



ETHOS

Supercharge Your Business

Ethos for Agents Playbook

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If life goes unscripted, a life insurance policy can help protect a family's income and lifestyle — their home, their children's college education and the little things, like swim team dues, camping trips and movie nights.

Unlock a different kind of life insurance experience for your clients, with Ethos.



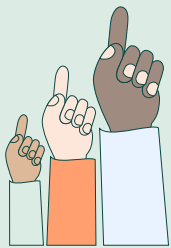
Our origins

When founders Lingke Wang and Peter Colis were in college, Lingke was upsold a life insurance policy he didn't need and couldn't afford. He eventually let the policy lapse, losing the money he'd put into it.

Lingke realized many Americans might not know enough about life insurance to get the right coverage for their families. He and Peter set out to make life insurance more affordable, accessible, and straightforward with the creation of Ethos in 2016.

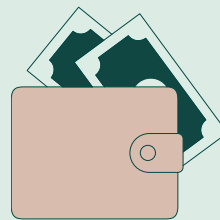
Our mission

We protect families from financial hardship when a breadwinner passes away. We put food in the fridge, pay their mortgage, and send their kids to college. We keep families together when they're most vulnerable.



Our people

Ethos employs over 300 employees in offices in San Francisco, Austin, Texas, and Singapore. And we're continuing to grow.



Our investors

We've secured over \$400 million of capital from leading investors as well as funds from Jay-Z, Will Smith, Kevin Durant, Robert Downey, Jr., and others. They invest in our vision for a fresh approach to life insurance.

Goldman Sachs

Accel

G/

SEQUOIA

Why agents love Ethos

It's easy to love Ethos. That's because we make life insurance sales simple, easy, and profitable for agents, with a policy to fit any client need.



99%

industry-leading application approval rate

Zero

case management

100%

online experience that takes just 10 minutes

A+

rated, financially secure carriers

\$2M

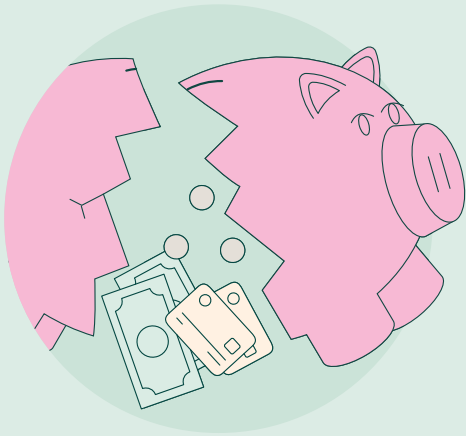
maximum coverage

84NPS*

world-class customer service

*as of Q1 2021

Why consumers need Ethos



Too many families go without life insurance.

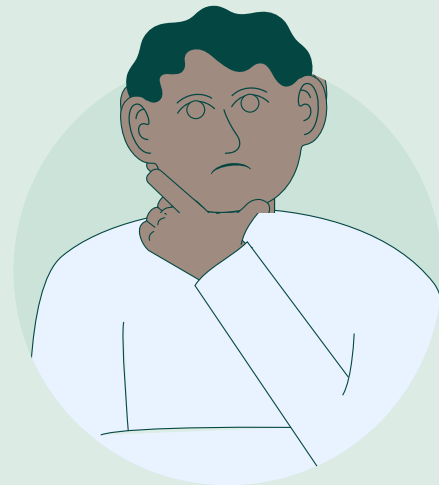
6% of kids in the U.S. lose a parent by age 18.¹ If that parent was a breadwinner, 44% of those families experience financial hardship within 6 months.²

Life insurance is the only way many families will stay financially viable after the loss of a breadwinner.

Many want life insurance, but don't know how to get it.

