

FT PARTNERS FINTECH INDUSTRY RESEARCH

July 1, 2020

INSURTECH CEO INTERVIEW:



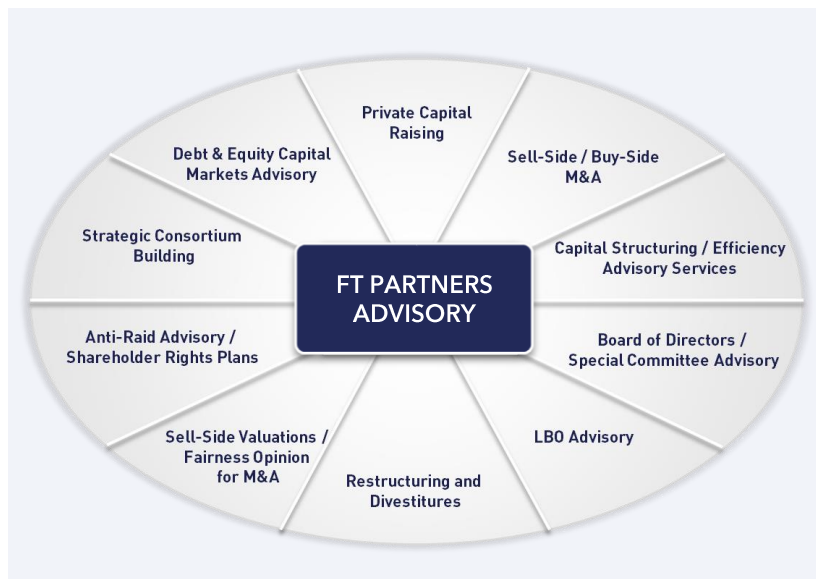
with Co-Founder & CEO Howard Yeh

Online Health Insurance Comparison & MGA

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 18 years of exclusive focus on Financial Technology

FT Partners' Advisory Capabilities



FT Partners' FinTech Industry Research



The Information

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



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THE M&A ADVISOR
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HealthCare.com Overview

Company Overview



Co-Founders:Howard Yeh, Jose Vargas, and Jeff Smedsrud

Locations:Miami, New York, Indianapolis, Guatemala

Founded:2014

- Online insurtech company that provides health insurance consumers with quotes and comparison, while serving as a large-scale, customer acquisition source for health insurance companies.
- Expertise in large-scale online marketing, lead scoring, and lead routing.
- Includes an MGA business that design and markets proprietary insurance products focused on under-65 individual, pre-Medicare (ages 60-65), and Medicare (ages 65+) consumers - with distribution across agent-driven and online/e-commerce channels.
- Recently launched a sales center comprised of licensed agents to enable the direct selling of both proprietary coverages and brokered coverage from 3rd party carriers.
- 135 employees as of June 2020 across New York, Miami, Indianapolis, and Guatemala.

Management Team



Howard Yeh
Co-Founder & Chief Executive Officer



Jose Vargas
Co-Founder & President




Jeff Smedsrud
Co-Founder & President, Insurance Services


Platform and Services Overview


Allows customers to get quotes, compare, and purchase (through sales partners) individual health insurance and Medicare plans

Product Overview


Under 65 Health Insurance



Individual & Family



Short Term Medical


Dental and vision

Over 65 Health Insurance


Medicare Supplement


Medicare Part D


Medicare Advantage

Selected Financing History

Date	Size (\$ mm)	Selected Investor(s)
06/16/20	\$5.0	Link Ventures
10/30/19	18.0	Second Alpha Partners; AXIS Capital; CNO Financial Group
11/11/14	7.5	Annox Capital; Brothers Brook; PeopleFund
05/29/14	2.0	Seed angel investors & founders

 HealthCare.com



Howard Yeh

Co-Founder & CEO

"It meant investing in our data infrastructure and online marketing capabilities, and then running a rigorous operation to optimize the levers we had to work with - our campaigns, our conversion funnel, and our lead routing."

What was the vision behind launching HealthCare.com and how has the Company evolved over the years?

We started [HealthCare.com](https://www.healthcare.com) in 2014 believing there would be a broader shift in consumer health insurance distribution towards digitally-native channels. For background, most of our founding team - myself, Jose Vargas, and others - had previous M&A exits together building performance advertising companies driven by our online marketing capabilities. For this company, we added a new founder, Jeff Smedsrud, who was a health insurance veteran and helped us understand how strategically important the digital channels would become for health insurers, and how they might be accelerated by both regulatory and market forces. Beyond that, Jeff also brought in some new capabilities in designing and developing health insurance coverages and building distribution across direct-to-consumer and traditional broker channels. These capabilities would foreshadow our MGA business a few years after we were founded.

