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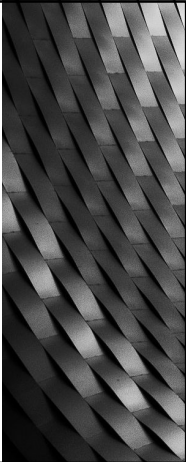
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INTRODUCTION



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BETTERVIEW

Betterview leverages proprietary, actionable geospatial analytics to help P&C Insurance Companies manage risk and improve decisioning around every stage of the policy life cycle.

How it Works:

- Gather Data: We collect from public and private sources, including our own proprietary computer vision platform, as well as regional perils, assessors, permits, and multiple third-party imagery providers.
- Extract Insight: We use deep learning and computer vision to craft risk models around the property, identifying physical attributes and assessing property condition quickly and accurately.
- Enable Actions: Our platform then provides customers with insights and automations (including a comprehensive roof score, and a fully customizable flagging system) to better manage the next steps along the policy life cycle.

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CARPE DATA

Carpe Data has over 45 million business records which allows insurers to better classify, evaluate, and select commercial businesses

85-90%

Proprietary data on 85-90% of insurable small businesses across all industries



Continuously updated while ensuring data quality and consistency

>45m

Hundreds of unique data points, curated by segment and line of business, on over 40M businesses.

API or Brick

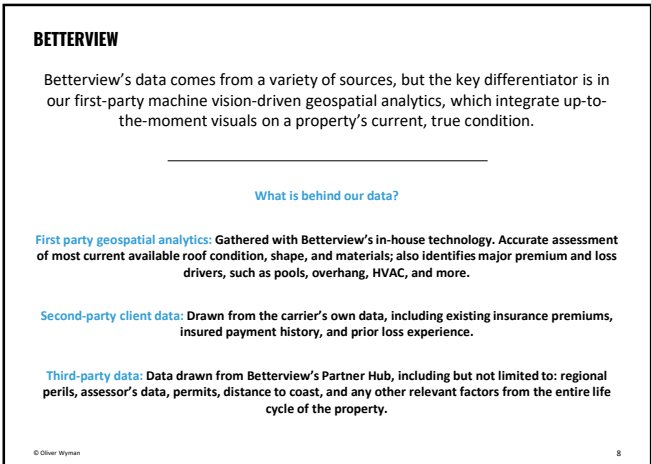
Available via sub-second API or by "brick" of data to host in house

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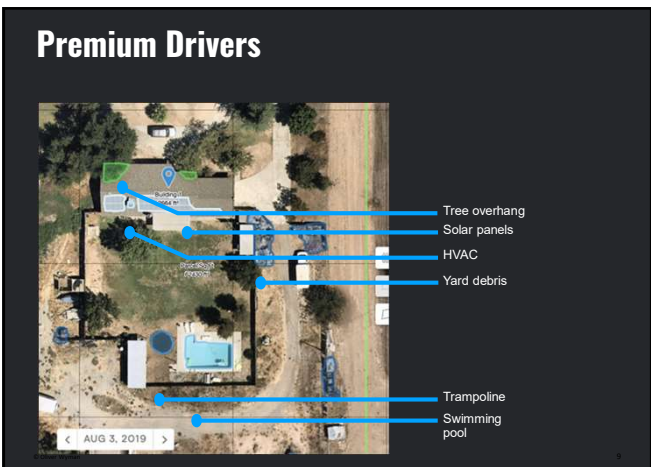
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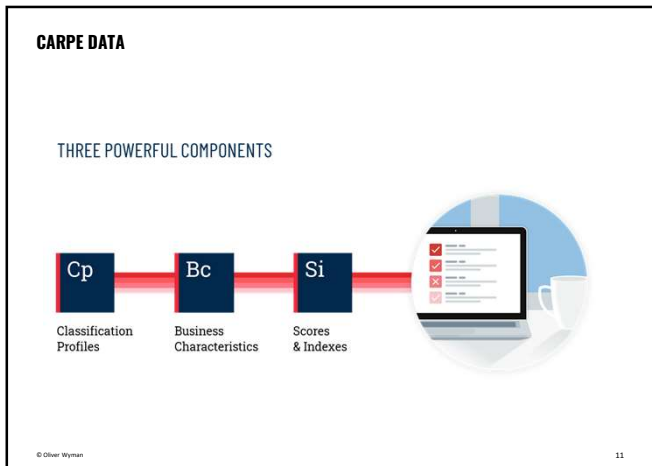
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CARPE DATA CLASSIFICATION PROFILES

