

Achieve Insurance Innovation Greatness With Awywi

PARTNER NOW FOR GROWTH, PROFIT AND CUSTOMER ENGAGEMENT

BROKER PROSPECTUS



Brokers with niche or affinity group products can benefit from partnering with Awywi. We developed an innovative insurance distribution platform where brokers partnering with Awywi *can...*



Increase Your Profit

Awywi's unique Insurance Fulfillment Platform (IFP) dramatically lowers operating costs for both insurers and brokers. IFP, using RPA, automates the entire insurance vertical from underwriting through service delivery. The average cost of this entire distribution vertical from industry statistical sources is 30% of the total cost of an insurance policy.

RPA (Robotic Process Automation) is particularly effective in lowering distribution costs because over 70% of distribution costs between insurers and brokers are from compensation attributable to manual tasks. Only Brokers, operating niche and affinity group programs, can take advantage of IFP's platform to generate more revenue per premium dollar (through processing) while greatly lowering their expenses per premium dollar at the same time.

Automating the distribution process let us...

Improve Customer Experience and Engagement

IFP delivers a Real-Time customer insurance experience. NO, this is not a quote only situation. Quotes, purchases, policy document delivery, policy changes and renewals all occur in Real-Time. Quote to purchase to download takes only minutes. Any policy change can take less than a minute – from any connected device.

From a service delivery standpoint, IFP is infinitely scalable and utilizes Functions as a Service (FaaS) technology to meet increased usage demand in single-digit milliseconds.

Then we went way beyond technology to see what customers were missing in today's distribution options. Neither option offers optimal customer purchase experience. : **Direct-to-Customer** (featuring lack of choice and service but lower costs) and **Broker/Agency** (featuring choice, advice and advocacy but notoriously high cost).

We put the two together and partner with insurance brokers to...

Drive Growth with Lower Costs, Choice and Full Service

The cloud platform enabled insurance service delivery of IFP easily lends itself to support multiple insurers for a complete customer experience. In IFP customers get Real-Time transactions from any chosen insurer. The renewal process instantly re-markets with all available insurers so customer's experience journey doesn't end at the initial purchase. At every stage a broker's advice is only a click, call, chat or email away. - Steve

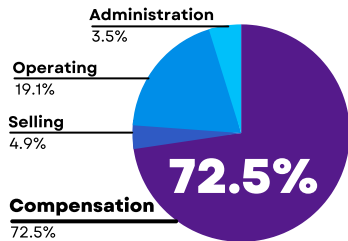
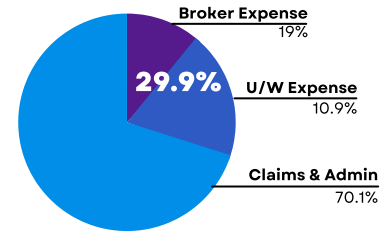
Call Steve now
for a Demo at
(905) 334-2070

WHAT'S INSIDE :
HOW IT WORKS...
INDUSTRIES SERVED

INCREASE YOUR PROFIT

A TENFOLD INCREASE IN EFFICIENCY

Our simple value proposition to you is that our solution will increase premium per staff member **tenfold**. 30% of an annual premium dollar attributes to distribution expense (U/W + Broker) in P&C insurance. Of that, a whopping 72% is paid in Compensation expense (Payroll and Benefits).



The numbers presented here are industry aggregated numbers from the "Best Practices Study by the Big "I" and Reagan Consulting for Brokers and Agents and from the Federal Office of Insurance (US) and Office of the Superintendent of Financial Institutions (OSFI - Canada) for Insurers. The insurance industry's failure to lower the cost of distribution has left a gaping opportunity for a lower cost distribution alternative. The high proportion of compensation to other expenses indicates that this solution is going to be driven by technology.

P&C industry distribution costs have remained near 30% world-wide for the past 3 decades. McKinsey reports that distribution expenses have gone up by 40% in the past 10 years when indexed to 2009! At the same time, other industries have dramatically reduced their distribution costs.

