

HAVEN TECH HIGHLIGHTS

How we use embedded technology to create a shortcut between you and your customers

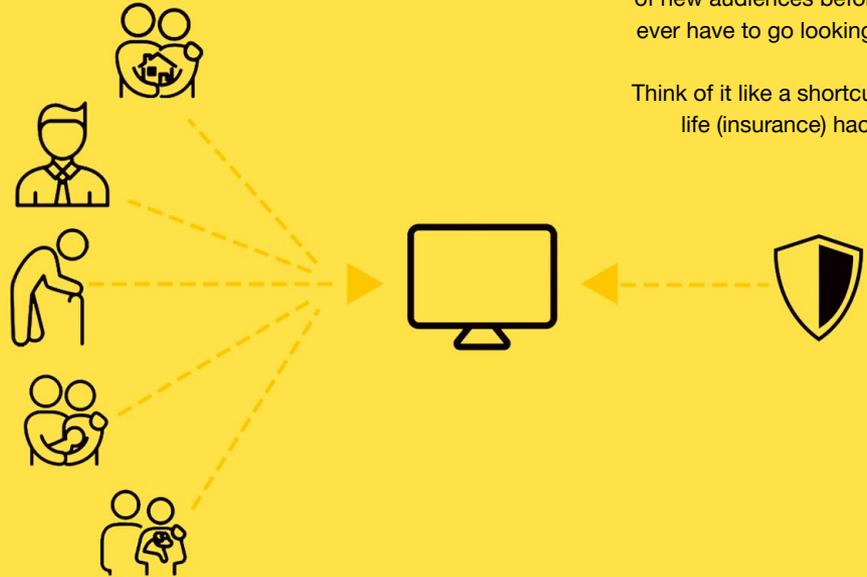


The right product.
The right place.
The right audience.
The right time.
That's embedded insurance.

\$230 billion

The estimated market opportunity
for embedded financial services
by 2025

Source: Lightyear Capital

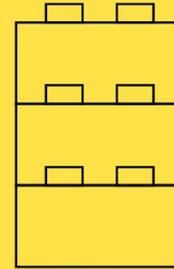


Embedded insurance lets you **shrink the distance between you and the customer**—placing your product in strategic distribution channels and in front of new audiences before they ever have to go looking for it.

Think of it like a shortcut. Or a life (insurance) hack.

We've built unique embedded solutions for one of a kind partners

Some may have the technology. Some may have the experience. But at Haven Technologies, we have both. And we'll connect them in a way that makes sense for you and your specific needs.



Our tech is easy to integrate

Our application programming interfaces and widgets are built with modern architecture, making them simple to implement and painless to use.

Our success is proven

Since 2019 we've moved thousands of applicants through embedded experiences powered by Haven Technologies. Our learnings = your gains.

Our approach is entirely flexible

Embedded insurance is not one size fits all. Our capabilities are flexible and customizable. We'll meet you where you are today and grow with you to where you'll be tomorrow.

Embedded in action: Plug and play

From the mom and pop insurance shops to the national carriers with fully formed distribution strategies, we have an embedded solution that can meet your needs.

Customizable widgets let you embed quoting directly into a distribution channel and carry data across the experience to pre-fill the application. All without having to build any user interfaces.

The screenshot displays a website interface for a "Generic Lifestyle Blog". The navigation bar includes links for "About Us", "Shop", "Registry", "Partner", and "Blog", along with a "LOGIN" button. The main content area features three article teasers, each with a title, a short paragraph, and a placeholder image:

- Top ten things to add to your baby registry**
We know a baby means buying a lot of new items. Here is our list of new baby must haves!
- 5 things you should know about being a stay at home dad.**
Staying home with your little ones can be a challenge. Here are 5 tips to make it fun!
- The cost of living closer to parents**
There is nothing more important than the safety of your loved ones.

On the right side, there is a light blue "Get a Quote" widget with the following fields and values:

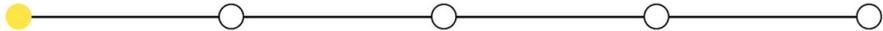
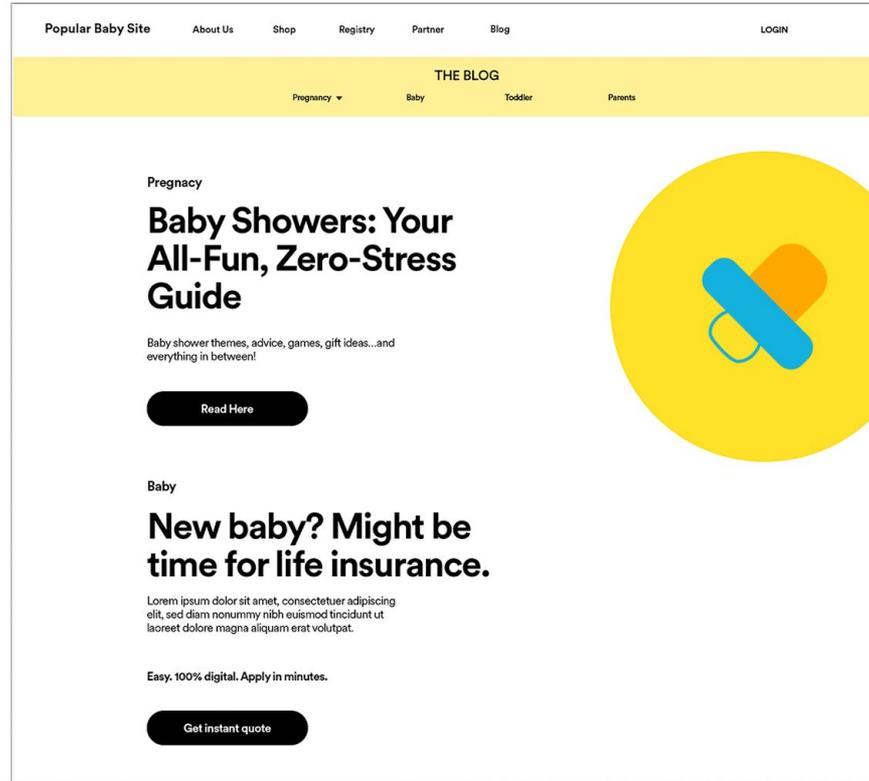
- Gender: Female Male
- Birthday: 04/25/1987
- Health: Excellent
- Do You Smoke: Yes No
- Coverage Term: 10 years
- Coverage Amount: \$500,000
- State: Florida

