



# ENA

## Investor Presentation



Ensurance is an Insurance broker and Underwriting Agency.

The company has build it's own unique bespoke digital platform to deliver insurance brokering and underwriting products and services.

The company operates in the global insurance market which is currently exposed for digital disruption.

It earns its income by offering products and services through the following divisions:

- Ensurance Underwriting Agency – to Insurance brokers, based in Australia and Europe
- SHC Insurance Brokers - a traditional Insurance Broker
- Ensurance Online - to White Label Clients who brand the product as their own

The company will be a global provider of insurance products and services through its world leading insurance digital platform and work force.

## **Ensurance has developed innovative platforms automating insurance brokerage and underwriting services**

The platforms allow customers to get multiple quotes from multiple insurers in less than 90 seconds and purchase in 5 minutes.

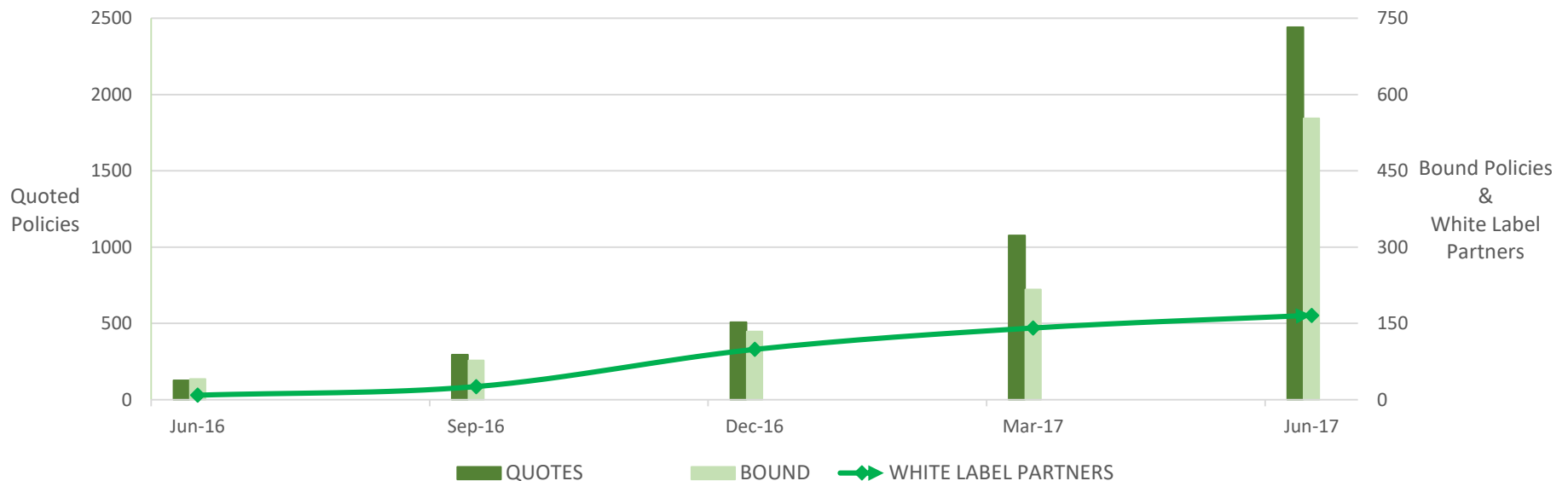
The company has been building scale (white labels, insurers, brokers, etc.) into its business in the past 12 months and is now achieving solid revenue growth.

The platforms allow the company to be the leading player in the efficient delivery of general insurance products and services, and sits in the lower quartile of acquisition costs in the industry.

