
BESTOW
09.10.2021

Advisor - Distribution Team

Steve Robinson
Chief Distribution Officer

Charlie Towson
Account Manager

Serena O'Brien
Distribution Strategy &
Development Manager

Christopher Ferguson
SC External Wholesaler

Sam Curtis
Internal Wholesaler

Ryan Fabian
Internal Wholesaler

Sept/Oct 2021
NE External Wholesaler

Sept/Oct 2021
W External Wholesaler

Sept/Oct 2021
MW External Wholesaler

Agenda

Our Story
Who we are and why we’re different

Getting Started
A step-by-step guide on how to partner with us

Product & Process
The sizzle behind Bestow

Bestow Agent Hub & Demo
Agent resource library

Our Story

About Bestow

Our Story

// Founded in 2016 - Launched in 2017

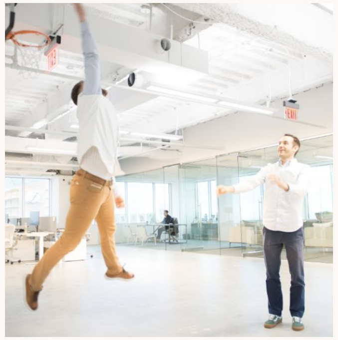
// 2 offices; Dallas and Austin, TX

// 170+ employees

// Billions of face value issued

// Policies issued by North American Company for Life and Health Insurance and reinsured by Munich Re

// Privately held, investors include Valar Ventures, 8VC, New Enterprise Associates, Morpheus Ventures & Core Innovation Capital

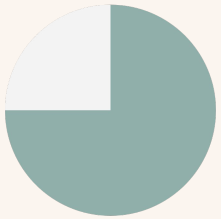


VALAR 8VC MORPHEUS NEA CORE INNOVATION CAPITAL

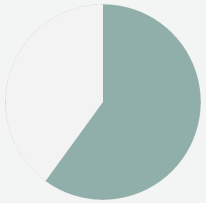
Innovation

Industry Firsts

85% new to life insurance



75% purchase on a mobile device



90% purchase <15 minutes

100% purchase online, no exams

Getting Started

8 Things You Should Know

Important Info

1

Start to Submit

67% of those who start an application will submit - so stay with your customer through the process!

2

Control the Experience

As the Agent, you can assist your clients through the complete Bestow experience in-person, over the phone or through virtual meetings.

3

Citizenship Requirement

U.S. Citizen or Green Card Holder with an approved Visa option with 2 year US residence requirement.

4

North American Appointment

Requires a specific appointment with North American and Bestow

5

URL Timeframe

Once you've completed your paperwork in SuranceBay, agents typically receive their URL's within 7-10 business days

6

Instant Decision

Quote to fully in-force policy with no case management and no medical exams

7

Marketing

Refer to the Bestow Agent Hub for more details.

8

When You Contact Us

Bestow Home Office # 833-300-0603

- OPTION 5 (SALES SUPPORT)
- OPTION 4 (OPERATIONS SUPPORT)

Your Unique URL

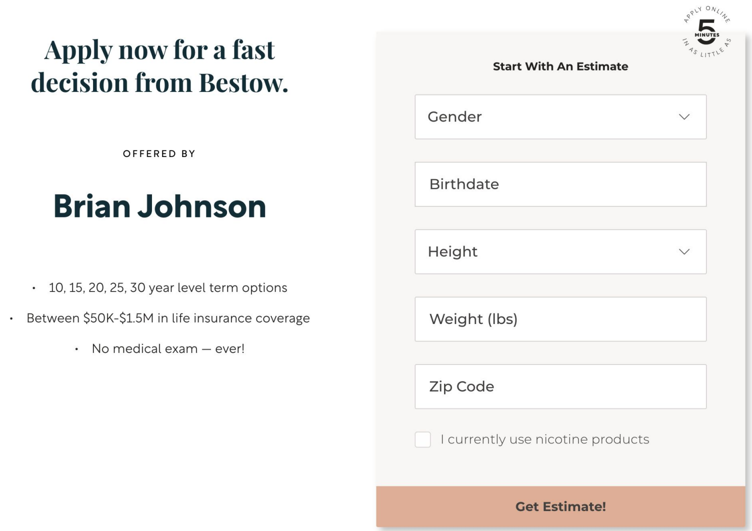
agent-quote.bestow.com/1a2b3c4d

// URL's cannot be changed or altered in any way.