"Compared with other industries, the Insurance Industry has not yet structurally addressed operating costs."
- McKinsey & Co.

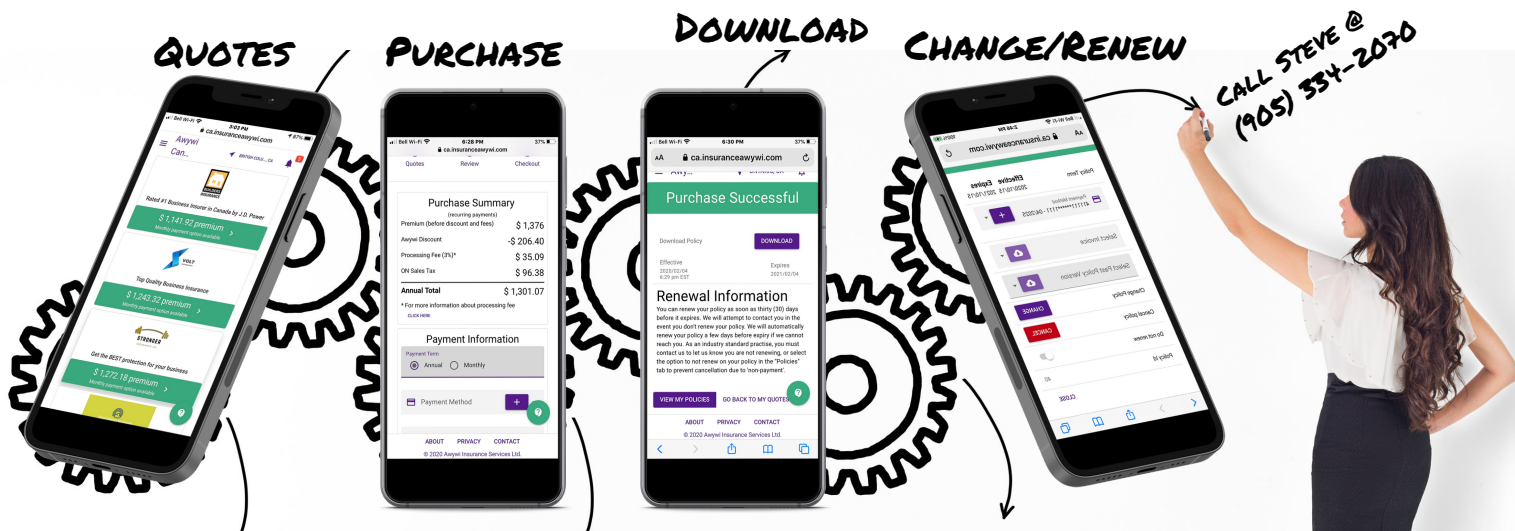
A Profitable Opportunity

Two important points in solving the insurance expense opportunity are:

1. The problem is shared between insurer and broker. In fact, the expense distribution between the two is almost identical with Insurer underwriting compensation expense equal to 70.6% and broker compensation expense at 74%. In fact, part of the problem is that friction between brokers and insurers within the vertical itself. The better solution will incorporate the entire distribution vertical.
2. Automation will lead to the largest drops in expense creating much deeper profit margins and a competitive advantage.

Awywi's solution addresses both points. Firstly, Awywi is a D2C customer experience driven exclusively by the Awywi Insurance Fulfillment Platform. Awywi's platform is the **only** full stack insurance platform that automates 100% of insurance distribution processes from underwriting through independent broker for multiple **simultaneous** insurers.

Secondly, by automating the distribution process using RPA, SME customers get an incomparable insurance customer experience with all their insurance transactions processed in **Real-Time**.



THE BEST CUSTOMER EXPERIENCE

MORE TIME TO ENGAGE CUSTOMERS AND GIVE THEM WHAT THEY WANT

The Covid-19 pandemic has been challenging in many ways for the insurance industry. Business interruption losses and subsequent litigation will continue to affect insurers for a long time. However, on the service delivery side, it exposed the industry's vulnerabilities in distribution.

