# FT PARTNERS FINTECH INDUSTRY RESEARCH

**December 12, 2019** 



# Applied Systems Acquires Indio Technologies





The Only Investment Bank Focused Exclusively on FinTech

# **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

### Private Capital Raising **Debt & Equity Capital** Sell-Side / Buy-Side Markets Advisory M&A Strategic Consortium Capital Structuring / Efficiency Building **Advisory Services FT PARTNERS ADVISORY** Anti-Raid Advisory / Board of Directors / Shareholder Rights Plans Special Committee Advisory Sell-Side Valuations / LBO Advisory Fairness Opinion for M&A Restructuring and **Divestitures**

# 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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# **Applied Systems Acquires Indio Technologies**

### FT PARTNERS RESEARCH

# indio

# **Transaction Summary**

# **Transaction Summary**

- On December 4, 2019, Applied Systems announced it has agreed to acquire InsurTech startup Indio Technologies for an undisclosed amount
  - Both parties expect to close the transaction within a month (1)
- Indio will be integrated into Applied's agency management system, Epic
- The transaction will allow Applied to offer Indio's digitized insurance application and renewal platform to its 13,000 agency and brokerage customers and their business partners
  - Indio gains the opportunity to install its product into more agencies and expand its capabilities faster than it could on its own
- Additionally, IVANS, a division of Applied, will leverage Indio to expand its data exchange capabilities to connect agencies and brokers to insurers, and to automate information exchange throughout the submission process
- Based in San Francisco, CA with another office in Austin, TX, Indio employs around 80 people and has raised \$28 million in venture financing since its launch in 2016 (1)
- The Company boasts 360 agency and brokerage customers including 40 of the top 100 U.S.-based brokerages (1)
- After the deal closes, Indio CEO Mike Furlong will run Indio as a division within Applied Systems and will be a part of the Company's product strategy effort (1)

View FT Partners' **Interview** with Indio from July 2019

# **Transaction Commentary**

"What Indio allows us to do is to have a very, very seamless capture of customer risk data at time of renewal or application and seamlessly populate that data into the Epic agency management system. That eliminates double entry for customers, creating productivity for them.

It's a better customer experience because it takes steps out of what the customers need to do to get an application renewed or granted for the first time. When we talk about integration, we mean you don't have to type things into more than one system, and the systems work well together." (1)



Taylor Rhodes CEO



"The business is growing extremely quickly, and I had no plans to sell and I don't think we would have done it to anyone else but Applied. We have many mutual users with Applied and they love Applied.

When I met Taylor and looked at Applied as the market leader in the agency management systems space, it was clear to me that we could gain much faster and wider market share and adoption on our product...and Applied could help us realize our vision in a faster and more efficient manner." (1)



Mike Furlong Co-Founder & CEO



# Indio Overview

# Company Overview



CEO:

Mike Furlong

**Headquarters:** 

San Francisco, CA

Founded:

2016

- Indio provides a software platform that helps simplify the insurance application process for brokers and their clients
- The Company's software helps brokers improve customer experience, save time, and win new business with:
  - Digital applications and schedule workbooks
  - Full e-signature functionality
  - Automatic email reminder cadences
- Clients Include:

















## **Founders**



Co-Founder & CEO

Mike Furlong



**Adam Bratt** Co-Founder & CTO

### **Product Overview**

## Modern solution for the application and renewal process



### **Intelligent Forms**

6,000+ online applications & forms automap data across multiple forms alleviating the need to fill out the same field twice



### Manage Schedule and Exposure Data

Upload schedule lists live SOVs, Drivers lists, and more from Excel onto the Indio platform, allowing for changes to exposure data to be tracked in real time and automap across other applications & forms



#### **Track Client Edits**

Indio's intelligent activity tracking alerts agents when clients log in, complete information, sign applications, and submit data.

# **Built for Agents of the Future**







**Bank Grade Security** 

**Cloud Based Platform** 

**Data Standardization** 

## **Selected Financing History**

Date	Size (\$ mm)	Selected Investor(s)		
05/02/19	\$20	MENLO 8VC WNFP		
02/02/18	6	8VC Merus Capital. compound		
11/03/16	2	Merus Capital. NEA compound  500 startups HISCOX		

# indio

# **Applied Systems Overview**

# **Company Overview**



CEO:

**Taylor Rhodes** 

**Headquarters:** 

University Park, IL

Founded:

1983

- Applied Systems is a leading global provider of cloud-based software for the insurance industry
- Founded in 1983, the Company is the world's largest provider of agency and brokerage management systems, with customers spanning the U.S., Canada, the Republic of Ireland, and the United Kingdom
- Applied's technology helps automate the exchange of information and data throughout the lifecycle of insurance between agents, brokers, insurers, and customers

## By the Numbers

99%

of IIABA Best Practices Agencies use Applied technology 77%

Of Insurance Journal "Top 100 Independent P&C Agencies" use Applied technology 50%