# Ensurance White Label business

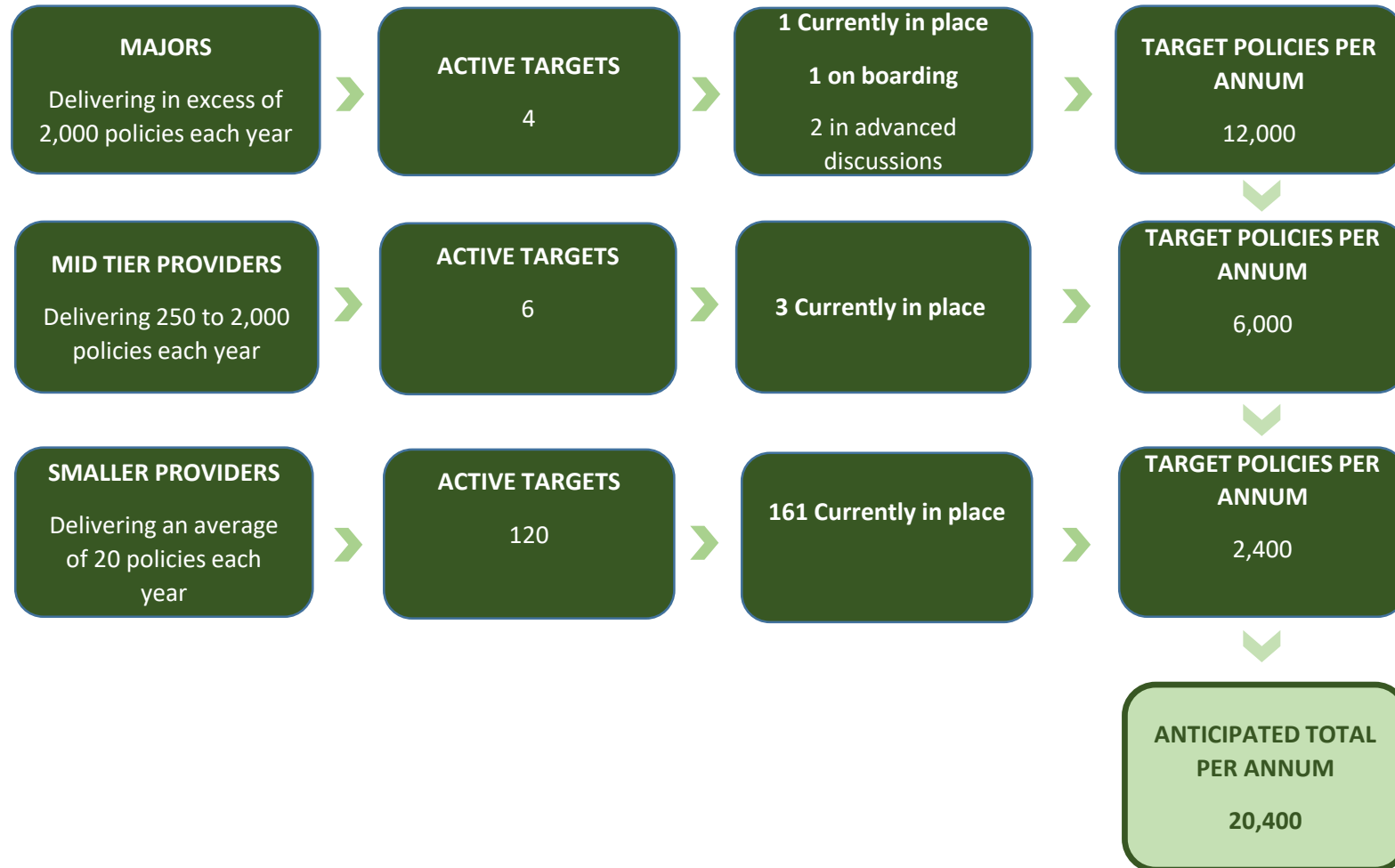
- Major White Label agreements signed, rapidly translating into sales
- White Label clients continue to grow following completion of home and contents product offering in January 2017 (with third insurer coming online)
- Compare the Market has gone live in May 2017, which is expected to significantly drive sales

