

# Meet Dayforward. A new life insurance company.

A man and a young child are running through a grassy park. The man is wearing a grey t-shirt, red shorts, and a red cape. The child is wearing a grey t-shirt, red shorts, a red cape, and a yellow and red mask. They are both smiling and appear to be having fun. The background is a blurred green field with trees.

**In these uncertain times,  
families need financial security.**

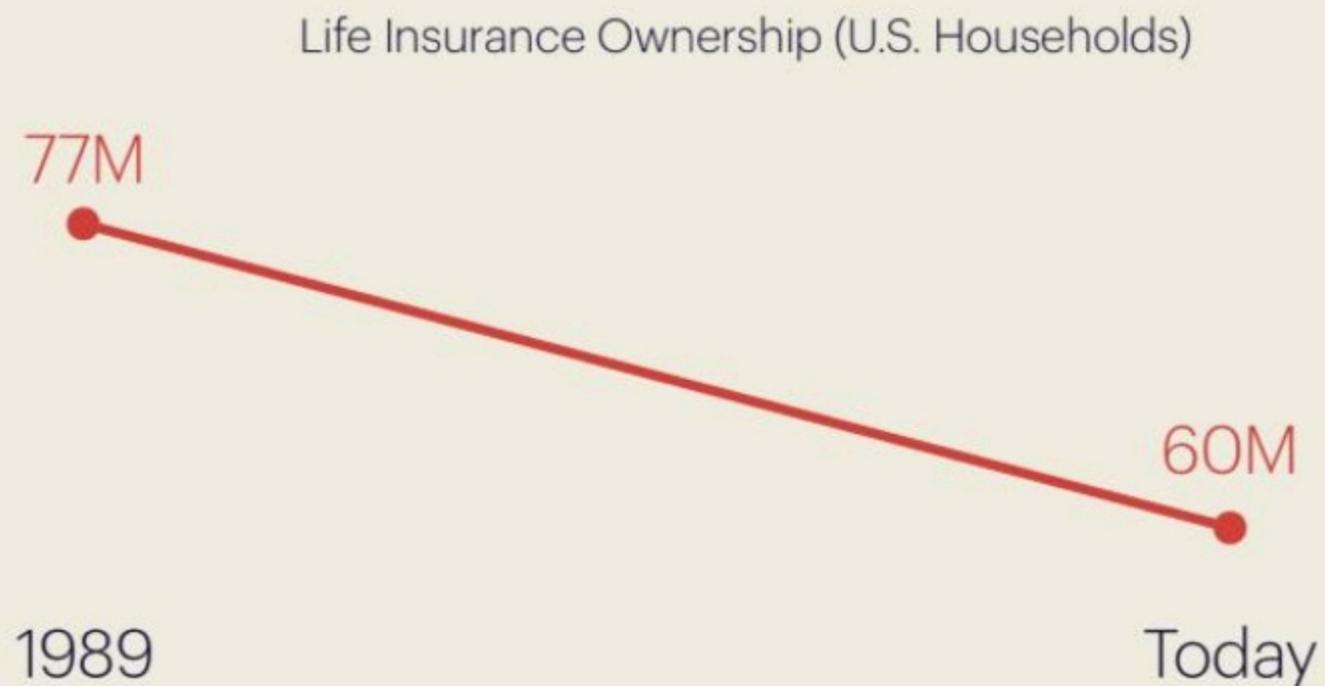
**Financial hardship is not the result of reckless spending.**

**It's because people are **unprepared** for an unforeseen event, like a death in the family.**

**1 in 17**

**children will experience  
the loss of a parent.**

# In spite of this, more and more families are uninsured.



**20M**  
additional households should be buying life insurance but are not.

# Most with life insurance are still not properly protected.

55%

**are under-insured**

63% would experience >40%  
reduction in standard of living

38%

**are over-insured**

24% would experience >40%  
increase in standard of living

7%

**Have the right amount**

No meaningful change to  
standard of living

# Why is it that 85% try to buy online, but less than 5% do?

I mean come on, it's 2020. Is there *anything* people aren't buying online?

# Three reasons.

## Product confusion



"I'm often confused on how much to get, for how long, and I don't understand the lingo."

## Distribution mistrust



"Most insurance companies seem sketchy and I don't think I can trust the agents."

## Underwriting complexity



"The whole application process was very long and frustrating. It was daunting."

# Existing market participants are not fixing industry issues.

## Traditional Carriers



Unwilling to disrupt sales channel



Legacy technology



Risk-adverse culture



Limited innovation

## InsureTech Startups



Agents or brokers selling third-party products



New customer experiences, but innovation is limited by dependence on legacy carriers

# As a result, the industry is ready for transformation.

Confusing products that don't meet consumer needs.

"Is \$500k or \$1M enough?  
How long should my policy last? Term? Whole? Variable?  
Is my family really protected?"

A fragmented distribution system that isn't trusted.

95% of policies are sold through commissioned brokers, and 89% of people distrust them.

Underwriting that's slow and accurate or fast and risky.

Months to issue a policy.  
Faster coverage by increasing price and risk.

Low-margin, commodity products.

Term life margins are very thin: 6% or less.