// Commissions are based off of "first touch." (Users must create a password)

// License validations are run weekly.

// Clients that are in a state the agent isn't licensed in, or declined for medical or other reasons, will receive a notification to contact their agent.



Product & Process

Why Bestow?

Modern Term Life Insurance

Available in 49 States

A+ Rated
(via North American)

Up to $1.5MM Face Amounts

Pay with Credit Cards, Apple Pay & Android Pay

Issue Ages 18-60

~ 10 Minute Application
(visit to issued policy)

100% Paperless & Fully Mobile-Enabled Journey

10, 15, 20, 25, 30 Year Terms

Competitive Premiums

Data Analytics

Average Bestow Client

FACE AMOUNT	ANNUAL PREMIUM	ISSUE AGE	MALE/FEMALE
$700K	$900	39	62/38

Product & Process

Underwriting

COMPETITIVE PREMIUMS

Our premiums are competitive and comparable to traditionally underwritten brokerage products.

SIX RATE CLASSES

- Elite NT
- Preferred NT
- Select NT
- Select TB
- Essential NT
- Essential TB

COVID QUESTION

If an applicant has tested positive for COVID-19 or been treated for COVID-19 by a medical professional in the last 30 days, they will be invited re-apply in 60 days.

Non Medical Underwriting

Citizenship and Accepted Visas

U.S. Citizen or Green Card Holder with an approved Visa option with 2 year US residence requirement.

APPROVED VISA OPTIONS
[H-1B] - Specialty Occupations [H-1C] - Foreign Registered Nurses [L-1A] - Intracompany Transferee Executive or Manager [L-1B] - Intracompany Transferee Specialized Knowledge [TN-1] - NAFTA Canadian Professionals [E-1] - Treaty Traders & Qualified Employees [E-2] - Treaty Investors & Qualified Employees [E-2C] - Long-Term Foreign CNMI Investors [E-3] - Australian Specialty Occupation Workers [EB-5] - Immigrant Investor [K-1] - Fiancee Visa [K-3] - Spouse Visa

Product & Process

Maxline Calculation

Maxline Calculation Example:

- Client Age 42
- Annual Income = $75,000
- No personal insurance in-force currently
- Group Term Life through Employer @ 2x annual income = $150,000