The widget displays a "Your Quote" of **\$12.78** per month and includes a "Get Started" button and the RegiLife logo.



Embedded in action: **Fully embedded purchasing flow**

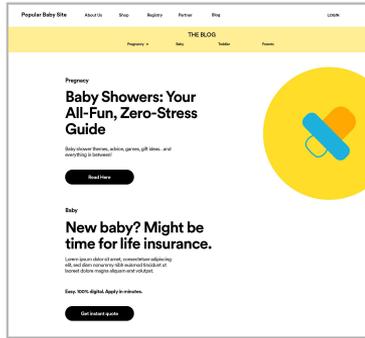
Host your entire purchasing process (from quote to issuance) within a parenting blog or an agent portal or a telesales platform or, come to think of it, any other distribution channel for that matter.



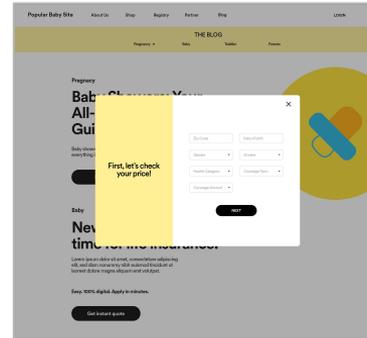
Embedded
Call to Action

Embedded in action: **Fully embedded** **purchasing flow**

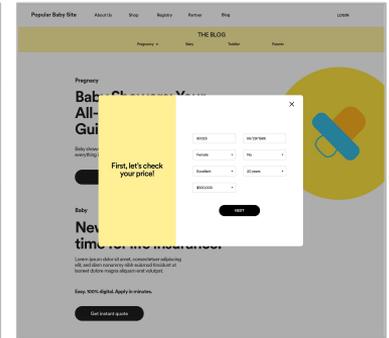
Host your entire purchasing process (from quote to issuance) within a parenting blog or an agent portal or a telesales platform or, come to think of it, any other distribution channel for that matter.



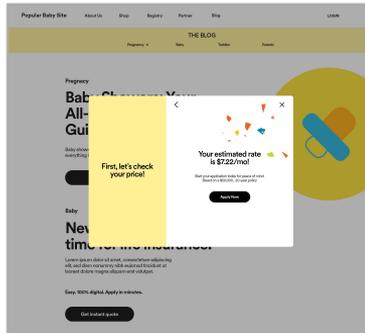
Embedded Call to Action



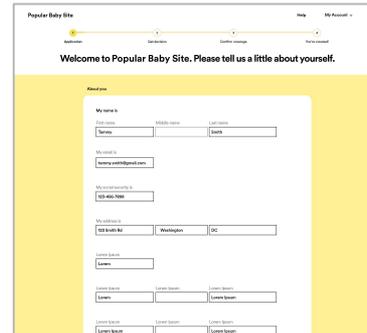
Quote Template



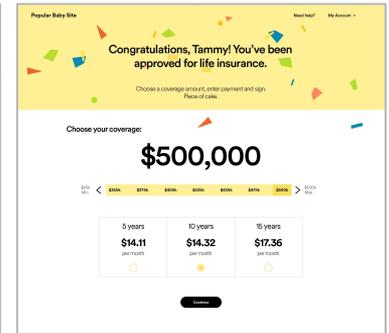
Filled Out Quote



Real-Time Quote Result



Application



Offer

Embedded Insurance: Game on

For years, embedded insurance was only available to simple P&C products. But as the technology improves (wink, nudge) the opportunity is shifting to the life, annuity and disability space. With embedded insurance you can deliver a better product while simultaneously creating a better buying experience.

And when you do that, everybody wins.

*From 2019 to date. All users started a quote. Conversion is defined as a user who went from quote complete to application started. Represents 25+ different distribution sources.

21%

Conversion of
traditional DTC users*



25+

Different distribution
sources spanning multiple
marketing setups

37%

Conversion of users coming through
embedded insurance powered by
Haven Technologies*

Let's make life better. Together.

Get in touch with us:

together@haventech.us

We look forward to hearing from you.



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