With Classification Profiles, accurate and consistent data powers the precision of your classifications. Integrating seamlessly into your models, you can confidently assign NAICS, SIC or your own codes.


- INCREASE CLASSIFICATION ACCURACY**
Helps your book better reflect your actual risk.
- BETTER UNDERWRITING**
Access underleveraged, accurate information.
- ACCELERATED PROCESSING**
Automatically validate applications to save time and money.

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CARPE DATA BUSINESS CHARACTERISTICS

Using Business Characteristics, underwriters will have a more holistic picture that helps them confidently answer these questions and price more accurately.

 <p>PREVENT ADVERSE SELECTION Select businesses with attributes you want.</p>	 <p>ACCELERATED PROCESSING Proactively verify information and ask applicants relevant questions.</p>
 <p>STOP PREMIUM LEAKAGE Never miss an opportunity to apply the right limits and coverages.</p>	 <p>UPSSELL OPPORTUNITIES Expand coverage by uncovering previously unknown attributes.</p>






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CARPE DATA SCORES AND INDEXES

Designed to be the underwriting and rating factors of the future, the suite of indexes are tuned by business segment and geography.

 <p>COMPETITIVE ADVANTAGE New data points that are not currently leveraged in industry.</p>	 <p>OUTPRICE COMPETITION Use in discretionary discounts or as a filed rating element.</p>
 <p>PREDICT OUTCOMES New variables to apply against your policies to infer risk.</p>	 <p>PRECISION UNDERWRITING Identify high-performing businesses that can be fast-forwarded.</p>
 <p>SEGMENTATION Look at similar businesses so you can target those that fit your appetite.</p>	

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CARPE DATA SCORES AND INDEXES

Cri

CUSTOMER RATING INDEX

Combines and normalizes the ratings a business accumulates from customers from various sources, enabling insurers to effectively measure and consume this powerful indicator of consumer satisfaction.

Ri

REPUTATION INDEX

Quantifies the discussion of a business using the content and context of online feedback.

Vi

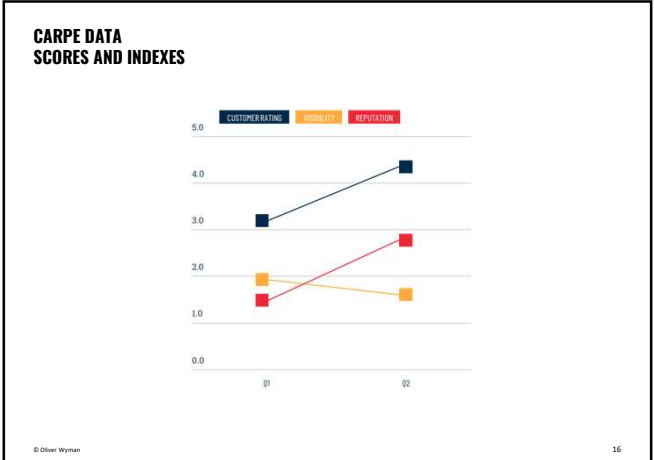
VISIBILITY INDEX

Measures an entity's online presence based on social media, availability of contact information, popularity and outreach.

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APPLICATIONS - PRICING, UNDERWRITING & CLAIMS

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BETTERVIEW

Betterview's platform takes our technology – a powerful geospatial analytics tool – and combines it with other data sources to qualify and quantify risk for the following use cases, among others:

Pricing: Betterview speeds up the quoting process by allowing carriers to know the conditions and perils of a property instantly, creating customizable risk management tools to optimize quotes and avoid premium leakage.

