



# INSURANCE PREMIUMS

UNDRESSED



YOUR NEW FAVOURITE PLACE TO BUY INSURANCE

# When was the last time you paid for something without having a clue where your money is going?

Your insurance premium would be the right answer...

## Wait, Who Said That?

Hi there — we're **Insurely**. And we like to make insurance more like a drive-through and less like a day at the dentist.

You should know that we don't usually play by the rules. Instead, we keep insurance insanely simple.

That's why we're here, and **we think it's why you are too.**

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## What's This All About?

For too long, insurance companies have all-too-closely resembled the mean kid taking your lunch money with no fair warning, leaving you confused and your pockets empty.

We don't like mean kids. And we don't like that up until now, you've had no one telling you where your insurance dollars actually go.

So we're pulling the sheets off the hidden figures and fine print so you know exactly where your money is going. Not to mention, we're going to make it unbelievably simple to understand.

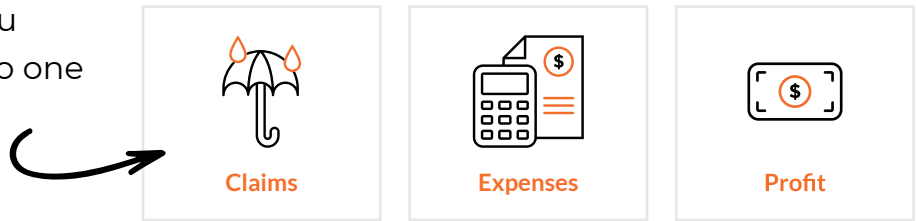
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Let the fun begin!



# So — What Goes Where?

It's like this. Every dollar you spend on insurance goes to one of three things:



## Let's measure that in Caramel Frappuccinos

### CLAIMS

#### The Coffee, Whipped Cream, Caramel Sauce and Frothy Milk

The good stuff, the difference-maker, the secret sauce. This recipe is the whole reason you buy insurance. You give money to an insurance company so that if you submit a claim, they have the funds they need to do what they do best — make everything okay again.

### EXPENSES

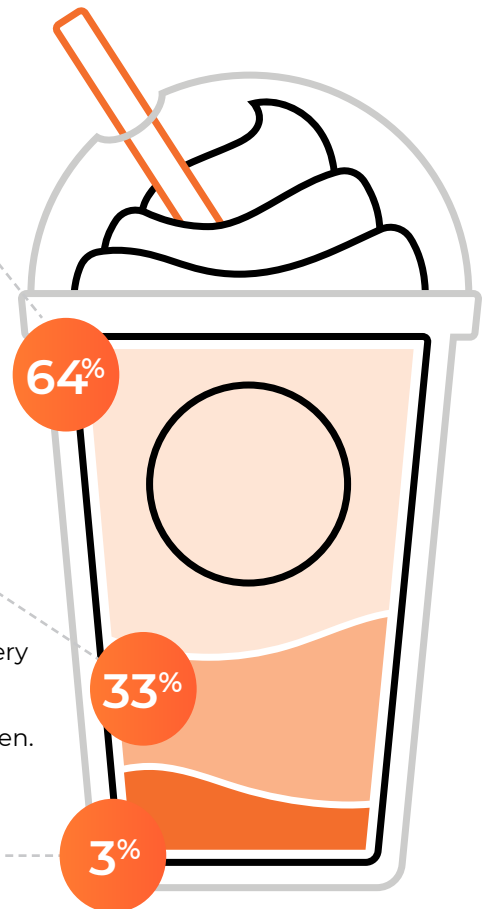
#### The Folks Making It Delicious

Frappuccinos can't make themselves. There's a crafted hand behind every one of those craveable drinks. And just like your local corner Starbucks, insurance companies need a well-trained staff to make the magic happen.

### PROFIT

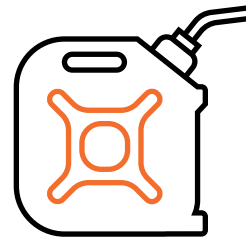
#### Keeps the Frappe Machines Going

Everyone loves new and exciting recipes, but those recipes take a few extra bucks to create. Insurance companies need some extra money to continue to innovate and grow their company. Not to mention, it's how they cover you during catastrophic or unexpected events such as earthquakes, fires and all that scary stuff.



# Cool, you say, but why the heck do I get stupid notices that my insurance premium just got more expensive?

Allow us to explain using an all-too-familiar example of fist-clenching price increases — gas. It's the fuel that drives everyone, and drives everyone crazy



Here is a litre of gas that costs \$1.

## Can you spot the difference?

If you said yes, you're either a liar or have supernatural vision. But since we know you're as honest as the day is long and probably human, our guess is you couldn't find any differences.

As you probably know, the difference in price has nothing to do with the gas itself. The one that costs a dollar more can be attributed to behind-the-scenes decisions made based on a variety of different factors — supply and demand, location, labour, etc.



Here is a litre of gas that costs \$2.

The same goes for your insurance premium. Contrary to popular belief, insurance companies don't just raise prices because they want more money. Usually, they are forced to by circumstances beyond their control.

