FT PARTNERS FINTECH INDUSTRY RESEARCH

December 3, 2018

INSURTECH CEO INTERVIEW:



with CEO Reid Holzworth

Agency Software Solutions



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 15 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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TechCanary Overview

Company Overview



CEO: Reid Holzworth

Headquarters: Milwaukee, WI

Founded: 2010

- TechCanary provides an industry leading agency management system for insurance agents
- The Company's offering is built 100% on Salesforce
- TechCanary currently serves 450+ clients, including:

















Financing History

| Date | Size (\$ mm) | Selected Investor(s) |
|----------|-----------------|----------------------|
| 08/26/16 | \$0.5 | TÖLA |

#1 Salesforce Insurance Solution

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>First ACORD Database<

- > Built natively from the ground up on Salesforce <
- > Founded by Insurance industry professionals with deep domain expertise <
 - > Consistently replaces traditional Insurance software <



AMS for Agencies & Brokerages



AMS for MGAs and MGUs



Insurance CRM for Carriers

Management



Reid Holzworth Co-Founder & CEO



Chris Phillips
Co-Founder &
President



Ken Winer
Chief Operating
Officer



Saima Shaukat Chief Revenue Officer



Pat Forgione Chief Technology Officer



Bo BrownCOO, Professional
Services

Interview with Reid Holzworth



Reid Holzworth
Founder and CEO

"First and foremost, our mission is to help our customers better leverage technology."

You ran an insurance agency prior to founding TechCanary. How did that experience inspire you to start a software company?

As an agency owner, I needed things for my company that other systems could not provide. I decided to build my own system on Salesforce because I wanted a running start on building the solution. Salesforce provided me a front-end sales and marketing automation program which I then built an agency management system functionality on top of.

We deployed this solution for our agency, and a couple years later Salesforce approached me to partner and bring the product to market. I never intended on starting a software company – the stars just aligned, and it happened.

What is the problem TechCanary is solving for agencies, and what is your overall mission?

First and foremost, our mission is to help our customers better leverage technology. To do so, we are bringing customers into a completely flexible environment that allows them to truly automate their day to day operations.

For example, we are building workflows with conditional logic that walk our end users down a path by asking all the right questions in the right order. This method streamlines operations, allowing customers to bring on employees with little to no experience. This is just one very basic example, and there are hundreds more. I believe that technology should really drive ROI for the customer, otherwise there is no value.

Interview with Reid Holzworth (cont.)



Exclusive CEO Interview - Reid Holzworth

"My perspective on the future of insurance agents is, while their traditional role is evolving, there will always be a place for them in the insurance lifecycle."

You're building a next generation of technology to enable agents at a time when some other ventures are betting against agents and trying to disintermediate them. What is your perspective on the future for insurance agents?

My perspective on the future of insurance agents is, while their traditional role is evolving, there will always be a place for them in the insurance lifecycle. Insurance transactions are becoming more and more digital, meaning consumers want to access and conduct all their insurance business online. This is why TechCanary is such a great fit for this transition.

Our platform, being on Salesforce, allows an insurance agent to handle customer requests anytime and anywhere due to the limitless mobile capabilities of TechCanary and Salesforce. If a customer contacts their agent to make a policy change or request information, the agent can access it on our platform in real time as opposed to on a legacy system which often require a day or so turnaround.

TechCanary enables agents to deliver a better customer experience while giving customers the ability to access important information directly through our portal. This combination of empowering both agents and customers to handle any insurance issue quickly and easily is where the future of insurance and the role of agents are heading towards.

What is the profile of the typical client you're signing up, and what are the main drivers of them switching to TechCanary from their current agency management systems?

TechCanary works with a wide range of customers including agencies, brokerages, carriers, and MGAs. Our customers range from small companies with five employees to large ones with thousands of employees and offices across the country.

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Interview with Reid Holzworth (cont.)