Of all P&C electronic transactions occur within Applied applications

## Leadership



Taylor Rhodes
CEO



Ryan Hobbs CFO



lan Hoffman Chief Marketing Officer



Kristin Hackney
EVP of Customer
Experience

### **Product Overview**

## **Agents**

- Agency Management System
- Mobility
- Data Analytics
- Insurer Connectivity
- Cloud
- Benefits
- Sales Automation
- Insurance Application Software

## Insurers & MGAs

- Marketing & Distribution
- ✓ Automated Servicing
- Customer Relationship
   Management



# **Selected Deal History**

Date	Size (\$ mm)	Туре	Selected Investor(s)
10/16/18	NA	Financing	capitalG
09/11/17	NA	Financing	STONE POINT CAPITAL
11/26/13	\$1,800	M&A	HELLMAN & FRIEDMAN
08/11/06	NA	M&A	BainCapital
10/01/04	NA	M&A	VISTA & James P. Kellner

# indio

# **Applied Systems Selected Acquisition History**

Date	Size (\$ mm)	Target	
12/04/19	NA	indio	
10/15/19	NA	Policy Works®	
04/10/19	NA	TechCanary	
10/14/18	NA	Dynamis	
01/01/17	NA	Vulcan Solutions	
09/29/16	NA	US2 eTrading Platform	
08/09/16	NA	RELAY	
09/01/15	NA	® EVOSURE	
06/16/15	NA	*SEMCAT	
01/07/15	NA	NxTech Incorporated	
08/14/13	NA	Insure.com	

# 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







# Selected FT Partners InsurTech Research - Click to View



2018 InsurTech Interview Compilation



CoverWallet's Sale to Aon



Next Insurance's \$250 million Series C Financing



Assurance's \$3.5 billion Sale to Prudential



Lemonade Raises \$300 million in Series D Financing



PolicyBazaar Raises \$150 million in Financing



Root Insurance Raises \$350 million in Series E Financing



**Huize Files for its IPO** 

**VIEW MORE FT PARTNERS RESEARCH** 

# **Leading Advisor Across the InsurTech Landscape**

#### Insurance Distribution



# Consumer Protection Plans



## Wholesale Brokerage



# Telematics / Connected Car Solutions



#### Small Business Insurance



### Homeowners Insurance



#### Small Business Insurance



### **Virtual Claims**



# Auto Finance and Insurance Solutions



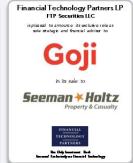
#### Sales Automation Software



# Agency Management / Marketing Technology



# gement / Personal Lines chnology Insurance Distribution



## P&C Claims



#### Small Business Insurance



# 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

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



on its sale to



for total consideration of up to

\$3,500,000,000



# FT Partners Advises SquareTrade in its Strategic Sale

#### Overview of Transaction

- On November 28, 2016, SquareTrade announced its \$1.4 billion all-cash strategic sale to the Allstate Corporation
- Headquartered in San Francisco, CA, SquareTrade offers top-rated protection plans trusted by millions of consumers for electronics and appliances
  - SquareTrade's branded products are sold through major retailers
- Allstate is the largest publicly held personal lines property and casualty insurer in America serving more than 16 million households nationwide
- More details available in Allstate's transaction <u>press release</u> and <u>investor</u> <u>presentation</u>

### Significance of Transaction

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

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to SquareTrade and its Board of Directors
- This transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies
- FT Partners represented <u>SquareTrade in its \$238 million strategic growth</u> investment with Bain Capital and Bain Capital Ventures
- FT Partners also recently represented Bain Capital Ventures' portfolio company Enservio in its sale to Solera demonstrating our long-term trusted relationship

# FTP Securities LLC

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



in its sale to



for total consideration of

\$ 1,400,000,000



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

### **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

# FTP Securities LLC

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



on its Series C financing from



for total consideration of

\$250,000,000



# FT Partners Advises 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

# FTP Securities LLC

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



in its minority investment in



with participation from new and existing investors

for total consideration of

\$70,000,000



# FT Partners Advises Insureon on its \$31 million Financing

#### Overview of Transaction

- On October 21, 2015 Insureon ("Insureon" or the "Company") announced a \$31mm Series B minority investment round
  - Investment round led by Oak HC/FT ("Oak")
  - Existing investor Accretive LLC ("Accretive") also participated
- Insureon is the leading insurance online marketplace for small and micro businesses
  - Serves retail clients directly and also supports banks, brokerages and insurance companies through a wholesale offering
  - Coverage provided for 175,000+ small businesses
- Oak HC/FT is a \$500mm venture capital fund focused on investing in healthcare and financial services technology companies
- Accretive is a leading private investment firm specializing in the creation of disruptive technology companies

