



Say Hello to Bestow

Agent Guide // August 2020

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About Bestow

- Launched in 2017
- 2 offices; Dallas and Austin, TX
- 100+ 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, and Core Innovation Capital



VALAR

8VC

NEA®

MORPHEUS♦

CORE
INNOVATION
CAPITAL

Term Life Insurance is an Attractive Product

CORE FINANCIAL NEED

84%

of Americans agree
most people need
life insurance¹

MAJOR MARKET NEED

41%

of Americans do not
have *any* life insurance
and 1 in 5 with insurance
say their
coverage is insufficient¹


STRONG MARKET DEMAND

80%


of uninsured
are interested
in life insurance

Source: 1. 2018 Insurance Barometer Study, LIMRA; 3. Anemic Yields Put Spotlight on Retention, A.M. Best Special Report, 2016


Product Details




Available in 49 States




A+ Rated
(via North American)




Up to \$1MM Face Amounts




Pay with Credit Cards




Issue Ages 21-55




12-Minute Application
(visit to sale)



Paperless


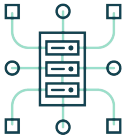





Fully Mobile-Enabled



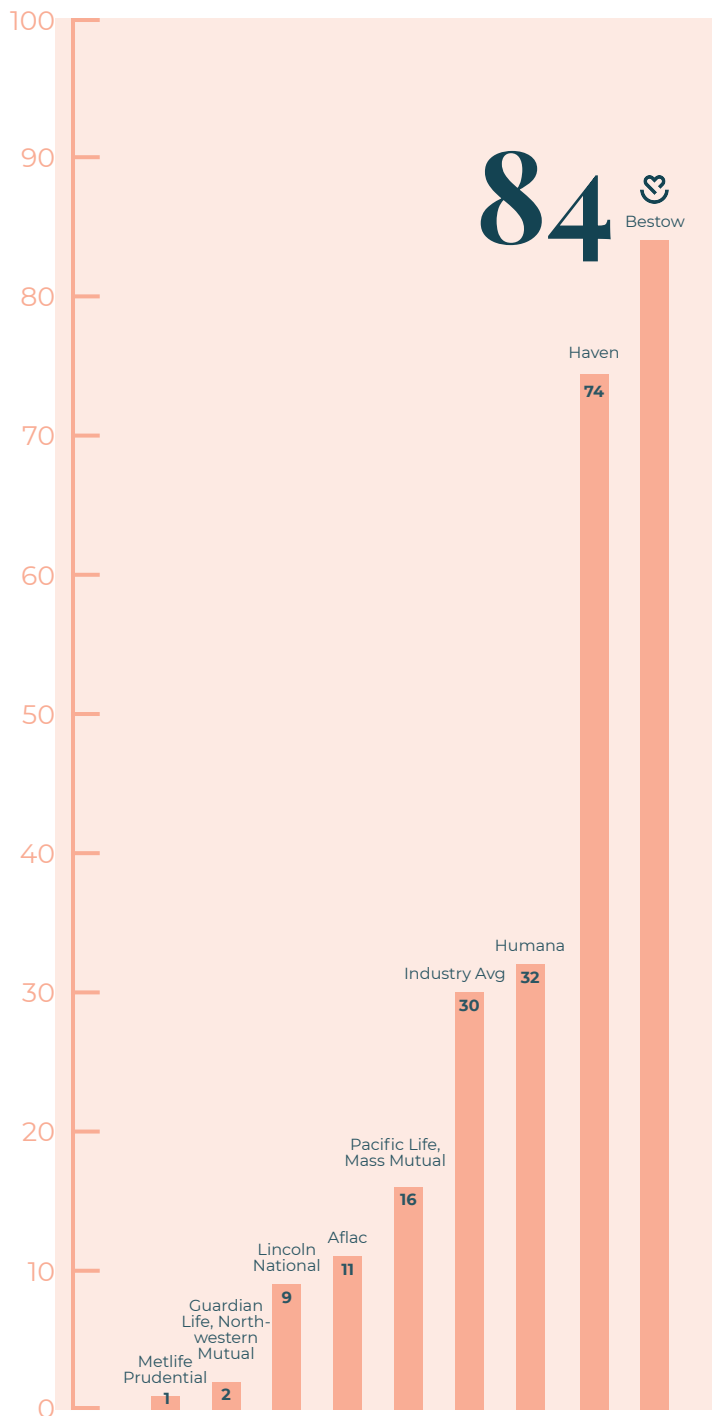
Competitive Pricing

Bestow Owns the Entire Customer Journey from End-to-End

APPLICATION	UNDERWRITING	BIND	SERVICE	CLAIMS
Users apply directly on the Bestow website	Users are underwritten in real-time online	Approved applicants bind with credit card	Call center ready to service customer needs	Bestow handles 1st notice of claim*

*Claim adjudication is then passed to North American



Average Net Promoter Score Against Top Insurance Competitors

As of 3/31/20

Customers Are Our Top Promoters

Net Promoter Score ringing in at 84

"Couldn't believe how quick and easy applying was."

- Sheri O.

"It was easy and painless to sign up. I was approved in minutes and no medical exam."

- Aaron J.

"Terrific experience. Prompt customer service that followed through."

- Adam S.

"In one word, convenient."

- Hui Z.

"I work very hard for my money and am grateful for your rates."

- Greg P.

"I cannot believe that literally took less than 5 minutes."

- Mallory B.

Underwriting Guide

Bestow offers a best-in-class, online application experience, that asks about your health and lifestyle to avoid requiring a medical exam. Ever. Yes, really. No blood tests. No phone calls. No hassles.

It's all part of our mission to make term life insurance more accessible to more people.

Terms and Face Value Options

10 & 20 year: \$50,000 - \$1,000,000

Issue Ages Accepted

21-55	10 year term
21-45	20 year term (all females and non-tobacco males)
21-43	20 year term (male tobacco)



Ideal Target Market

- Ability for proposed insured to apply for coverage and answer all questions unaided
- Apply from within the U.S.
- U.S. Citizen or Green Card Holder