This could be something as simple as homes costing more to construct because building codes change, which requires more labour and material. And since insurance companies are required by the government to ensure what you pay can cover your claims, your premium goes up.

# Yea, you saw this coming — our shameless plug.

But there's no shame in revolutionizing insurance so that people never have to drive to an insurance office and wait in line to talk to a stranger. In fact, you could have insurance three minutes from now.

It's literally as easy as 1-2-3.



1

## Tell Us About Yourself

Take a few moments to give us some basic information about you and your home. It's that simple!

2

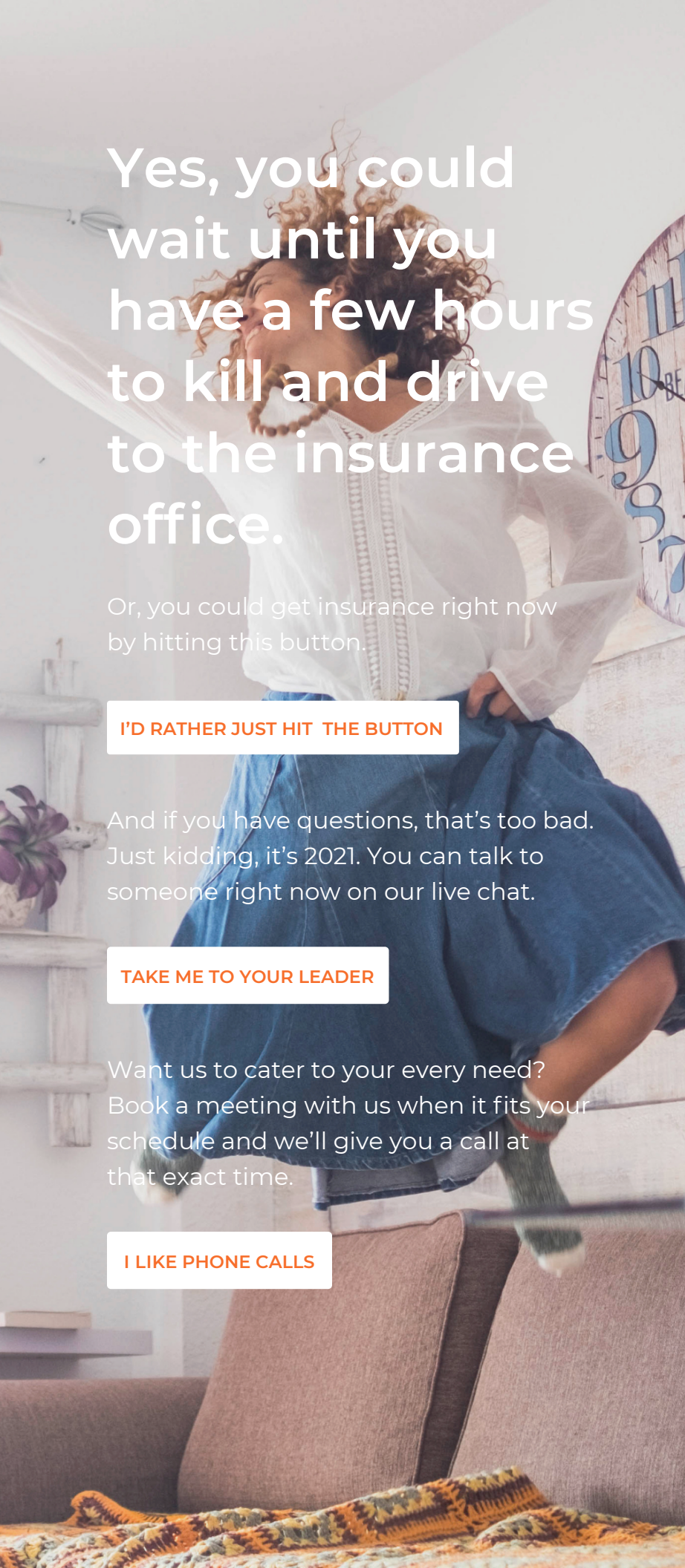
## Select Your Package

Insurance can be confusing and it shouldn't be, so we've made this step easy for you. Customize your liability, deductibles and add any additional items to your policy.

3

## Get Coverage Today!

This is the fun part. You now buy an insurance policy online! Choose to pay annually or monthly and bing bang boom – your insurance documents are sent directly to your inbox!



Yes, you could wait until you have a few hours to kill and drive to the insurance office.

Or, you could get insurance right now by hitting this button.

**I'D RATHER JUST HIT THE BUTTON**

And if you have questions, that's too bad. Just kidding, it's 2021. You can talk to someone right now on our live chat.

**TAKE ME TO YOUR LEADER**

Want us to cater to your every need? Book a meeting with us when it fits your schedule and we'll give you a call at that exact time.

**I LIKE PHONE CALLS**

## Your New Favourite Place to Buy Insurance

We wanted to build something that made buying insurance convenient, easy and pain-free. So that's what we did. We took matters into our own hands and made it better. Whether you're a planner or someone who does things last minute, Insurely caters to everyone, anytime. In the car, on the couch or sitting by the pool, Insurely makes buying insurance online fast, convenient — and most of all — simple. We consider ourselves the Disneyland of Insurance.

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