But back in 2014, our initial mindset was pretty simply to get to profitability at scale with a customer acquisition-focused lead-gen model. It meant investing in our data infrastructure and online marketing capabilities, and then running a rigorous operation to optimize the levers we had to work with - our campaigns, our conversion funnel, and our lead routing. We worked with third-party lead-demand partners - generally larger insurance brokerages or the DTC divisions of health insurance companies - who would take the consumer from lead to enrollment. That approach was capital-efficient, asset-light, and would give us optionality to evolve our business.

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“On our Medicare vision, at first it was a defensive strategy, especially with shifting regulations and market dynamics in the individual under-65 market as a result of the Affordable Care Act (“ACA”). Medicare allowed us to diversify.”

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Over time, we saw the opportunity get bigger for us, both horizontally in the addressable market segments and then vertically to own more pieces of the customer journey. I’d point out three areas where we evolved our vision.

- Diversifying to the senior Medicare segment
- Developing proprietary coverage solutions - driven by the acquisition of Pivot Health
- Going deeper in the purchase transaction to complete the data feedback loop

What was compelling about the Medicare opportunity for your business?

On our Medicare vision, at first it was a defensive strategy, especially with shifting regulations and market dynamics in the individual under-65 market as a result of the Affordable Care Act (“ACA”). Medicare allowed us to diversify. As a background to your readers, the Medicare market focuses seniors who are making individual purchase decisions on how they want to receive their governmental medical benefits. This side of the health insurance market was stable and growing, with higher lifetime values per sale than on the individual under-65 side. The growth in Medicare comes from: 1) demographic shifts of the aging baby-boom generation as 10,000+ people are aging into Medicare on a daily basis; 2) behavioral shifts within the senior population as digital tools for information, quoting, and enrollment improve to meet their growing capabilities; and 3) growing demand for private-market Medicare coverages such as Medicare Advantage, Medicare Supplements, and Medicare prescription drug plans.

As each year passes, the cohort of seniors turning 65 are becoming more and more internet savvy. The traditional ways that seniors have learned about Medicare - channels like TV, postcard mailers, and licensed, local agents engaging in seminars and face-to-face selling - don’t go away. However, there are already new channels that compete and I believe will eventually overtake them. Someone in the 65-age range is much more likely these days to search on Google, research information online, and get an online quote. And as each year goes by, that digital competency of those turning 65 keeps growing.

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“We’ve been able to participate indirectly in this in driving top-of-the-funnel demand. And as our company develops into more end-to-end sales, we’re going to be able to participate more directly.”

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A by-product of this digitization of insurance distribution has been a concentration at the top. More and more market share has gone to the larger national brokerages who have been able to generate their own consumer demand or work with companies such as ours to do so. I attribute it to the marketing and sales machinery to operate at a greater efficiency than traditional distribution. As all of the growth factors I listed above play out, the reach of these companies improves. We’ve been able to participate indirectly in this in driving top-of-the-funnel demand. And as our company develops into more end-to-end sales, we’re going to be able to participate more directly.

Given the market sentiment on Medicare, what are your views on the recent IPO filing of health insurance marketplace, GoHealth, and the IPO of online term life insurance agency, SelectQuote?

First of all, I’m excited for the people behind those companies, some of whom I’ve been working with for 10+ years in the context of different companies. A number of these companies have been steadily and quietly growing for the past 5 years. In fact, while SelectQuote is a relatively established company in life insurance, the SelectQuote Senior health insurance division has grown to be the largest part of its business.

If we look back to how everyone got here, there was a lot of interest in health insurance around 2013 and 2014 coinciding with the roll-out of ACA. However, that interest fell off after 2015 because of challenges in the ACA market - which is a separate conversation in and of itself. This dynamic forced many health insurance companies to shift even more focus towards the senior health insurance market and build steadier growth. That work is now paying off as investor and strategic interest has followed.

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“As we operated against our original goal of getting to some level of scale with lead-gen business, we realized we were in a position to apply a lot more of the data signals we had about a consumer prospect, and use those to make for a more efficient path to enrollment.”