Just last year J.D. Power was telling us: "the price factor...has increased by 54% as a key driver of satisfaction", in their 2020 Insurance Shopping Study. Any underwriter or broker understands the power of pricing in attracting customers. With an estimated 6% to 10% cost advantage, Direct insurers have taken over 7% of the market share from agents in the past 10 years.

Now over a year into Covid, J.D. Power has released their 2021 Insurance Shopping Study and found that small commercial customers have become critical of their insurance shopping experience - beyond price. With Covid the rubber met the road on insurance service delivery and the industry dropped the ball. Satisfaction with interactions (service contacts) shows a 20-point decline from a year ago. Customers had to exert 3X more effort to interact with their agent than in 2020. Interestingly digital interactions suffered equally where effort increased to 34% from 10% year over year.

Additionally, during the Covid era over the past 2 years, customers were looking for more information but found it much harder to come by. They used multiple channels to pursue the answers they were looking for and 46%, compared to 26%, had billing issues.

Too Much Paperwork and Too Little Time

None of this should be surprising as both insurers and brokers were facing internal challenges of WFH and office closures. No one was prepared for the pandemic - maybe a good thing as a wake up call? Existing solutions are incomplete, both brokers and insurers are mired too far into manual process, paperwork - failing customers when it mattered.

Covid-19 has spurred interest in shopping online for everything, including insurance. But customers still need advice and even "hand-holding" with a complex product like insurance. Our approach is to give consumers all the service with advice and choice of a broker that they desire, but with a cost structure without rival.

"[Insurance] Customer use of digital channels, especially mobile, is rising rapidly"
– Customers Know What They Want. Are Insurers Listening?

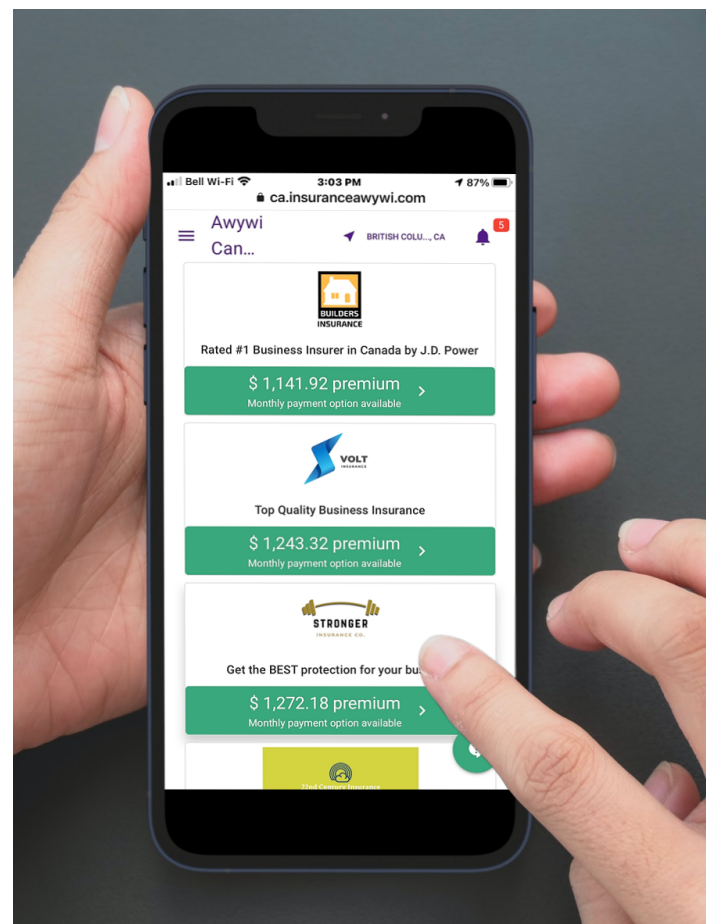
Bain & Co noted, even before the pandemic that "[Insurance] Customer use of digital channels, especially mobile, is rising rapidly". We think its time to start listening to customers and give them what they want.

Amazon: Benchmark of Industry Changer

Everyone knows of Amazon, most have now made an Amazon purchase (driven by Covid-19).