Max Line Eligibility @ Bestow = $1,500,000

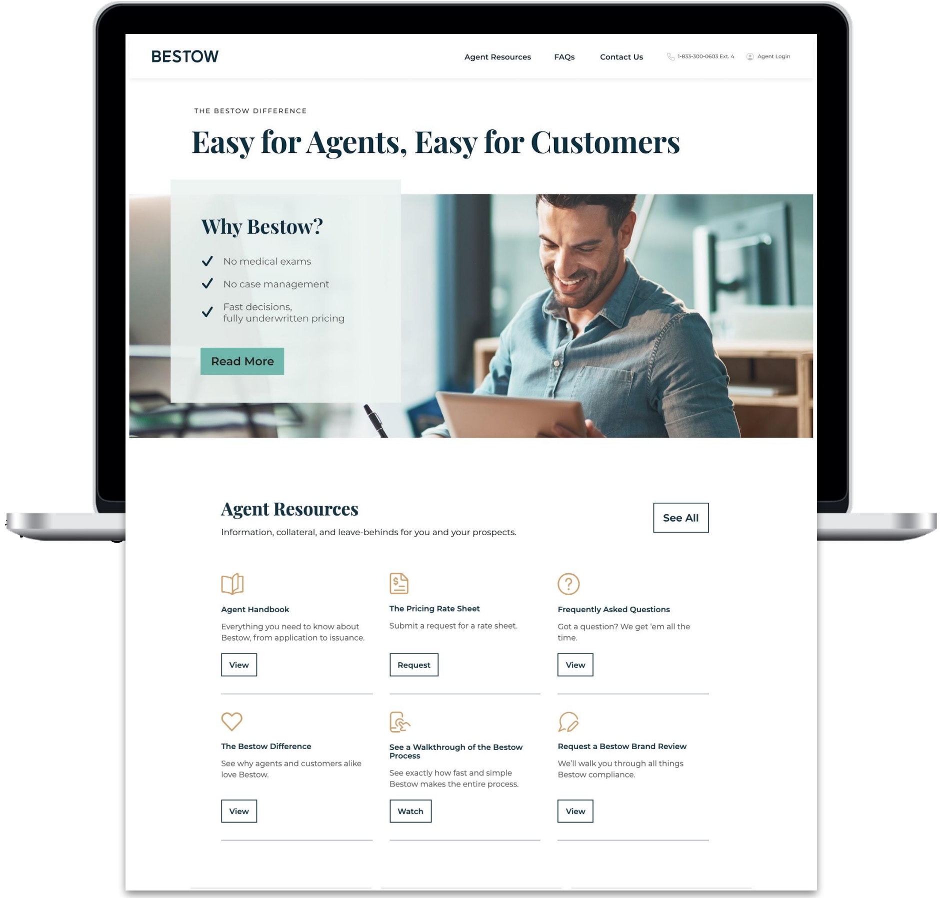
Ages	Income Multiples	Maximum
18 - 20	30 X	$500,000
21 - 40	30 X	
41 - 50	20 X	
51 - 60	15 X	

Occupation	Minimum	Maximum
Working full-time or part-time	$0	Income multiple * Individual income
Student full-time or part-time	$50,000	$500,000
Stay at home spouse or partner	$50,000	Income multiple * Household income
Retired	$50,000	
Not working (but worked within last 6 months)	$50,000	Income multiple * Individual income

Bestow Agent Hub

Bestow Agent Hub

agents.bestow.com



BESTOW AGENT HUB

Agent Resource Library

- Field Communications
- Onboarding
- Sales Flyers
- Underwriting
- Marketing
- Demo Tools
- Agent Handbook
- Compliance Request
- FAQ

BESTOW

Thank You

Meet the Bestow Team

STEVE ROBINSON
Chief Distribution Officer

CHARLIE TOWSON
Account Manager

RYAN FABIAN
Internal Wholesaler

Underwriting Rules

Common Questions

Tobacco

In the past 12 months, have you used cigarettes, E-cigarettes, pipes, vapor products, snuff, chewing tobacco, nicotine gum or nicotine patches?.

Hobbies

Accepted:
Commercial pilots

Scuba diving less than 130ft

Indoor rock climbing

Racing motor vehicles less than 100 mph

COVID-19

In the past 30 days, have you been diagnosed or treated by a medical professional for COVID-19?

Applicant can re-apply in 60 days.

Marijuana

CBD excluded

Combination rules with alcohol and depression/anxiety answers

Replacements

Bestow cannot currently offer replacement business in the following states:

FL, GA, IN, KS, MI, NV, OK, WY

Eligible Ages

Age Nearest Birthday

	Minimum Issue Age	Maximum Issue Age				Maximum Attained Age
Term Length		Female Non Tobacco	Female Tobacco	Male Non Tobacco	Male Tobacco	
10	18	60				70
15	18	55				70
20	18	50				70
25	18	45	38	45	37	~70
30	18	40	31	39	30	~70

The maximum issue ages are a function of designing the product to be exempt from the Standard Nonforfeiture Law for Life Insurance.