- H1B, L1, or TN-1 Visa with minimum 2 years residence in the U.S.
- Permanently resides in the U.S, excluding NY
- Preferred, standard and low substandard risks only
- No indication of high insurance shopping activity with poor disclosure
- Not recently declined by another carrier for medical or criminal history reasons
- No history of criminal activity in the past 10 years
- No DWI/DUIs in the past 5 years
- No indication of adverse financial profiles or credit issues
- BMI < 40

Insurable Scenarios

- 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 40 and over, well-controlled
- Seizure disorder, well controlled
- Hepatitis, acute and recovered
- Sickle cell trait (not disease)
- Skin disorders, including basal cell or squamous cell carcinoma

Uninsurable Scenarios

- Alcohol abuse
- Amyotrophic lateral sclerosis
- Aneurysm
- Bipolar disorder
- Cancer
- 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
- Stroke
- 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
- Recent disability payments
- Recently confined to a wheelchair, had any memory impairment, or used supplemental oxygen
- Recently received assistance or supervision with dressing, eating, bathing, toileting, or moving around the house
- Unexplained weight loss
- Upcoming surgery or procedure



Limitations of Benefits

Two-year contestability and suicide provisions apply

Guaranteed Rates

Locked for the life of the policy

*Bestow cannot currently write replacement business in the following states:
FL, GA, IN, KS, MI, NV, OK, WY*

Agent Onboarding

Process Summary

- The Agency Support Team will contact partner's appointment coordinator
 - Appointments will be made in the following order (as applicable):
 - IMO - appointment will be completed manually
 - BGA
 - Agency
 - Agent
- Bestow SuranceBay and Agent Portal links are sent by the Contracting Dept at the BGA/Agency to the agent
 - AXTeam@bestow.com is copied on the email
- Agent SuranceBay appointment process and documents needed
 - NDA agreement
 - Bestow Sub Agent Agreement
 - Business Entity Certification completed Form #O-2839
 - Agent Contract Application completed Form #6798Z
 - Direct Deposit form (if needed)
 - W-9
 - E&O cert uploaded- requires coverage of \$1 million aggregate and \$1 million per occurrence.
 - AML cert uploaded
 - Review Compliance Manual Form #L-2891 - (Appendix A)
- Once the contracting and appointing documents are received an agent code will be assigned
- The following Partner specific artifacts are created:
 - A unique URL which they use to send applicants to
 - It is **very important** agents use only their assigned URL for cases they refer to Bestow as this is the way cases are tracked back to them
 - Monthly Book of Business Report and Statement

NOW YOU CAN SELL!!!!

