

SMALL BUSINESS CYBER INSURANCE

CUSTOMIZABLE COVERAGE THROUGH A 100% DIGITAL, PROGRAMMATIC USER EXPERIENCE

MARKET OPPORTUNITY

\$16 Billion

Anticipated Value of U.S. Cyber Insurance Premiums by 2025
With only 60% of SMBs reporting having Cyber Insurance in 2019, there is up to \$9B in untapped premium opportunity.

POLICYHOLDER BENEFITS

Big Savings! Data-driven pricing ensures accurate, affordable rates.

Quick and Easy! Simple application with only six underwriting questions.

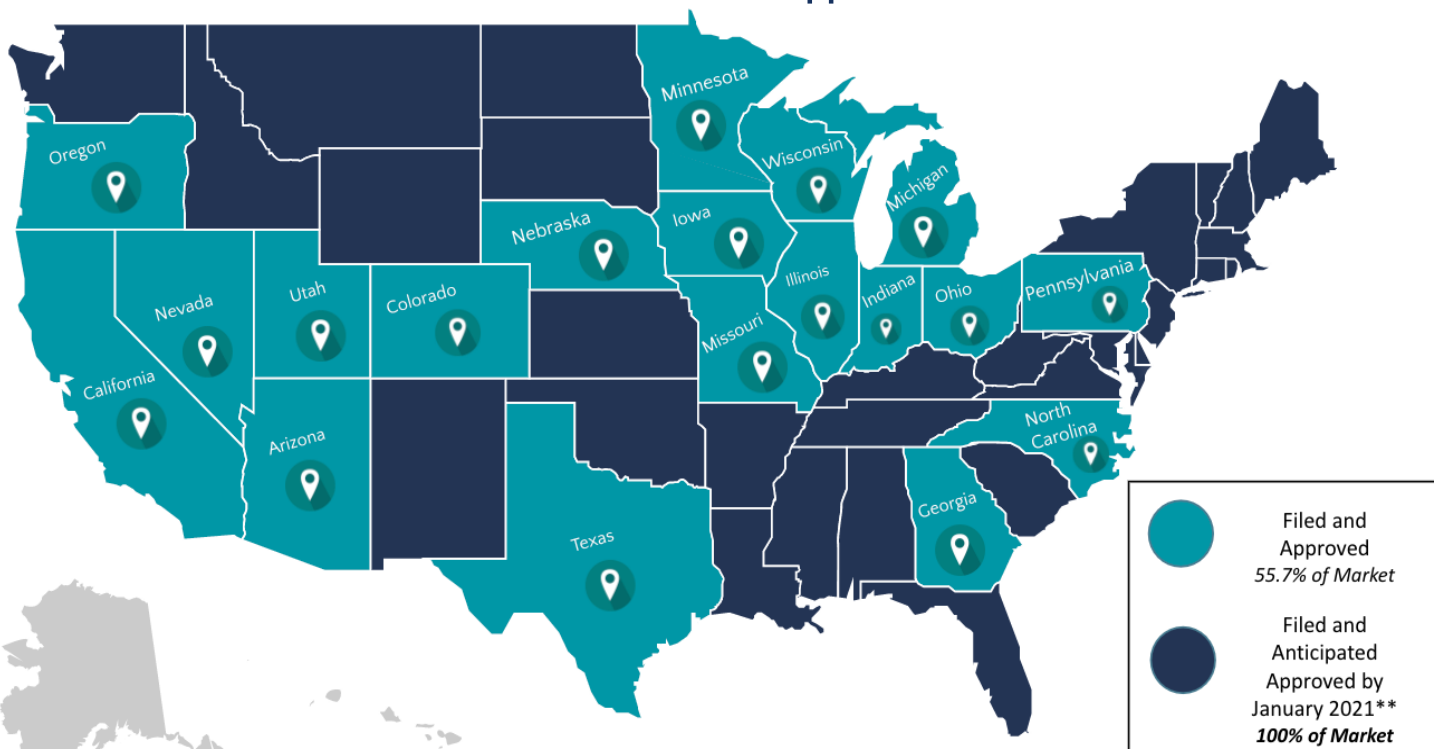
Paperless! Policyholders can manage documents and billing all online.

Digital Experience! Policies issued 100% programmatically through your UX.

FILED AND APPROVED STATES

55.7% of the market available immediately upon launch

100% of the market to be filed & approved Q1 2021



*Market % shown as cumulative

**Each individual state approval date dependent on state regulators.

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COVERAGE DESCRIPTIONS

Each Small Business Cyber policy will include the six base coverages listed below, along with PCI coverage. Limits and deductible options will be set collaboratively, based on the unique needs of your customers. In addition, there is a range of Optional Coverages that can be added to the policy to create a truly tailored package for the policyholder. There is also the option to allow customers to customize their own coverage.

COVERAGE NAME

COVERAGE DESCRIPTION

BASE POLICY

Coverages Included in Every Policy

PCI coverage included in every policy

1 - Security Breach Expense

2 - Extortion Threats

3 - Replacement or Restoration of Data

4 - Business Income and Extra Expense

5 - Public Relations Expense

6 - Security Breach Liability

This coverage, added in under the "Security Breach Liability" definition, covers loss and defense expenses as a result of an action by a Card Company for noncompliance with the Payment Card Industry Data Security Standards.

CYBER EXTORTION

Ransomware Payments

BRICKING

Coverage for the "Blue Screen of Death"

BETTERMENTS

For upgrades to a system that cannot be revived.

SOCIAL ENGINEERING

The intentional misleading of an insured to transfer money to a person, place or account

TELECOMMUNICATIONS FRAUD

Pays the bill if VOIP is hacked.

COMPUTER FUNDS TRANSFER FRAUD

Fraudulent entry or change of data.

BUSINESS INTERRUPTION SUB-LIMITS

Increases Business Interruption and Extra Expense sub-limit, up to a maximum of \$1 million.