Exclusive CEO Interview - Reid Holzworth

"Clients are drawn to TechCanary because our platform can replace these separate systems and create a unified platform where data flows freely and processes and efficiencies are dramatically improved."

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Frustrations with the lack of innovation in existing legacy agency management systems is the main motivation for insurance companies moving to the TechCanary platform. Traditional insurance company set-up requires multiple disparate systems. Clients are drawn to TechCanary because our platform can replace these separate systems and create a unified platform where data flows freely and processes and efficiencies are dramatically improved.

Another major factor influencing new clients to choose TechCanary is their desire to improve the customer experience. Insurance companies are looking to modernize and enable their clients to address their insurance needs digitally.

Tell us about your decision to build the TechCanary product on the Salesforce platform and the benefits and challenges that have come with that strategy?

As I briefly mentioned, I originally built my product on Salesforce because it is a scalable platform and comes with features and functionalities we could leverage out of the box. As a software company, it has been technically challenging to build our solution on top of the Salesforce platform. Building a product of our size on Salesforce is more of an art than a science.

But we wouldn't be having this conversation if we didn't truly embrace the platform to its fullest. Our customers are able to take advantage of a worldwide software solution as opposed to a solution for one sector in a single industry.

Interview with Reid Holzworth (cont.)



Exclusive CEO Interview - Reid Holzworth

"Now, as we continue to add customers including larger logos, the industry is calling us the 'third option,' though it has taken us years to get here and develop our reputation."

The dominant AMS providers have invested in cloud versions of their platforms in recent years. What are you finding about the dynamics of competing with established incumbents in an industry that isn't known for being quick to embrace new entrants?

First and foremost, our competitors have not built cloud solutions, all they are doing is hosting the legacy software on a remote server. That is very, very different than a true cloud-based solution. It is correct to say our industry doesn't adopt new solutions, especially at the top end of the market. But keep in mind we have been doing this since 2010, and our first product was released in 2013. Now, as we continue to add customers including larger logos, the industry is calling us the "third option," though it has taken us years to get here and develop our reputation.

TechCanary is also working with carriers and MGAs. What capabilities are you providing them?

MGAs use a system in-between an agency management system and a policy administration system. What we have done is taken the agency management system and added additional features and functionality – like a rating engine – that enables the MGA to run their business.

Carriers use our system in a few ways. Historically, carriers used our solution for their internal agency. Now, with our recently built distribution management system for carriers, what we provide is essentially a software solution that manages their distribution channel. Carriers use this system when they are out talking to agencies about their book of business to help them sell more products.

Interview with Reid Holzworth (cont.)



Exclusive CEO Interview - Reid Holzworth

"TechCanary is currently the number one insurance solution on Salesforce, with over 500 customers and adding roughly 15 new customers per month."

You raised initial capital from several experienced insurance veterans last year. How has their involvement as advisors helped you in growing the business?

The same people who invested in this Company are the ones who founded the agency management industry. For example, Dennis Chookaszian founded AMS while he was the CEO of CNA Insurance. He then brought on David Wroe, who was CEO at one of the incumbent companies for many years and is now also a personal investor in TechCanary. They immediately recognized the potential of our product and its ability to disrupt the market and challenge incumbent systems which have dominated the industry for decades.

Some of our investors have experience running agency management systems with huge market shares while others came from insurance carriers with premiums in the billions. They all saw the potential in TechCanary, which is why they personally invested. Their experience and industry connections have been invaluable in helping steer the direction of the Company, recommending key product enhancements, connecting us with talented individuals to join our team, and helping us get in front of potential customers who value their insights. Their involvement has been and is still integral to our success.

What can you share about where the business is today in terms of clients and revenue?

TechCanary is currently the number one insurance solution on Salesforce, with over 500 customers and adding roughly 15 new customers per month. We have grown over 300% year-over-year and rank 393 on Inc. 500's fasting growing companies in America. We are also the third fastest growing company in the state of Wisconsin and the fastest growing in the Milwaukee area.