White Label Business - Cumulative



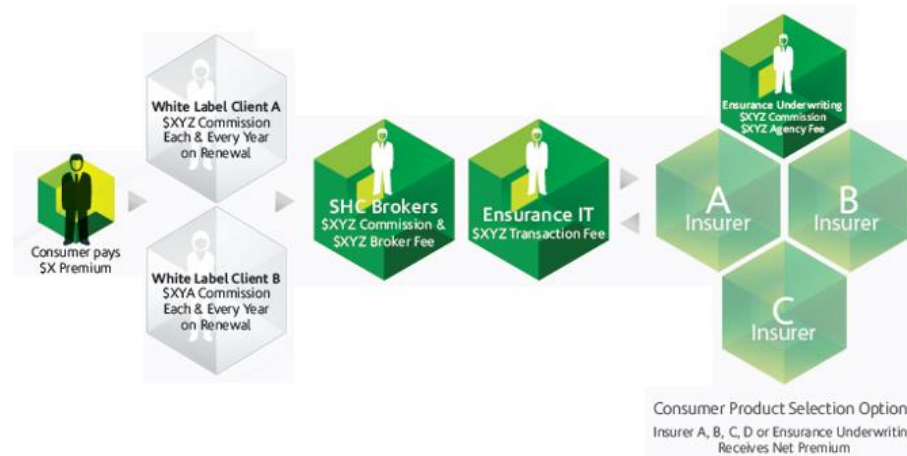
# White Label Product Distribution Example

## Home and Contents



# Increasing Industry Recognition, Revenue model and Size of Market

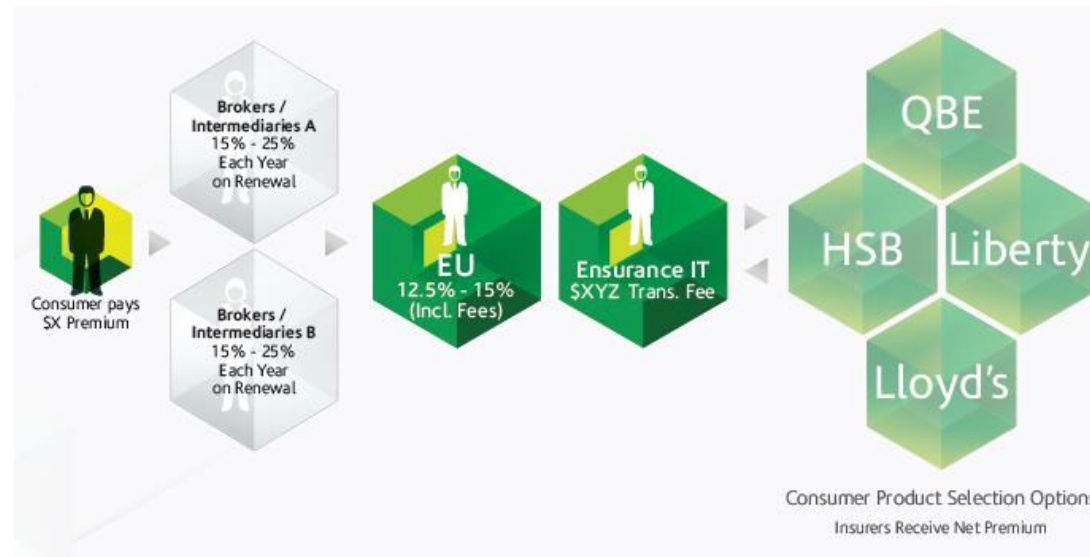
- Large Opportunity: Home and Contents market in Australia is worth in excess of \$7 billion in premiums
- Take up of White Label offering shows market acceptance of disruptive technology
- 1 million potential customers through White Label partners in Australia
- Landlords insurance product to be launched in August which is another large market open for disruption



**Ensurance is now reviewing opportunities to expand the model into other parts of the world including the Asia Pacific emerging markets**