Underwriting: Again, Betterview's ability to instantly know the true condition of a property (prior to even on-site inspections) improves the loss and expense ratio associated with underwriting. Our dashboard allows underwriters to filter properties based on score/condition, so they can prioritize high risk properties and fast track others.

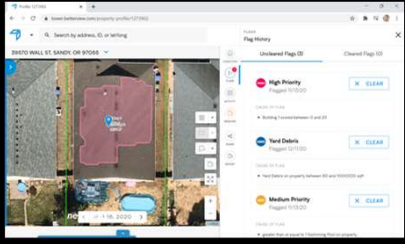
Claims: Clients can use Betterview's platform to understand the historical and up-to-the-moment condition of a property in order to verify and confidently pay out claims. Instantly determine the extent of a loss after a disaster, analyze detailed images of the property pre-FNOL, and verify post-payment repairs to further optimize the claims process.

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CUSTOMIZED FLAGGING SYSTEM

An intuitive interface allows underwriters to review and clear flags

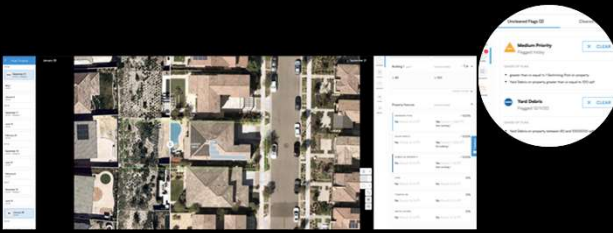


3 Flags:
 Low Roof Score
 +
 Yard Debris
 +
 A Pool

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Surface property changes at renewal

Flag property changes to reduce premium leakage or change policy terms





- Confirm roof condition score hasn't changed
- Check potential liability for a new pool
- See if Solar Panels or HVAC units have been added

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Roof Score

Transform images into actions with our quantified Roof Scoring system.

Property image (Feb. 15, 2020)	% of roof containing condition	Score Impact	Bethview's roof condition score for this property_36	
	STRUCTURAL DAMAGE	None		
	MISSING SHINGLES	None		
	WORN SHINGLES	0%		HIGH
	TEAR	None		None
	RUST	None		None
	PATCHING	1%		MEDIUM
	PONDING	None		None
	STAINING	20%		LOW
ROOF DEBRIS	None	None		

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CARPE DATA

Here are just a few ways data delivers value across the insurance lifecycle.

NEW BUSINESS INTAKE
Qualification, Conditional Questioning, Coverages

INTERNAL CONTROLS
Loss Control, Product Development, Underwriter & Dist. Performance

PRICING AND RATING
Modeling, Rating Factors, Discretionary Pricing

RENEWAL ASSESSMENT
Guideline Validation, Changes to Business, Automate Non-Renewal

RISK PROFILE TARGETING
Upsell/Cross-sell, Target Marketing

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CARPE DATA

Forces Shaping the Insurance Industry.

PRODUCT

Innovation & Reallocation of Portfolio Priorities

UNDERWRITING

Data and Analytics

MARKETING

Reshaped Distribution

PEOPLE

Talent Strategy

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CARPE DATA
LOCATION BASED APPLICATIONS

RISK PROXIMITY

Determine the risk of a business based on "higher risk" characteristics in the immediate vicinity of the business

GROUPING CHARACTERISTICS

Use Risk Characteristics to provide a picture of the prevailing tendencies of an area surrounding a business

Foot Traffic

Leverage billions of data points from millions of devices across countries insight into the frequency and quantity of pedestrian traffic. Carriers can incorporate traffic and demographic data to effectively grow and underwrite risks

Business Risk Density Score

Provide insight into the landscape of business risk characteristics that exist within a geography by correlating the quantity, density, and type of risks within that area to generate a score that carriers can use to further segment their pricing

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QUESTIONS

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