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It's an interesting time in the market given a number of recent deals in the public and private markets, and it demonstrates a lot of investor and strategic interest in the Medicare space. Prior to 2020, eHealth was the only publicly-traded comparable, although there were a number of private-market transactions in 2019 such as Willis' acquisition of Tranzact, a minority PE investment into Spring Venture Group, and a majority PE investment into GoHealth. Just this June, there was a majority PE investment into HPOne. There's been a lot of activity. Just speculating, but the impact of ASC 606 accounting might also be driving a broader understanding in the investor community of the underlying user economics on Medicare sales. I'll qualify that statement by saying I'd take more guidance from you at FT Partners, since you've spoken to a lot more investors with interest in this space. I can only say that the interest from the investing community has definitely grown.

How does HealthCare.com customize the health insurance shopping experience for each user?

Thanks for asking this question, because it pretty much hits at the heart of what we do, where we're headed, and where we have invested in our business.

As we operated against our original goal of getting to some level of scale with lead-gen business, we realized we were in a position to apply a lot more of the data signals we had about a consumer prospect, and use those to make for a more efficient path to enrollment. There aren't a lot of companies in our position that generate most of their own leads and have control over both the online acquisition sources and the online funnel that the consumer goes through. This control means we've got the data that comes with it. In that way, we could shift our mindset from being purely a lead-gen and online-marketing business to more of a data company.

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Interview with Howard Yeh (cont.)



Exclusive Interview – Howard Yeh

“Because we control the sources and funnel in the acquisition of digital health insurance leads, we capture a lot more than the basic demographic data in the standard lead.”

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I'll give a few examples of what I mean. Because we control the sources and funnel in the acquisition of digital health insurance leads, we capture a lot more than the basic demographic data in the standard lead.

- I'll start with customer acquisition meta-data at the top of the funnel - things like the search keyword, device, time, geography, operating system, browser type, etc.
- Next, there'll be website behavioral data - for example, whether they are a first-time or return user, the clickstream of an individual user, and how long it takes the user to complete the quote.
- Additionally, we get inferences on the consumer's preference or intent - gathered by asking additional, relevant questions that can be used to improve matching
- And then we can connect the dots with disposition data - which is downstream sales data provided from certain lead partners that tell us what happened with that lead

To be honest, we still haven't applied this data as much as we would like. However, the good news is that even before we knew how to apply this data, our data engineering team was really good about building a proprietary infrastructure to track all of it and connect it to users, sessions, and conversion events.

Now, we're in a position to take all of that data in, and then match that against the real-time demand in our lead auction.

What's fun is figuring out what happened to that user further down the purchase path. Did we make the right routing decision? Was there a better decision we could have made? Did we acquire that particular lead at an appropriate cost-per-acquisition. From there, we can then incorporate all of that thinking to refine both our routing decisions but ultimately our customer acquisition decisions at the top of the funnel.

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Interview with Howard Yeh (cont.)



Exclusive Interview – Howard Yeh

“We see ourselves being a participant in our own lead marketplace and having strong relationships with a number of partners who we’ll look for even deeper relationships. Selling plans ourselves gives us more direct access to data that can be used to improve the efficiency of our customer acquisition efforts.”

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These are the types of questions that we have a few data scientists on our team thinking about and building efficiencies that hopefully lead to lasting competitive advantages.

What’s new for us is an additional layer of optimization and personalization that can come from directly selling some portion of the leads we generate. In 2020, we launched an internal Sales Center with a team of licensed sales agents based in Indianapolis. This allows us to go from intermediary in the customer journey, where we route leads that we generate to third-party partners, to something deeper. And it allows us to have a deeper relationship with our users.

Does that mean that HealthCare.com will be migrating its business model to an end-to-end sales model?

We see ourselves being a hybrid. Our original business has been good for us, and we have really good relationships, partnerships, and data collaborations that have taken years to develop.

Plus, two more factors are going to keep us as a hybrid marketplace. First, we’re at a size where we wouldn’t be able to fulfill all of our leads ourselves. Some of our largest partners - including some of the ones I mentioned earlier - scale up to thousands of licensed sales agents during the peak enrollment periods at the end of the year. We’re just getting started, and even if we could grow, that’s not our end-game to have such a people-intensive operation.

Secondly, even if we could, we wouldn’t always be the best path for the consumer in every scenario. There are some scenarios where routing the consumer directly to a health insurer will be the right decision. Or there might be certain profiles of consumers that one of our broker partners does substantially better than others.

So we see ourselves being a participant in our own lead marketplace and having strong relationships with a number of partners who we’ll look for even deeper relationships. Selling plans ourselves gives us more direct access to data that can be used to improve the efficiency of our customer acquisition efforts.