Step-by-Step

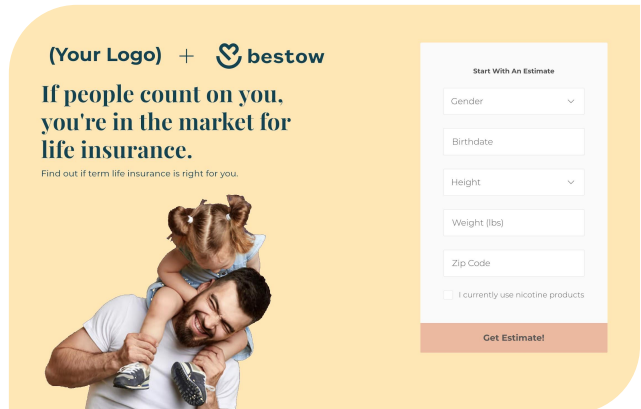
1. Click on the SuranceBay link you receive from either Bestow or your appointment coordinator.
2. If “Adobe Flash” is not active on your computer, you will be prompted to Enable Adobe Flash player (To do this, simply click on the puzzle piece and then “allow” in the box that pops up on the screen).
3. Click **NEW USER** to create the Bestow SuranceBay account.
4. Enter SSN and Last Name **OR** License State and License Number to create your account and then enter your DOB in **MM/DD/YYYY** format, press **Enter** or the **Tab** key and click **Next**.
5. Enter your email address. If you have an existing SuranceBay account, you can use the same email. Entering your cell number is optional but can be used for password resets if you get locked out of your account.
6. Verify the data listed is correct and then click **Next**.
7. You will receive an email from SuranceBay with a link to click.
8. You will then be prompted to create a password to complete account set up. This must be a unique and different password, if you have other SuranceBay accounts.
9. Once your account is set up, you can then sign in. Once signed in, you will see several boxes on your screen. Click on the box that is named “My Info.”
10. Complete the information for all of the tabs at the bottom of the page. When completed, they will all show a Green Checkmark (except the History tab).
11. When all the tabs are completed, Click on the “Appointment Requests” button at the top right corner of the page.
12. Now request the Bestow and North American appointments (even if you have an existing North American appointment). Follow the prompts after requesting both appointments, which will send the requests directly to Bestow.
13. For more detailed instructions, please refer to Appendix B of this handbook titled “Detailed SuranceBay Guide.”




Promoting Bestow

How Our URL Tracking Works

- Bestow commissions are all online, and each agent or sub-producer will get a unique URL assigned to them.
- Any applicant who starts the process with an agent's URL and buys will be attributed to that agent.
- If an applicant uses the general bestow.com URL to start the application or any other URL other than the referring agent's URL, the system will not be able to attribute the sale to that agent.



(Your Logo) +  bestow

If people count on you, you're in the market for life insurance.

Find out if term life insurance is right for you.

Start With An Estimate

Gender

Birthdate

Height

Weight (lbs)

Zip Code

☐ I currently use nicotine products

Get Estimate!

IMPORTANT: Agents must only use their assigned URL for cases they refer to Bestow.

Why Consumers Need to Complete the Application (vs. Agent)

Bestow is on a mission to make life insurance easier and more accessible to your customers. Since the application is set up to be completed as efficiently as possible, Bestow requires the applicant to submit all of their answers and then sign the application and all required disclosure forms. This allows us to quickly do our underwriting!

Distribution Use Cases

Where to use the Bestow Solution (e.g. small business loan, mortgage, new families...)

Bestow is set up for anyone to apply for life insurance... on their own time.