Surprisingly, even the insurance industry uses "Amazon like" to describe something that they think approaches the customer centricity of Amazon. Obviously, insurance, with its 30% distribution cost, isn't there yet.

The insurance industry is not far from seeing something that approaches the Amazon experience. This would include a side by side comparison of alternative products with an AI driven recommender system. Price would have to be good and purchases could be made in Real-Time. We hope that sounds familiar...



Grow Untraditionally

WITH LOWER COSTS, CHOICE AND FULL SERVICE

What do customers want? They want to pay less money for insurance. But they also want better service, not less service. The Covid-19 pandemic was a teaching moment and time for the industry to reconsider better distribution alternatives.

The cloud platform enabled insurance service delivery of IFP easily supports multiple insurers for a complete customer experience. In IFP customers get Real-Time transactions from any chosen insurer. The renewal process instantly re-markets with all available insurers so customer's experience journey doesn't end at the initial purchase. At every stage, a broker's advice is only a click, call, chat or email away.

Awywi's Broker Strategy

Shared goals: Brokers want what we want - fast growth, competitive advantage and to make more money. We were brokers, too.

Group/Affinity insurance: Brokers have the connections, we got the competitive advantage.

Overcome Insurer Resistance to Change: Insurers are reluctant to change and want to "own" the customer. We hold the contrarian view that insurance customers are best served with choice and advise - not a direct relationship with one insurer. Funny thing, as reluctant as insurers are to work together, they have been doing that very thing since the existence of insurance - through brokers.

Only a few brokers need apply: The internet is ubiquitous, so a broker on every corner is NOT required - only one licensed broker per territory is required to reach everyone. Affinity brokers come in all shapes and sizes, so please connect with us to see what we can do together.

Independent agents name their greatest threat

"Accenture asked over 1,100 US producers what their greatest fear was. Nearly 40% of independents surveyed say they view direct online insurance sales by carriers as a "serious competitive threat." More than three-quarters say it's lower prices. A full 71% of survey respondents blamed an allegiance to the bottom line as the basis for their fears over direct sales..." - Accenture Broker Survey

"Be the HUNTER, not the HUNTED"

**Contact Steve at
(905) 334-2070**



Industries

Office Insurance

Abstractors
Accountants
Actuarial services
Adjusters
Appraisers
Architects
Art & Craft Stores
Association Management
Auditors
Bookkeepers
Business Brokers
Chiropractic
Commercial Artists
Court Reporters
Dental
Doctor
Engineers
General Office
Graphic Designers
Insurance Agencies
Lawyers
Management Consultants
Marketing Research
Miscellaneous Medical
Real Estate Agents
Stenographic Services
Tax Preparers
Telephone Answering Services
Title Agents
Veterinarians – With Boarding Kennels
Veterinarians – Without Boarding Kennels

Retail Insurance

Artist Supplies
Auto Supply Stores
Bakery (no eating on premises)
Barber Shops
Bath Accessories
Blanket & Bedspread Store
Book Store – New
Boutiques
Bridal Gown Sales
Candle Shops
Candy Stores
Card Shops
Carpet/Rug Stores
Catalog/Catalog Sales Stores
Ceramics
Cheese Shops
Chinaware
Clock Sales & Repair
Clothing – Retail -New
Coffee, Tea & Spice Shops
Computer & Equipment Sales & Repair
Convenience Stores – No Gas/LPG Sales
Copy & Duplicating Services
Cosmetics Stores
Delicatessens (no eating on premises)
Dental Laboratories
Drapery Shops
Drug Stores
Educational Material Stores
Engraving Shops
Fabric Stores
Film Developing
Fish, Meat & Poultry Stores
Floor Covering
Florists
Formal Wear Shops
Funeral Home – With Crematory
Funeral Home – Without Crematory
Furniture Sales – New
Gardening Supplies