“With our MGA business marketed under Pivot Health, which we refer to internally as our Coverage business, we have a unique capability to design coverages that meet under-served segments. It allows us to go deeper than any other player in the market, down to the actual design of policies.”

What drove the decision to acquire an MGA business in 2018, and what synergies have you realized from the acquisition?

With our MGA business marketed under Pivot Health, which we refer to internally as our Coverage business, we have a unique capability to design coverages that meet under-served segments. It allows us to go deeper than any other player in the market, down to the actual design of policies.

The strategy for the MGA started with one of our early visions for the company. I mentioned Jeff Smedsrud as a cofounder of HealthCare.com at the beginning in 2014. He branched off and founded Pivot Health, the MGA business we acquired, in 2018.

While it was on the table, we just didn’t believe we were able to incubate an MGA business within HealthCare.com while we were still in our early goings as a company. After a couple of years, Jeff ended up starting Pivot Health with a former partner of his, Scott Wood with full support from our founders and board. He kept us updated on what he was doing. As our business grew and so did theirs, it was an easy decision to bring Pivot Health together with HealthCare.com.

We also believed our capabilities could fuel Pivot Health’s growth. At the time of the acquisition, Pivot Health was largely reliant on non-owned distribution (for example, being sold through call centers or independent agents). We saw an opportunity to grow the direct-to-consumer channel by incorporating the capabilities we had with HealthCare.com.

It was a good learning experience for the HealthCare.com team as well to go beyond the lead. It focused us on the drivers of enrollment and per-member profitability.

Pivot Health gives us some unique insights and capabilities from having our own coverage products. We understand what happens to eventual sales on a claims basis, so we can tie back full end-to-end profitability of a particular policy. This capability allows us to refine the pricing or product design of such products, or even develop new products for under-served market segments. For example, we developed a proprietary solution Bridge to Medicare coverage solutions for the pre-Medicare market for ages of 60-64 partly because of the challenges brokers had with selling ACA plans to this age segment. We’re continuing to introduce new solutions like a Medicare Supplement plan that we’ve designed and priced for direct-to-consumer distribution.

Interview with Howard Yeh (cont.)



Exclusive Interview – Howard Yeh

“On our end, we want to make sure our business remains nimble to adapt to regulatory changes and keep focusing on providing market-driven coverage options for consumers. A hallmark of being an upstart is our ability to move faster than larger incumbents.”

How do you build long-term plans for the business with so much uncertainty regarding the future of healthcare in the U.S.? What are your expectations for near-term policy and regulatory changes?

This has been a question we get asked a lot, and something we ask ourselves to make sure we’re positioned well given the uncertainty.

The under-65 health insurance market has potential to change, but change has kind been the constant in the individual market since the ACA went into effect. While we’re not in the business of reading political tea leaves, we understand the potential for further changes. We’re in an election year in the U.S., and healthcare policy might be impacted. On our end, we want to make sure our business remains nimble to adapt to regulatory changes and keep focusing on providing market-driven coverage options for consumers. A hallmark of being an upstart is our ability to move faster than larger incumbents.

For perspective, the size of the market is continuing to grow as fewer Americans are receiving traditional employer-based health coverage. So while the mechanisms for coverage may continue to change in the individual market, the demand for individual coverage is continuing to increase.

And as I mentioned earlier, the Medicare market is stable from a regulatory standpoint and growing as an overall market. Furthermore, private market solutions are growing in share, particularly with Medicare Advantage plan sales growing faster than the Medicare population. So there is plenty of opportunity to keep focused on.

Interview with Howard Yeh (cont.)



Exclusive Interview – Howard Yeh

“There are going to be improvements in self-enrollment tools, including the application of automation and AI to facilitate this process. ”

What do you think are the most significant trends driving innovation in the U.S. healthcare and health insurance market?

We’re a business focused on distribution, and so I’m going to focus in that area to answer this question.

In the senior market, I think we’ll see digitally-native distribution go from a growth area to the dominant area within 5 years. If this is true, it means that health insurance companies who’ve built their distribution around traditional channels - in particular, those with captive or independent agents out in the field who are doing their own lead sourcing - may need to shift their way of doing business.

There are going to be improvements in self-enrollment tools, including the application of automation and AI to facilitate this process.

While I say this, it’s not that I think agents are going to be disintermediated. On the contrary, I believe agents are going to continue to be an integral part of the enrollment process. This is particularly true when a consumer is purchasing a type of coverage for the first time. Agents are going to become much more efficient and have the ability to assist or complete many more sales per day than before, if armed with the tools. That’s part of our mission.