## Significance of Transaction

- Creates opportunity for Insureon to accelerate its growth in the small business insurance sector
- Enables Insureon to increase its investment in technology development, and enhance its sales and marketing capabilities

## FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Insureon and its Board of Directors
  - Follows FT Partners' role advising Insureon on its 2014 acquisition of Insurance Noodle from Willis
- Transaction demonstrates FT Partners' continued success advising top-tier companies and achieving outstanding results within the Insurance IT and Services sector

# FTP Securities 11 C.

is pleased to announce its exclusive role as



in its equity capital raise led by



for total consideration of

\$31,000,000



# FT Partners Advises CoverWallet on its Sale to Aon

#### Overview of Transaction

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

# Significance of Transaction

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

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to CoverWallet and its board of directors
- This transaction highlights FT Partners' deep domain expertise in the InsurTech space, and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

# FIP Securities LLC

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



on its sale to





# FT Partners Advises Goji on its Sale to Seeman Holtz

#### Overview of Transaction

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

## Significance of Transaction

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

## FT Partners' Role

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

# Financial Technology Partners LP

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



in its sale to

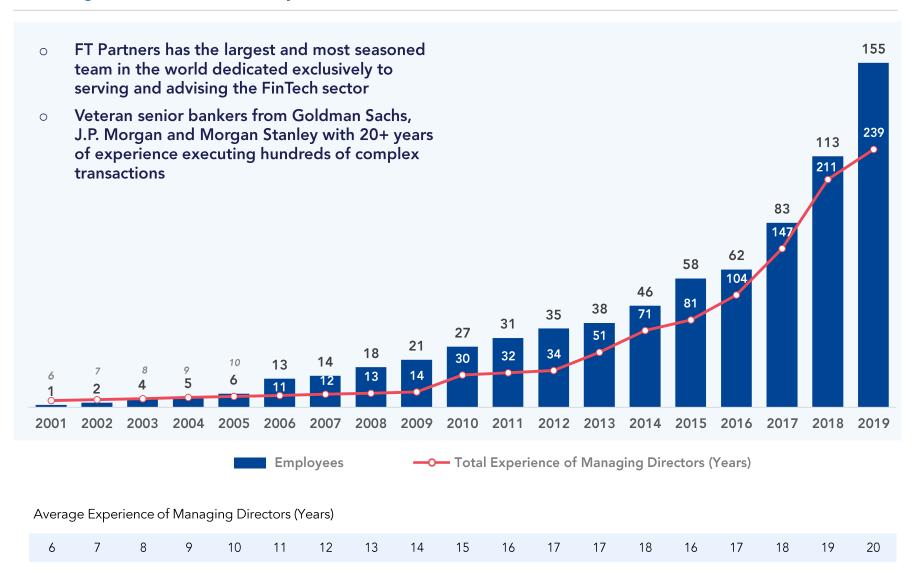




# **Award-Winning Investment Banking Franchise Focused on Superior Client Results**

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			
Annual Kanking	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"			
	2019	Technology Deal of the Year	2012	Professional Services Deal of the Year, \$100 mm+	
	2018	Corporate / Strategic Deal of the Year	2011	Boutique Investment Bank of the Year	
<b>A</b>	2018	Cross Border Deal of the Year	2011	Deal of the Decade	
2019	2017	Investment Banker of the Year	2010	Upper Middle Market Deal of the Year, \$500 mm+	
- 2004 Annual awards	2016	Investment Banking Firm of the Year	2010	IT Services Deal of the Year, Below \$500 mm	
WINNER M&A Advisor Awards	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	

# The Largest FinTech Advisory Practice in the World



# The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York and San Francisco from 1995-2002</li> <li>Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	24
<b>Mohit Agnihotri</b> Managing Director	J.P.Morgan	<ul> <li>Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan</li> <li>Wharton M.B.A</li> </ul>	17
<b>Kate Crespo</b> Managing Director	RAYMOND JAMES*	<ul> <li>Formerly with Raymond James' Technology &amp; Services investment banking</li> <li>13+ years of FinTech transaction execution experience</li> <li>Dartmouth M.B.A.</li> </ul>	17
<b>Larry Furlong</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004</li> <li>Wharton M.B.A.</li> </ul>	23
<b>Osman Khan</b> Managing Director	pwe pwe	<ul> <li>Formerly Managing Director and Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> </ul>	22
Andrew McLaughlin Managing Director	Deloitte.	<ul> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	13
<b>Mike Nelson</b> Managing Director	SUNTRUST	<ul> <li>Formerly head of FinTech M&amp;A at SunTrust Robinson Humphrey</li> <li>Kellogg M.B.A.</li> </ul>	19
<b>Timm Schipporeit</b> Managing Director	Morgan Stanley Index Ventures	<ul> <li>Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	16
<b>Greg Smith</b> Managing Director	Merrill Lynch J.P.Morgan	<ul> <li>Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	23
<b>Tim Wolfe</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs from 2000-2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	17