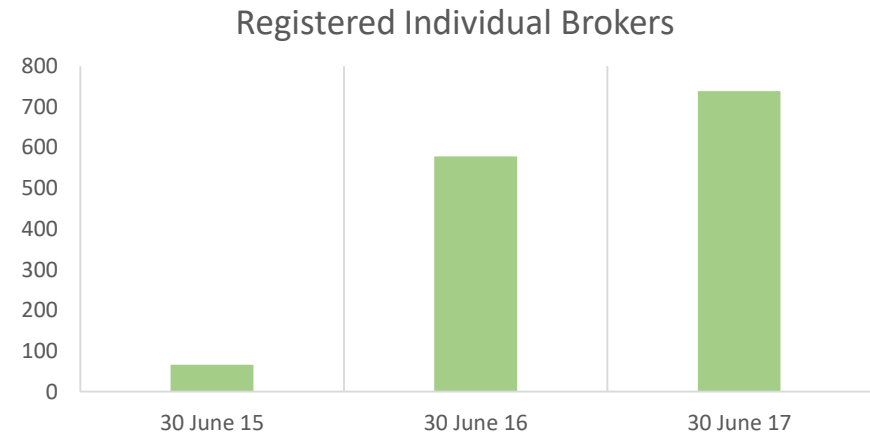
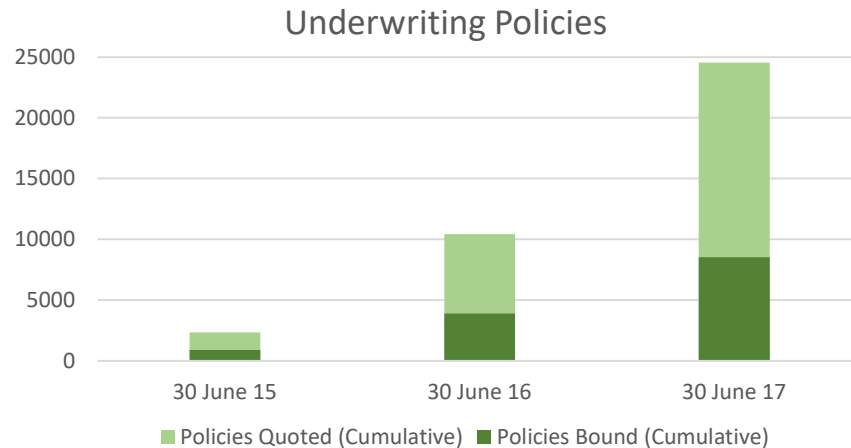
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- Allows insurance brokers to get multiple quotes from multiple insurers and purchase in under 10 minutes, significantly reducing the time and cost of traditional method
- Platform has proven it increases the margin the Insurance Underwriter and the broker can earn on selling a policy compared to using the traditional method of selling insurance
- Platform allows an Underwriter to write considerably more policies than a traditional Underwriter with the same amount of staff, while automating their compliance and financial requirements



# Ensurance Underwriting

- Same innovative technology creating automated insurance underwriting policies for the insurance brokers market
- Strong sales growth driven by new policies and the accumulative renewal of existing policies





- Ensurance is expanding its footprint and reach into the larger markets of United Kingdom and the European Union
- A former Director at one of the world's largest insurers joined the company in 2017 and now leads the UK expansion, and brings significant credibility and relationships
- Entered into the small to mid-market section of the Construction and Engineering Underwriting sector in the UK and EU which is estimated to be \$1.2b and \$1.7b industries respectively
- The company is directing its UK business to be larger than the Australian operations with the next 24 months
- The company is targeting itself as a quasi Insurer, strategically entering bespoke insurance products into industries that can provide the highest return and impact in the short to medium term.

- Built and secured a Global focused team within 12 months
- Achieved Lloyd's of London Coverholder status within 6 months of applying
- Signed and partnered with two major global insurers Swiss Re and XL Catlin, within 12 months
- Becoming only the 14<sup>th</sup> MGA partner of Swiss Re Corporate Solutions Globally
- Targeting 65 strategic brokers, terms of business have been signed with circa 40 to date
  - Some brokers are 'Wholesale' brokers that service in total over 1500 insurance brokers throughout the UK and EU
  - Multiple international brokers signed
- Partnered a major London broker to access the US market for Ensurance products and services
- Written the company's first income within 12 months of setting up operations