Which piece of the U.S. healthcare system do you think will be the most disrupted by technology in the next 5-10 years?

We’re going to go into some areas that are outside of my wheelhouse, but I believe we’ll see more price transparency in our healthcare system. The need becomes more acute as a greater share of healthcare expenses are being pushed to individuals. Outside of healthcare, there’s no other market where there’s as much complexity, variability, and opacity. If I walked into a hospital to ask how much a procedure might cost, I’m not sure I could even get an easy answer. First, the hospital would have to want to provide me with information. But after that, they would need to ask what healthcare insurer I have, and which plan, and then make sure I was in-network and the procedure was covered.

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Exclusive Interview – Howard Yeh

“Something that has accelerated quickly in healthcare has been the mainstream acceptance of telemedicine from insurers, providers, and consumers for more routine check-ups. We probably accelerated a couple of years in a few months in this area because of the COVID pandemic.”

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The question is how to accelerate this, as our current free-market healthcare system isn't built for massive coordination. It may be government regulation that stimulates it - if politicians can agree on some bipartisan measures to force greater transparency. Or perhaps a few larger, centralized consumers of healthcare. Maybe someone like Haven Healthcare, the new healthcare venture between JPMorgan, Berkshire Hathaway, and Amazon, or coordination between large buyers can force it.

Switching gears, something that has accelerated quickly in healthcare has been the mainstream acceptance of telemedicine from insurers, providers, and consumers for more routine check-ups. We probably accelerated a couple of years in a few months in this area because of the COVID pandemic. It's not often you hear of fast-moving changes in healthcare, and that's been a welcome surprise.

Can you share any near-term or long-term plans for the Company?

Near term, I mentioned earlier about our Sales Center strategy to facilitate end-to-end sales for some portion of the business, which includes beginning brokerage operations. We've started building out a sales center in Indianapolis, which has gone from 0 people at the start of 2020 to now 30 people in a B2C sales, with the expectation of growing to 45 by the end of 2020.

Initially, we are focused on telephonic sales of our proprietary Pivot Health coverage products that consist mostly of short-term medical plans. Over time, sales will become more omni-channel, and expand into multi-carrier sales and span into Medicare Advantage and ACA. It'll take some time to grow this part of the business, but we expect to build more efficiencies here through innovation and optimization.

There's a longer growth path, and we can focus there now that we're armed with capital from our Series B to execute against it.

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Exclusive Interview – Howard Yeh

“Other areas on the horizon include building out self-enrollment online tooling across more products, and strategies to grow LTV through cross-selling and retention.”

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Interestingly, our Series B investment process was closing right about the time that the AssuranceIQ acquisition was announced. By the way, shout out to the FT Partners team that advised on the deal, and especially to the teams at Assurance and Prudential. For us, Assurance illustrated how quickly growth through paid media channels can occur when the machinery is dialed in. They set a great precedent for everyone else in the industry.

Despite all of the challenges of 2020, it'll be an important growth and transition year for us, and we hope will be an inflection point. A lot of things are going to happen in 2020 for us

- Launch of our Sales Center in Indianapolis
- Launch of a proprietary Medicare Supplement plan
- Launch of a multi-product, multi-carrier Medicare brokerage
- Build out our customer acquisition capabilities (SEO, developing new properties such as MedicareGuide, and paid demand-gen channels)
- Bringing in a lot of new talent, particularly on the technology and data side
- Improve our data science capabilities to enhance the lead gen/routing workflow

As we get beyond 2020, we're going to keep investing in our machinery. On the marketing side, we may eventually branch off to offline acquisition channels such as TV and make more of an investment into brand campaigns to drive customer acquisition. We'll keep investing into our technology, data infrastructure, and the application of data science. As we learn more about our call center capabilities, we're really excited about the possibilities of automation, AI, and personalization. Other areas on the horizon include building out self-enrollment online tooling across more products, and strategies to grow LTV through cross-selling and retention.

Thanks for having us this month in your interview series. It's much appreciated having the opportunity to tell our story to the FT Partners community.