Collateral Assignment Process

We have made it even easier for applicants who are going through the process of obtaining a small business loan to get a policy. Here's how it works:

- Customer gives Bestow the lender's name and email via chat, email, or calling Bestow
- Bestow sends the customer & lender a collateral assignment form for e-signature
- Policyholder e-signs, then the loan officer e-signs
- Bestow confirms accuracy and e-signs
- All parties receive a signed PDF of the completed assignment
- Bestow records the assignment in our policy admin system

Bestow Advertising Guidelines

The purpose of this document is to catalog advertising guidelines when writing about Bestow, instant underwriting experience, and term life insurance offered by Bestow.

- This copy is provided with the understanding that it will be accompanied by a link back to the Bestow website for additional, legally-required information.
- Before distributing marketing materials referencing Bestow by name or by product description - such as print, radio, TV, internet, etc. - please submit to the AX Team for compliance review. Marketing material includes referencing Bestow by name in any publication and/or media interviews.

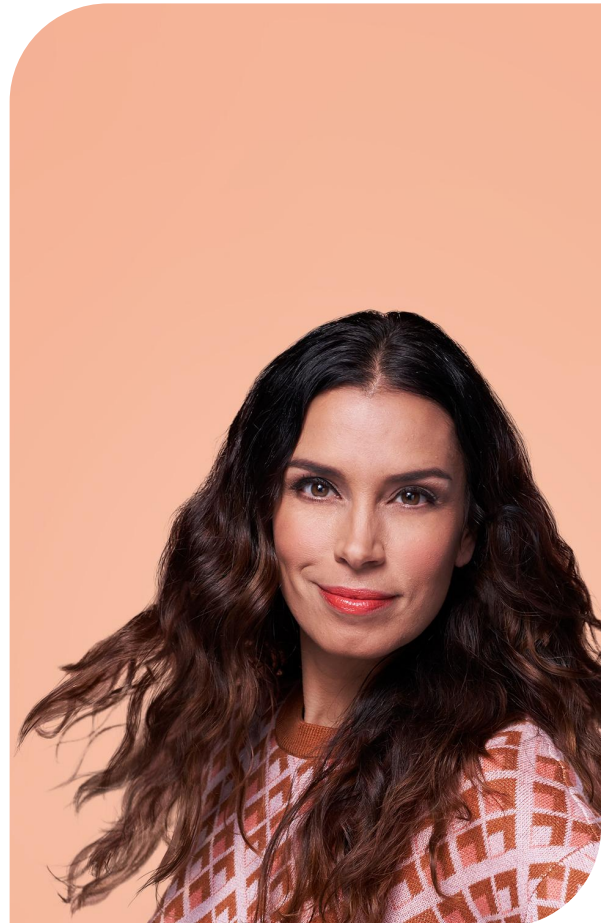
01 Guiding Principles

Be fair, balanced, and positive.

In summary, ads must be fair and balanced. No aspect of the ad can be considered untrue, misleading or deceptive and no material piece of information can be omitted. It cannot make exaggerated, unwarranted or misleading claims about prices, coverage or eligibility.

Advertising is contextual.

Advertising is highly contextual. What may be considered appropriate in some instances may be against regulation in another. The following tables show examples of what can and cannot be stated without surrounding context with the hope it will provide guidance when creating advertising materials in various mediums and contexts.



Bad

Good

Don't guarantee coverage	Do imply coverage is conditional on approval
<i>Buy life insurance today. No medical exam.</i>	<i>Apply for life insurance today. No medical exam.</i>
<i>You can buy life insurance online without a medical exam.</i>	<i>You could buy life insurance online without a medical exam.</i>
<i>Get life insurance today. No medical exam. Buy Now >></i>	<i>Get life insurance today. No medical exam. Apply Now >></i>
<i>Apply for life insurance and get covered in minutes.</i>	<i>Apply for life insurance and get covered in minutes, if approved.</i>
<p>Calls to action that imply anyone can buy.</p> <p>[Buy now]</p> <p>[Get your policy]</p> <p>[Easy to buy]</p> <p>[Start your policy]</p>	<p>Calls to action that imply approval.</p> <p>[Apply now]</p> <p>[Get your quote]</p> <p>[Easy application]</p> <p>[Start your application]</p>