# Milestones for Group H2 2017

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- Rapidly increasing White Label partners and sales through the IT platforms
- Solid growth in underwriting businesses to continue through 2017/18
- UK/EU revenue and sales pipeline
- New Underwriting capacity and products from the London market which will lead to a material increase in brokers joining the platform and an expected material increase in revenue.
- Further introduction of new products covering various industries on to the IT distribution platforms

- Ensurance further developing its innovative bespoke digital platforms that focuses on increasing and discovering new distribution mediums, coupled with significant higher product profit margins by decreasing acquisition, compliance and service costs.
- Scaling, exporting and expanding its IT capabilities and footprint on a global basis.
- Unique combination of quality insurers, bespoke competitive products, cutting edge technology and expanding distribution mediums – solid growth in revenue and profit.
- Platform easily adapted for other financial service industries (mortgage, health and life insurance, etc)
- Global focus, through the London insurance office, now with the ability to enter and write business geographically all around the globe. Servicing the business economically by efficiently combining small expert teams with innovated IT solutions.

# Indicative Capital Structure

| Indicative Capital Structure  | ENA Securities     | Amount Raised      |
|---|--------------------|--------------------|
| Fully Paid Ordinary Shares  | 57,140,909         |                    |
| 3-Year Convertible Notes - converting at \$0.08                                   | 37,500,000         | \$3,000,000        |
|   |                    |                    |
| Shares Issued under Rights Issue at \$0.08c                                       | 25,972,953         | \$2,077,851        |
|   |                    |                    |
| <b>Total Shares on Issue</b>  | <b>120,613,862</b> | <b>\$5,077,851</b> |
|   |                    |                    |
| Finance Partner Options - \$0.12c exercise price & 3 year expiry                  | 1,000,000          |                    |
| Adviser and Underwriter Options - \$0.08 - \$0.092 exercise price & 3 year expiry | 9,097,314          |                    |
|   |                    |                    |
| Partly Paid Shares - \$0.199c to pay & 30/11/2020 expiry                          | 8,000,000          |                    |
|   |                    |                    |
| Performance Rights Class A - \$0.80c Share Price by 30/11/2020                    | 6,500,000          |                    |
| Performance Rights Class B – Introduction of Strategic Partner                    | 500,000            |                    |

# Board and Management



## **Adam Davey – Chairman**

Adam's experience and expertise spans over 30 years and includes roles as Managing Director of financial services companies, capital raising (both private and public), mergers and acquisition, ASX listings, asset sales and purchases, transaction due diligence and director duties.



## **Neil Pinner - Non-Executive Director**

Mr Pinner has spent the past 43 years in the banking and finance industry. After 18 years with the Commonwealth Bank, Mr Pinner co-founded Mortgage Force Australia which later became Smartline Personal Mortgage Advisers and is now one of Australia's leading mortgage broking firms.



## **Stefan Hicks – Managing Director**

Mr Stefan Hicks is the Managing Director and Founder of Ensurance Ltd (ENA) and its companies. Commencing in Perth as Savill Hicks & Associates in 1990, the company has grown to a national presence over 22 years, now headquartered in Sydney, NSW.



## **Grant Priest - Non-Executive Director**

Mr Priest is a director of the Perth Chartered Accounting firm Sothertons. He has been with Sothertons since 1982. Mr Priest has extensive experience in commercial transactions involving equity placement, enterprise sale and purchase, relationship and service arrangements, granting of licencing rights, transaction structuring and strategy, risk mitigation, due diligence and investigative analysis and finance strategies.



## **Brett Graves - Director & CEO of SHC**

Mr Brett Graves is a Director, and CEO of subsidiary Savill Hicks Corp Pty Ltd. Brett's expertise includes implementation of growth strategies, oversight and management of National Online Solutions and Partner Program (White Labelling), as well as managing relationships with insurers.



## **Sam Hallab - CFO - Ensurance Limited**

Sam brings extensive financial experience to Ensurance having spent more than 30 years in the financial sector where he has held both executive and board positions. Sam has served as Deputy CEO of the Australian Catholic Superannuation and Retirement Fund for more than 12 years. The self-administered industry superannuation fund represents more than 90,000 members and \$7 billion under management.

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– Ensurance Group –