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Selected FT Partners InsurTech Research – *Click to View*



CoverWallet's Sale to Aon



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



Next Insurance's \$250 million Series C Financing



Assurance's \$3.5 billion Sale to Prudential



Bestow Raises \$50 million in Series B Financing



Policygenius Raises \$100 million in Series D Financing



SelectQuote Completes its IPO Raising \$570 million



Bought By Many Raises \$97 million in Financing

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New FT Partners Research – Quarterly InsurTech Insights

Q1 2020 InsurTech Insights



Click pictures to view report

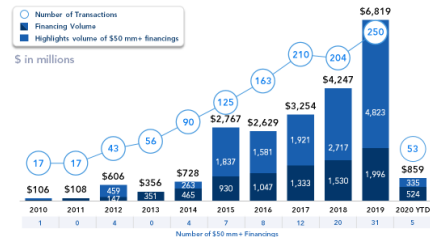
Highlights of the report include:

- Q1 2020 and historical InsurTech financing and M&A volume and deal count statistics
- Largest InsurTech financings and M&A transactions in 2020 YTD
- Most active InsurTech investors
- Corporate VC activity and strategic investor participation
- Other industry, capital raising and M&A trends in InsurTech

Q1 2020 INSURTECH INSIGHTS

InsurTech Financing Activity: Annually

Financing deal count in Q1 2020 was generally in-line with past quarters, while overall dollar volume was the lowest since Q2 2018

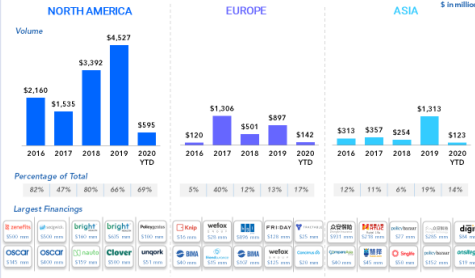


Source: FT Partners Proprietary Transaction Database

FT PARTNERS RESEARCH

Q1 2020 INSURTECH INSIGHTS

InsurTech Financing Volumes by Region



Source: FT Partners Proprietary Transaction Database

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Q1 2020 INSURTECH INSIGHTS

Allocation of InsurTech Investments – P&C, Life, Health, Diversified (cont.)

Selected P&C Financings			Selected Diversified Financings		
Target	Amount (\$ in mm)	Type	Target	Amount (\$ in mm)	Type
Clearcover	\$50	Auto Insurance	Policygenius	\$100	Diversified Insurance Comparison Platform
zebra	39	Online Agency	digit	\$84	Diversified Insurance Comparison Platform
atbay	34	Cyber Insurance Provider	unqork	\$1	Enterprise Application Development
CORVUS	32	Commercial Insurance	INSTANDA	20	Diversified Insurance Underwriting Platform
gabi	27	Car & Home Insurance Comparison Tool	socotra	15	Insurance Core Technology Platform
TRACTABLE	25	AI for Claims	15		Diversified Insurance Tech Solutions
Insurify	23	Car & Home Insurance Quotes	Selected Health Financings		
Concursus	20	Market Risk Analytics	Target	Amount (\$ in mm)	Type
Selected Life Financings			JUSTWORKS	\$50	HR, Payroll, Benefits Technology
Target	Amount (\$ in mm)	Type	HealthJag	30	Benefits Platform
Ladder	\$38	Digital Life Insurance	zipari	23	Health Insurance Consumer Experience Platform
PolicyMe	3	Life Insurance Comparison Platform	ANAGRAM	9	Out-Of-Network Health Insurance Benefits
mutuumtu	1	Digital Life Insurance	GoHealth	5	Health Insurance Provider

Source: FT Partners Proprietary Transaction Database

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Leading Advisor Across the InsurTech Landscape

Insurance Distribution

Financial Technology Partners LP
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is pleased to announce its role as
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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
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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
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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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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**

on its Series C financing from

Munich RE

for total consideration of

\$ 250,000,000



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Consumer Protection Plans

Financial Technology Partners LP
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is pleased to announce its role as
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**square
trade**

in its recapitalization by

BainCapital
PRIVATE EQUITY

of approximately

\$ 238,000,000



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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
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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

snapsheet

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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coverwallet

on its sale to

AON



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SAFE-GUARD

on its sale to an Affiliate of

**Goldman
Sachs**



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Sales Automation Software

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**INSURANCE
TECHNOLOGIES**

in its sale to

MOELIS CAPITAL PARTNERS



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Agency Management / Marketing Technology

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ZYWAVE

in its sale of

Zywave Insurance Solutions

to

**AURORA CAPITAL
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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

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exclusive strategic and financial advisor to

enservio

in its sale to

Solera



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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 Open Lending on its Merger