Bad

Good

Don't give exact prices without context	Do give estimated prices and ranges
<i>Get life insurance for under \$8/month.</i>	<i>Life insurance starting under \$8/month.</i>
<i>Life insurance for only \$8?</i>	<i>Life insurance starting under \$8/month?</i>
<i>Get \$250k of life insurance for just \$15/month.</i>	<i>Get \$250k of life insurance for as low as \$15/month.</i>
<i>You could get a \$50,000 policy for as low as \$8/month.</i>	<i>A healthy 25 year old female could get \$50,000 of coverage for 2 years for \$8/month.</i>

Bad

Good

Don't use "A+ Rated" by itself	Do use "A+ Rated" with disclosures
Apply for A+ Rated life insurance today.	Apply for life insurance from a company rated A+ by A.M. Best.
Term life insurance that's easy, online, and A+ rated.	Term life insurance that's easy, online, and issued by A+ Rated* financial strength. [in the website footer] *Bestow policies are provided by North American Company for Life and Health Insurance®, an insurance carrier rated A+ (Superior) by A.M. Best.

Bad

Good

Don't use the word "FREE" when referring to a policy purchase	Do use the word "FREE" when referring to a quote
Term life insurance online. No medical exam. It's free.	Term life insurance online. No medical exam. Get a free quote.
Get your free term life insurance today.	Get your free term life insurance quote today.

Bad

Good

Don't say just "life insurance" with no context anywhere else about the type (term)	Do clearly indicate what type of life insurance you're advertising
Life insurance online. No medical exam. * and no other statement exists on the page or click destination to clarify the product being sold is term life insurance.	Term life insurance online. No medical exam.

Bad

Good

Don't disparage anything or anyone	Do highlight the benefits from Bestow
<i>The life insurance industry is broken, focused on profits instead of customers, and slow to adapt to customer preferences.</i>	<i>Customer preferences have changed over time, moving to digital solutions instead of buying in-person. Bestow is helping the modern consumer apply for life insurance online.</i>
<i>Life insurance sales agents are crooked and try to get you to buy more coverage than you actually need.</i>	<i>At Bestow, there are no commissioned sales agents so you can apply for life insurance without needing to schedule a call or listen to a sales pitch.</i>
<i>Term Life Insurance is better than Whole Life Insurance.</i>	<i>Term Life Insurance is one of the simplest and most affordable type of life insurance.</i>

Bad

Good

Don't imply term life insurance is a savings account	Do imply life insurance provides financial protection
<i>Save for the future with life insurance.</i>	<i>Help protect your family's financial future with life insurance.</i>
<i>Invest in your financial future with term life insurance.</i>	<i>Help protect your family's financial future with life insurance.</i>
<i>Secure your financial future with life insurance.</i>	<i>Help protect your family's financial future with life insurance.</i>

Bad

Good

Don't imply life insurance protects people	Do imply life insurance helps provide financial protection
<i>Protect your loved ones with life insurance.</i>	<i>Help protect your loved ones with life insurance.</i>

Promotional Copy Library

*This copy is compliance-approved, with the understanding that it will be accompanied by a link back to the Bestow website for additional information.

General Copy

Welcome to Life Insurance 2.0

No doctors, no hassles, no agents. Starting at \$8/mo.

No medical exams. No needles. Just coverage.

Quote in Seconds. Insured in Minutes. It's that easy.

Plans starting at \$8/month.

Apply in less than 5 minutes.

Consider it a new lease on life insurance.

Life insurance designed for the way you live.

A less annoying life insurance.

Term life insurance on your terms.

A life insurance company that stands for something. You.

No doctors, no hassles. Starting at \$8/mo.

No doctors. No needles. Just coverage.

Term Life insurance could be more affordable than you think.

Life (insurance) in the fast lane.

Life insurance at the speed of life.

Rest Insured.

Reassuringly likable life insurance.

Apply for life insurance in less than 5 minutes. Or take your time. You do you.

No doctors. No needles. No waiting.

It shouldn't take a lifetime to apply for life insurance.

Re-evaluate your coverage

Is your life insurance coverage keeping up with you?

Life changes fast. So should re-evaluating your life insurance needs.

Consider life insurance coverage that actually covers what your life looks like today.