Interview with Reid Holzworth (cont.)



Exclusive CEO Interview - Reid Holzworth

"Our growth plans are simple: we want to continue to take market share, and we will continue to add more valuable people to do so."

How many employees does TechCanary have today, and what are the highlights of your future growth plans?

Today, TechCanary has close to 100 employees, and we will be over 150 employees in 2019. We have a conversion ratio of over 60% on everyone who sees a demo of the product. Our growth plans are simple: we want to continue to take market share, and we will continue to add more valuable people to do so.

What advice would you offer to other InsurTech entrepreneurs?

Bootstrap as long as you can. Always be innovating. And most importantly, honor your word.

Selected FT Partners InsurTech Research - Click to View



SquareTrade's \$1.4 billion Sale to Allstate



Lennar's Co-Lead Investment in Hippo



Goji's Sale to Seeman Holtz P&C



Next Insurance's \$83 million Series B Financing



The Carlyle Group Acquires Majority Stake in Sedgwick for \$6.7 billion



Devoted Health Raises \$300 million in Series B Financing



Root Insurance Raises \$100 million in Financing



Allstate Acquires InfoArmor \$525 million

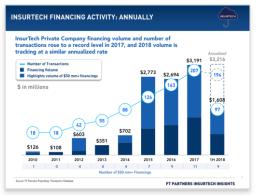
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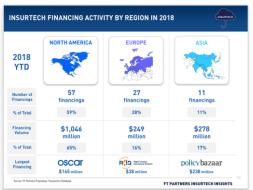
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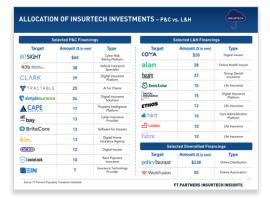


Highlights of the report include:

- Q3 2018 and historical InsurTech financing and M&A volume and deal count statistics
- Largest InsurTech financings and M&A transactions so far in 2018
- Most active InsurTech investors
- Corporate VC activity and strategic investor participation
- Other industry, capital raising and M&A trends in InsurTech







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in its sale to



for total consideration of

\$ 1,400,000,000



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\$ 83,000,000



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with participation from new and existing investors

for total consideration of

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in its growth recapitalization by



New Mountain Capital LLC

valued at approximately

\$ 1,300,000,000



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in its equity capital raise led by



for total consideration of

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Zywave Insurance Solutions





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TECHNOLOGY

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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 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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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 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 <u>\$15 million financing in November 2017</u>
- This transaction highlights FT Partners' strong expertise across the InsurTech landscape

Financial Technology Partners LP

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



in its sale to





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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

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



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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 | | | | |
| Alliluai 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. | 23 |
| Paul VanderMarck Managing Director | R <u>M</u> S | Formerly Chief Product Officer at Risk Management Solutions, a global technology business in the catastrophic risk space 25+ years of experience as an InsurTech operating executive Experienced advisor and investor in the InsurTech space | 26 |
| Larry Furlong Managing Director | Goldman Sachs | Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. | 22 |
| 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 | 22 |
| Osman Khan Managing Director | A A A A A A A A A A A A A A A A A A A | 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 LSE (BSc w/Honors), MBS (MBA w/Distinction), ICAEW (FCA) | 21 |
| Steve Stout Managing Director | J.P.Morgan First Data | Formerly Global Head of Strategy at First Data Formerly Led J.P. Morgan Payments Investment Banking Practice Former Equity Research Analyst on #1 ranked team at UBS Former Economist at the Federal Reserve Bank | 20 |
| Mike Nelson Managing Director | SUNTRUST | Formerly head of FinTech M&A at SunTrust Robinson Humphrey Kellogg M.B.A. | 18 |
| 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. | 16 |
| 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. | 16 |
| 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 | 15 |
| Andrew McLaughlin Managing Director | Deloitte. | 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting | 12 |