Retail Insurance - Continued

Grocery Stores
Hardware Store
Healthfood Store
Hearing Aid Stores
Hobby Shops
Home Furnishing Stores
House Wares Stores
Household Appliance Stores
Ice Cream Shops (no eating on premises)
Kitchenware Stores
Laundry Receiving Stations
Leather Goods – Retail
Letter Addressing Services
Lighting Fixtures
Liquor Stores
Locksmith Shops
Luggage Stores
Mail Packaging Stores
Music, Tape and Record Stores
Musical Instrument Stores
Needlework Supplies
Notion Stores
Office Machine/Furniture/Supply
Optical Goods – Retail
Paint & Wallpaper Stores
Pet Grooming Shops
Pet Stores
Photographic Studio
Picture Frames
Plumbing Fixtures Sales
Pottery Sales
Print Shops
Record Stores
Religious Goods Stores
School Supply Store
Sewing Machine Store
Shoe Repair Stores
Shoe Stores
Gift Shops
Glass & Mirror Stores
Glassware Dealers
Golf/tennis Pro Shops
Gourmet Food Shops

Souvenir Shops
Stationery Stores
Statuary Dealers
Supermarket
Tailoring/Dressmaking
Tile Stores
Tuxedo Shops
TV & Stereo Repair
TV & Stereo Sales
Typewriter Sales and Service
Vacuum Cleaner Sales & Service
Video Rental Stores
Watch Repair Shop
Window Covering
Yarn Stores

Farm Insurance

Beef
Cash Crops
Dairy
Fruit/Vegetable
Hobby
Hog
Horse
Poultry



Contractors Insurance

Acoustic Ceiling Installation
Air Conditioning Equipment Installation (Commercial)
Air Conditioning Equipment Installation (Residential)
Appliance Installation & Repair
Automatic Lawn Sprinkler Installation
Bathroom Renovation
Building Construction, Renovation or Repair – Commercial (maximum 5 stories)
Building Construction, Renovation or Repair – Residential (one or two family dwellings)
Cabinet Installation (Kitchen & Bathroom)
Cable Television Installation (Residential only, Including Data Cable)
Carpentry (shop with dust collection system) (No Mfg for resale)
Carpet Installation
Carpet/Upholstery cleaning
Cement & Concrete Work
Drapes and House Furnishing Installation
Driveways & Parking Area Construction
Drywall Installation
Electrician (including Fixtures and Appliances)
Excavation (Small Commercial/Residential/Rural – max. 15' in Depth)
Fence Construction
Floor Covering Installation
Garage Door Installation
Gardening for Others (excluding Pesticide Spraying)
Glazier Operations (no auto glass replacement)
Grading of Land (excluding Road Construction & Excavation)
Heating & Air Conditioning Duct Cleaning (Residential Only)

Heating & Air Conditioning System Installation (Gas & Oil)
Heating & Air Conditioning System Installation (Solid Fuel)
Home Handyman
Insulation Installation (excluding insulation removal & marine exposures)
Interior Decorator
Irrigation or Drainage Systems Construction
Janitorial Service (no power washing or restaurant duct cleaning)
Kitchen Renovation
Landscaping
Locksmith
Masonry (including Bricklaying, Stonework, Marble, Mosaic)
Metal Doors, Windows, Awnings Installation
Office/Store Construction, Renovation or Repair
Painting & Decorating: (Excluding Spray Painting)
Painting & Decorating: (Incl. Airless Spray Painting but Excl. Exterior Spray Painting)
Plastering and Lathing
Plumbing Installation (including Gas Installation & Servicing)
Refrigeration, Commercial
Roofing (excluding all Hot applications)
Satellite Dish & Television Antennae Installation (and Removal) – Residential ONLY
Septic Tank Installation (including Service and Repair)
Sheet Metal
Sidewalk Construction
Siding, Cladding Installation (Wood, Metal)
Signs Installation (less than 3 stories installation elevation)
Snow Removal, Clearing & Ploughing (excluding public roads)
Swimming Pool Installation
Tilework (Not masonry, sewers or drains)
Water Softening or Treatment Equipment Installation
Window Cleaning – exterior (3 storey max)
Windows, Awning Installation