Overview of Transaction

- On January 6, 2020, Nebula Acquisition Corporation "Nebula" (Nasdaq: NEBU), a special purpose acquisition company ("SPAC"), sponsored by True Wind Capital, announced a definitive merger agreement with Open Lending, valuing the Company, at closing, at an implied enterprise value of approximately \$1.3 billion
 - The transaction represents a 12.2x EV / 2020E EBITDA multiple
- Upon the close of the transaction, the combined Company intends to change its name to Open Lending Corporation and is expected to trade on Nasdaq
- Open Lending is a lending enablement platform for the automotive finance market powered by proprietary data, advanced decisioning analytics, an innovative insurance structure and scaled distribution

Significance of Transaction

- While creating significant liquidity for existing shareholders, Open Lending's Management team will continue to lead the merged Company as over 70% of their existing equity is expected to be rolled as part of the transaction
- Open Lending will pursue significant growth opportunities within its existing customer base of credit unions, banks, and OEM Captives, as well as through new channels, asset classes, and geographies

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Open Lending
- Exemplifies FT Partners ability to deploy expertise for a complex business operating at the intersection of consumer finance, InsurTech, and Auto FinTech
- Builds on FT Partners' expertise in navigating the unique process in selling companies to SPACs, and follows highly successful sales of FT Partners' clients [CardConnect](#) and [REPAY](#)

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



on its proposed merger with

Nebula Acquisition Corporation (NASDAQ: NEBU)

Sponsored by



for a total implied enterprise value of

\$1,330,000,000



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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 [press release](#) and [investor presentation](#)

Significance of Transaction

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

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to SquareTrade and its Board of Directors
- This transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies
- FT Partners represented [SquareTrade in its \\$238 million strategic growth 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

Financial Technology Partners LP 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



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

Transaction Overview

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

Significance of Transaction

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

FT Partners' Role

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

Financial Technology Partners LP FTP Securities LLC

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

NEXT
INSURANCE

on its Series C financing from

Munich RE 

for total consideration of

\$250,000,000

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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

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*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 Screenshot on its \$29 million 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
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in its Series E financing with new investors



with participation from

TOLA
CAPITAL

for total consideration of

\$29,000,000



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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 business-to-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*

coverwallet

on its sale to

AON

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FT Partners' Recent Awards and Recognition

Bloomberg

Bloomberg

- 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:

- FT Partners wins Top Investment Bank in FinTech

Institutional Investor



The FinTech Finance 40:

- Steve McLaughlin ranked #1 in 2017 and 2018

The Information

A screenshot of a list titled "Silicon Valley's Most Popular Dealmakers" from The Information. The list includes names, titles, and firms. Steve McLaughlin is ranked #2.