Risk Classes

Example: 20 Year Term, $750k face amount, 35 year old male

<table>
<tr><th colspan="2">Risk Class</th><th>Build
(5’ 10” tall)</th><th>Tobacco</th><th>Personal Medical History</th><th>Family History</th></tr>
<tr><td rowspan="2">Preferred Classes</td><td>Elite Non Tobacco</td><td>129 to 202 lbs</td><td rowspan="3">No tobacco/nicotine use in past 12 months</td><td rowspan="2"></td><td rowspan="2">No death of biological parent prior to age 60. Exceptions: ovary or breast cancer</td></tr>
<tr><td>Preferred Non Tobacco</td><td>201 to 216 lbs</td></tr>
<tr><td rowspan="2">Standard Classes</td><td>Select Non Tobacco</td><td rowspan="2">217 to 251 lbs</td><td rowspan="4">May be available for some history of diabetes, depression, chest pain, stroke, seizure</td><td rowspan="4">Exceptions: ex: heart disease, melanoma, colon cancer</td></tr>
<tr><td>Select Tobacco</td><td></td></tr>
<tr><td rowspan="2">Substandard Classes</td><td>Essential Non Tobacco</td><td rowspan="2">252 to 278 lbs</td><td>No tobacco/nicotine use in past 12 months</td></tr>
<tr><td>Essential Tobacco</td><td></td></tr>
</table>

Product Feature

Limits

The Bestow 100% digital and instant underwriting algorithm continues to increase its product features, such as higher maximum face amounts and expanded issue ages. As new data sources and underwriting algorithms are added, there temporary limits to certain areas of expansion while we monitor experience.

Face Amount > $1MM	Issue Ages 18 to 20	Issue Ages 56 to 60
Issue Ages: 21-45 Risk Class: Preferred or Elite Occupation: Full-time Employment	Max face amount: $500k	Risk Class: Preferred or Elite

Possible Insurable Scenarios

Current Limits

Applicants with no more than one of the following conditions may be eligible for coverage.
This information is to be used for directional purposes only. Full UW will take place with a completed application.

- Chest pain, non-cardiac related
- Depression, mild with first-line treatment
- Anxiety, mild with first-line treatment
- Attention deficit disorder, mild with first-line treatment
- Obsessive-compulsive disorder, mild with first-line treatment
- Type 2 diabetes age 30 and over, well-controlled, treated with oral medication only (no insulin)
- Seizure disorder, well controlled
- Skin disorders, including basal cell or squamous cell carcinoma
- Hepatitis, acute and recovered
- Sickle cell trait (not disease)
- Well-defined mild marijuana usage
- Upcoming surgery or procedure

Uninsurable Scenarios

Current Limits

- Alcohol abuse
- Amyotrophic lateral sclerosis (ALS)
- Aneurysm
- Bipolar disorder
- Cancer (other than basal cell and squamous cell)
- Cardiomyopathy
- Chronic hepatitis
- Chronic kidney disease
- Chronic obstructive pulmonary disease
- Diabetes (Type 1)
- Eating disorder
- Heart disease or failure
- HIV positive or medically diagnosed as having AIDS
- Huntington’s disease
- Liver cirrhosis
- Multiple sclerosis
- Organ transplant
- Peripheral arterial disease
- Post-traumatic stress disorder
- Psychosis
- Schizophrenia
- Sickle cell disease (not including the trait)"
- Stroke (mini-stroke/TIA may be insurable)
- Systemic Lupus
- Any use of cocaine, methamphetamines, heroin, opioids, hallucinogens or any controlled substance not prescribed by a physician
- Currently in a hospital, long-term care facility or hospice
- Confined to a wheelchair, had any memory impairment, or used supplemental oxygen within the past 12 months
- Received assistance or supervision with dressing, eating, bathing, toileting, or moving around the house within the past 12 months
- Unexplained weight loss

