practice Former Equity Research Analyst at UBS and former Economist at the Federal Reserve Bank 	21
Mike Nelson Managing Director	SunTrust	 Formerly head of FinTech M&A at SunTrust Robinson Humphrey Kellogg M.B.A. 	19
Tim Wolfe Managing Director	Goldman Sachs	 Formerly with Goldman Sachs from 2000-2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	17
Kate Crespo Managing Director	RAYMOND JAMES®	 Formerly with Raymond James' Technology & Services investment banking 12+ years of FinTech transaction execution experience Dartmouth M.B.A. 	17
Timm Schipporeit Managing Director	Morgan Stanley Index Ventures	 Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London Formerly a Venture and Growth Investor focused on FinTech at Index Ventures 	16
Andrew McLaughlin Managing Director	Deloitte.	 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	13

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