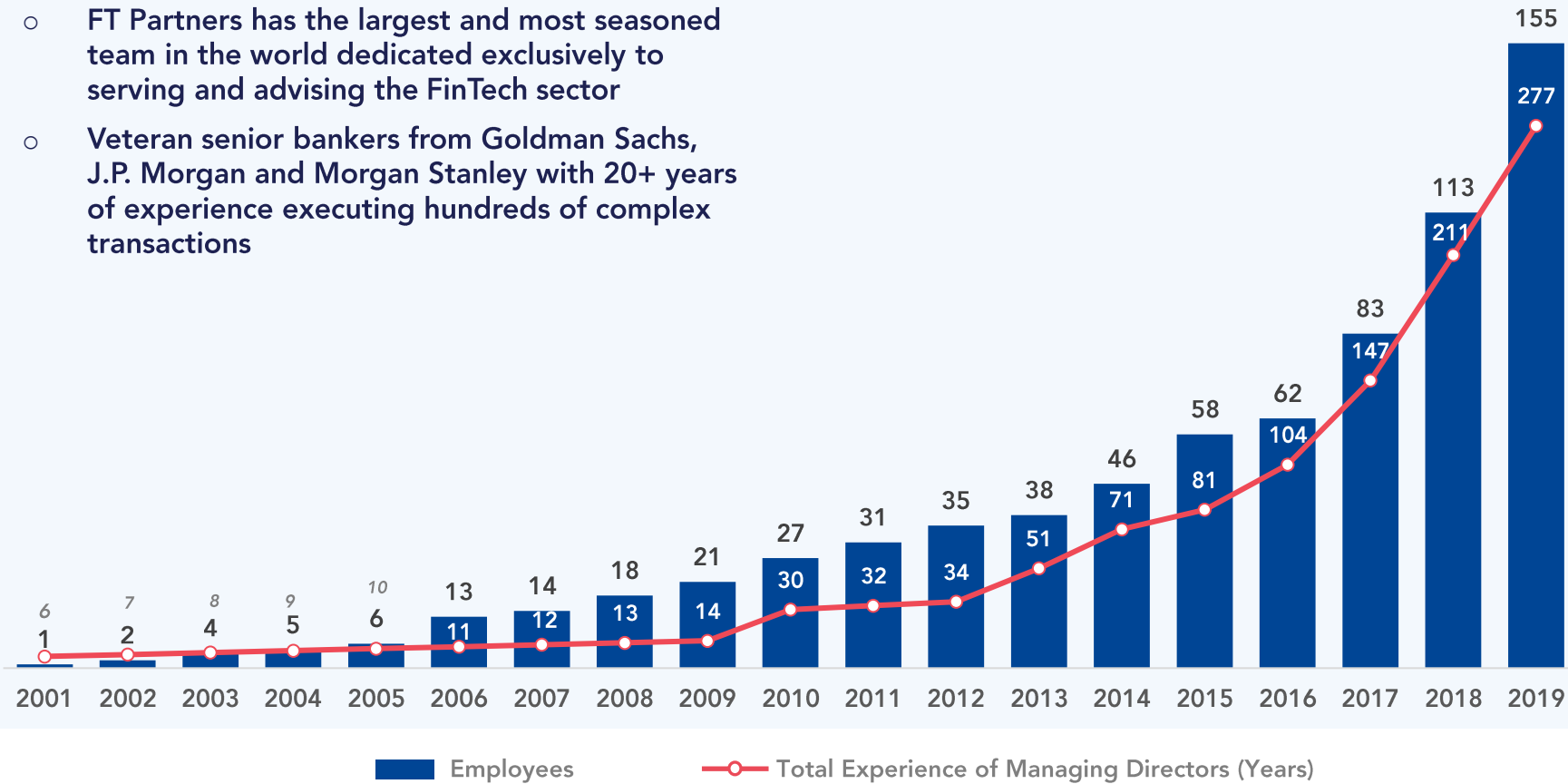
Rank	Name	Title	Firm
1	Sam Altman	Managing Director	Open Market
2	Steve McLaughlin	Managing Partner	FT Partners
3	Michael Hodes	Managing Director	Goldman Sachs
4	Russ Winters	Managing Director	JP Morgan
5	Paul Rosen	Managing Director	Wells Fargo
6	Quincy Smith	Partner	Goldman Sachs

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

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

The Largest FinTech Advisory Practice in the World

- 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
Steve McLaughlin Founder, CEO and Managing Partner		<ul style="list-style-type: none"> Formerly with Goldman Sachs in New York and San Francisco from 1995-2002 Formerly Co-Head of Goldman Sachs' Financial Technology Group (#1 market share) Wharton M.B.A. 	25
Mohit Agnihotri Managing Director	J.P.Morgan	<ul style="list-style-type: none"> Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan Wharton M.B.A 	18
Kate Crespo Managing Director	RAYMOND JAMES®	<ul style="list-style-type: none"> Formerly with Raymond James' Technology & Services investment banking 14+ years of FinTech transaction execution experience Dartmouth M.B.A. 	18
Larry Furlong Managing Director		<ul style="list-style-type: none"> Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. 	24
Osman Khan Managing Director		<ul style="list-style-type: none"> 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 	23
Randall Little Managing Director	J.P.Morgan	<ul style="list-style-type: none"> 12 years as FIG / Capital Markets FinTech investment banker at J.P. Morgan 10 years as financial services technology consultant at Sun Microsystems and Ernst & Young NYU Stern M.B.A. (MBA w/Distinction) 	23
Andrew McLaughlin Managing Director	Deloitte.	<ul style="list-style-type: none"> 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting 	14
Amar Mehta Managing Director	J.P.Morgan	<ul style="list-style-type: none"> Formerly with J.P. Morgan's Technology (FinTech & Technology Services) team in New York 7+ years of FinTech transaction execution experience MBA from IIM-K (India), Bachelor's in Computer Engineering from NTU (Singapore) 	15
Mike Nelson Managing Director		<ul style="list-style-type: none"> Formerly head of FinTech M&A at SunTrust Robinson Humphrey Kellogg M.B.A. 	20
Timm Schipporeit Managing Director		<ul style="list-style-type: none"> 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 	17
Greg Smith Managing Director		<ul style="list-style-type: none"> 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 	24
Tim Wolfe Managing Director		<ul style="list-style-type: none"> Formerly with Goldman Sachs from 2000-2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	18