Meet the Bestow Team

STEVE ROBINSON
Chief Distribution Officer

CHRIS FERGUSON
Agent Experience Manager

CHARLIE TOWSON
Account Manager

RYAN FABIAN
Internal Wholesaler

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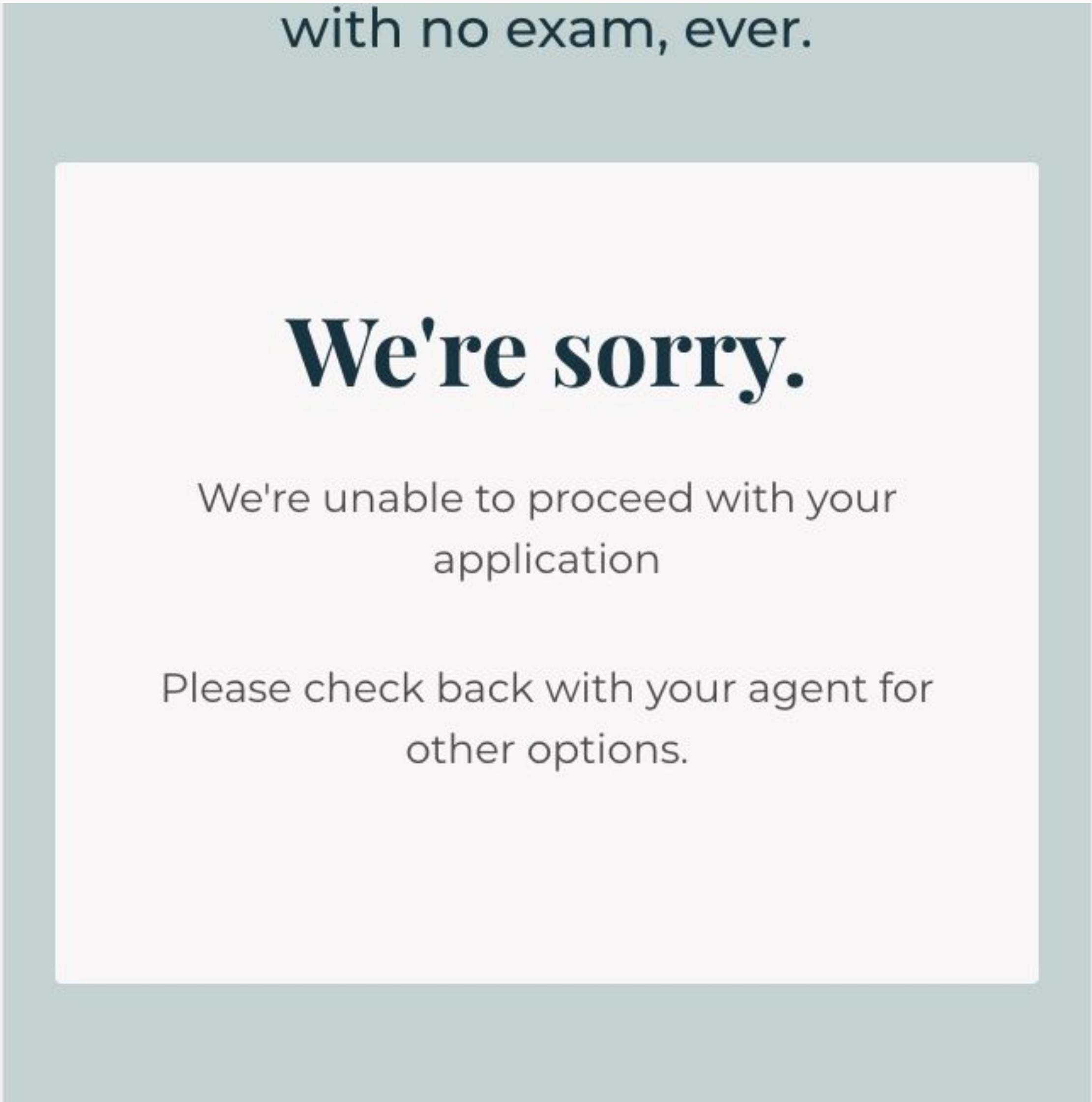

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MELBOURNE O'BANION
Co-founder & CEO

STEVE ROBINSON
Chief Distribution Officer

CHARLES TOWSON
Account Manager

SERENA O'BRIEN
Strategy & Development Manager

RYAN FABIAN
Internal Wholesaler

SAM CURTIS
Internal Wholesaler