**Enter Dayforward.**  
**The first digital,**  
**direct-to-consumer**  
**life insurance company.**

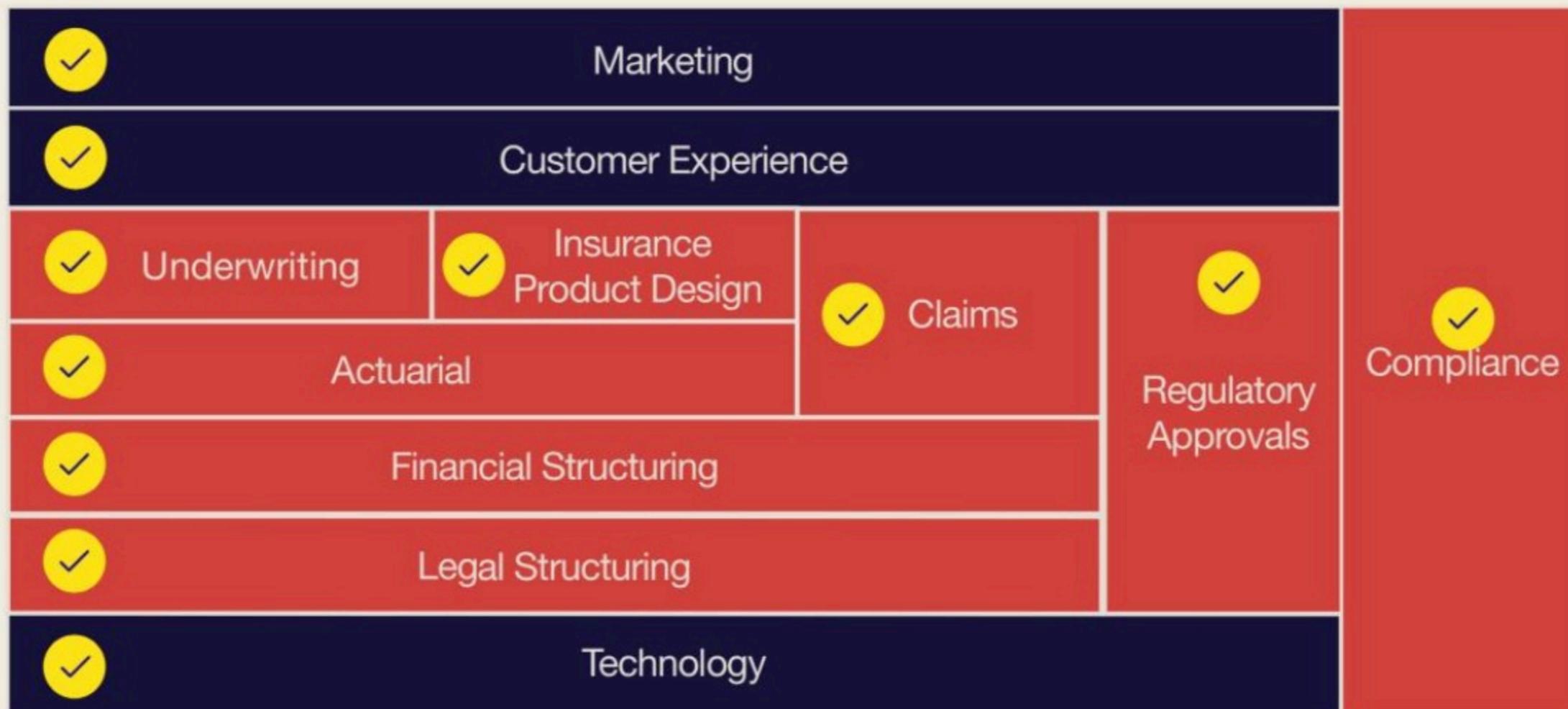
# Which means...

- More than just a broker or agent, Dayforward is a carrier that issues policies, holds risk, and generates superior economics.
- We're launching new, revolutionary products only available from Dayforward.
- We're innovating across all customer pain points: product, distribution and underwriting.
- Dayforward is managed by an industry-leading team of technology, marketing and insurance experts, supported by industry-leading partners.

# Building a carrier is complex, but we've done it.

Everything required to build a leading insurance company

Everything required to build a leading D2C technology company



# The Dayforward solve.

## Industry Issues

Confusing products that don't meet consumer needs.



## Dayforward Solution

**New products only available from Dayforward.**

Bringing a new level of simplicity and protection to families.

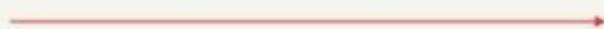
A fragmented distribution system that isn't trusted.



**A modern, mobile-first, direct-to-consumer experience.**

No brokers, no confusing policies and jargon, no BS.

Underwriting that's slow and accurate or fast and risky.



**Proprietary underwriting, driven by new data sources.**

Better risk assessment, better pricing and near-frictionless buying.

Low-margin, commodity products.



**Compelling economics.**

Better LTV compared to conventional term life.

# Disruptive full-stack carriers.



Auto



Home



Life

**Root**

Likely to IPO

*Lemonade*

Likely to IPO



Our opportunity