Having kids changes everything. Your sleep. Your weight. Your life insurance needs.

You've changed since the last time you bought life insurance. Guess what?
So has life insurance.

Have you taken a look at your life insurance coverage lately? Maybe you should take a look at ours. If you've got 5 minutes, you might just have your next policy.

Just when your life insurance needs change, you're all out of spare time to do anything about it. Get a quote in seconds. And if approved, coverage in minutes.

You realize you need more life insurance coverage around the same time you're too busy to bother with it.

Specific to Ease

From quote to policy in as little as five minutes. That's a whole new kind of easy.

Getting your first policy may have been a pain, but with no needles, paperwork or waiting, getting your next one will be a breeze.

The right policy at the right price may be just a few clicks away.

You don't need a doctor. You don't even need to put on pants.
Start your application today from wherever you are.

Specific to Cost

Could you get more life insurance coverage for less? Shouldn't you find out?

Are you getting the best possible rate on life insurance? Give us 5 minutes and we'll help you find out.

Ever wonder if you're getting the best rate on life insurance? Find out in as little as 5 minutes.

Split Screen/Upgrade

Old you bought life insurance. // Does new you have enough?

So you bought a little life insurance, // then you got a bigger life?

Your life insurance fit your life then. // Does it fit your life now?

Brand Guidelines (abridged version)

Tone

Witty

Like the classic Volkswagen ads of yore, we use intelligent humor to open the door for our message. We're casually clever. We use wit with precision and the understanding that it works best when it leaves them wanting more. We're not trying to turn a banner ad into open mic night at The Chuckle Hut.

Conversational

We talk to people like people talk. Our casual style makes them more receptive to what we have to say. They feel like we're in this together. And we are! We throw in contractions and colloquialisms. But we're not chummy or lackadaisical. And we never want to be a brand who says "bae."

Empathetic

This may come as a surprise, but many people fear death and have a hard time talking about it. And of course, you never know what baggage someone is carrying with them from a bad day (or year) when they're reading your copy. So let's approach everything we write as an exercise in empathy.

Visual Design



Color



Don't change the colors—even to other brand colors. The logo appears in Navy, Black, or White only.

Typeset



Don't type out the wordmark as a replacement for the logo.

Letterspacing



Don't adjust the spacing between letters in the wordmark.

Distort



Don't stretch, skew, or distort the logo in any way.

Rotate



Don't rotate the logo.

Outline



Don't display the logo with an outline

Effects



Don't add effects to the logo.

Adjust Elements



Don't adjust the scale of the glyph or wordmark.

Contrast



Make sure the logo has enough contrast from the background or image.

PRIMARY COLORS

NAVY #144352	SALMON #F99A7A <i>Used for accents</i>
	LIGHT SALMON #F4B79B <i>Used for color fields</i>

SECONDARY COLORS

TEAL #9CE0CB	YELLOW #FFB751	GRAY #505050
LIGHT TEAL #E4EFED	LIGHT YELLOW #FFD293	LIGHT GRAY #F9F9F9

Support & Questions

Month-End Reporting

- Each month, Bestow will run our process to report on all applicants that started on an agent URL and purchased a policy.
- Each agent will receive a statement at the end of each month showing applicants who bought and the commissions due them by Bestow.
- Each statement will clearly reflect any business which has lapsed during the month and any commissions that will be charged back and netted out of the total they are due for the month.
- Policies that are sold and then cancelled in the first 30 day ("free look cancels") will also be clearly reflected in the statement as well.
- Payment will be net-30 from the end of any given month.

What Bestow Agents Do

- Bestow has a team of licensed agents that are always available during business hours for questions.
- The entire job of these agents is to be helpful with any questions any applicant has and to proactively reach out to applicants who start but do not finish an application.
- If a Bestow agent's help is involved, rest assured, the full commission will still be paid to the referring agent as all Bestow agents are non-commissioned.

Contacts: Who to Reach Out To

Your Bestow General Agency is: **ISSUE Insurance Agency**

Email address th@issueins.com

Phone 800-762-7500

Customer Self Service Capabilities

- Updating a payment method
- Changing beneficiaries