73 million U.S. households are uninsured,² facing an average coverage gap of \$200,000.³

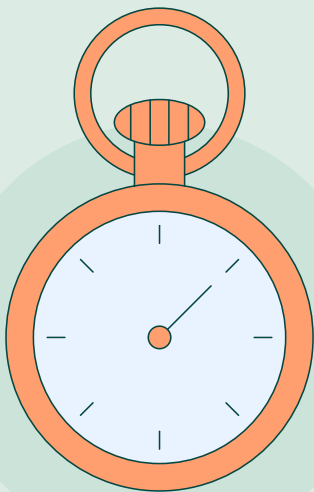
Ethos approves life insurance for more than 90% of U.S. adults up to age 85.



More people are thinking about life insurance now.

2020-2021 saw the highest growth in life insurance policy sales in decades.⁴ And nearly 50% of consumers are more likely to buy if it's easy.²

With Ethos, it takes 10 minutes to get up to \$2 million in life insurance coverage, with no blood test or medical exam needed.

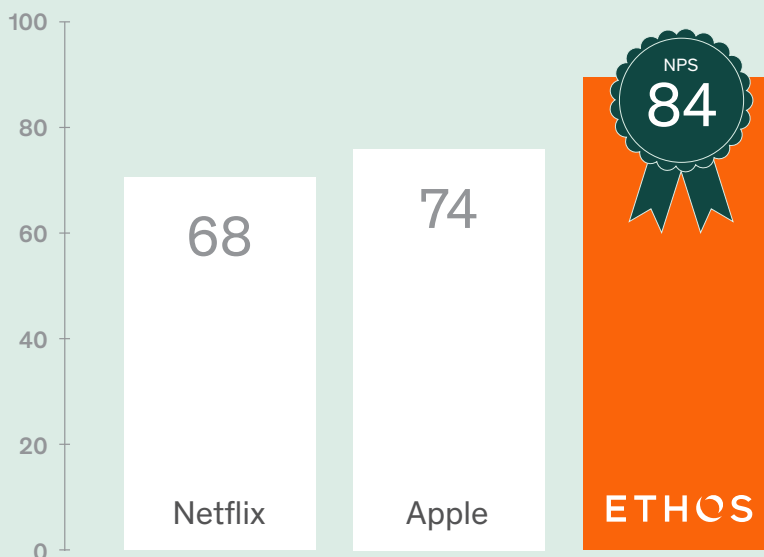


1. National 2021 report: Death of a Sibling & Death of a Parent, Judi's House/JAG Institute; 2. 2021 Insurance Barometer Study, Life Happens and LIMRA; 3. Industry Associations Unite to Help Address the Life Insurance Coverage Gap in the United States, Life Happens and LIMRA, 2/1/2021; 4. Life Insurance Sales Surge in Third Quarter 2021, LIMRA, 12/1/2021

More to love

Net Promoter Score (NPS) of 84

NPS is a metric used to rate customer experiences and is known as a measure of customer loyalty. Customers receive a single-question survey and rate the company on a scale from one to 100. Ethos customers answer the question: How likely is it that you would recommend Ethos to a friend or colleague? Ethos is proud to have a NPS of 84 (as of Q1 2021), higher than many well-known companies inside and outside our industry.



Easy onboarding

Because Ethos is the agent of record, we contract with top-tier carriers so you don't have to. That means you just need to be appointed with us. All that takes is a quick phone call and an active E&O policy on your end.

Co-branded application site

Once you're onboarded with us, we'll send you a link to your application page with your name on it. Embed this link directly into your website or send via email to clients and prospects.

Dedicated case management

Once you send your clients a link to apply for a life insurance policy, you have no other responsibilities. We handle all of the case management and administration, so you can focus on other things.

Easy-to-use Agent Portal

We make managing your Ethos life insurance business simple and easy, with online access to all the tools and resources you need.

A convenient option for your toolbox

We make it fast and easy to sell even more life insurance, with instant underwriting, zero case management for you, and a 90% approval rate.

Low barrier to entry for P&C agents looking to cross-sell

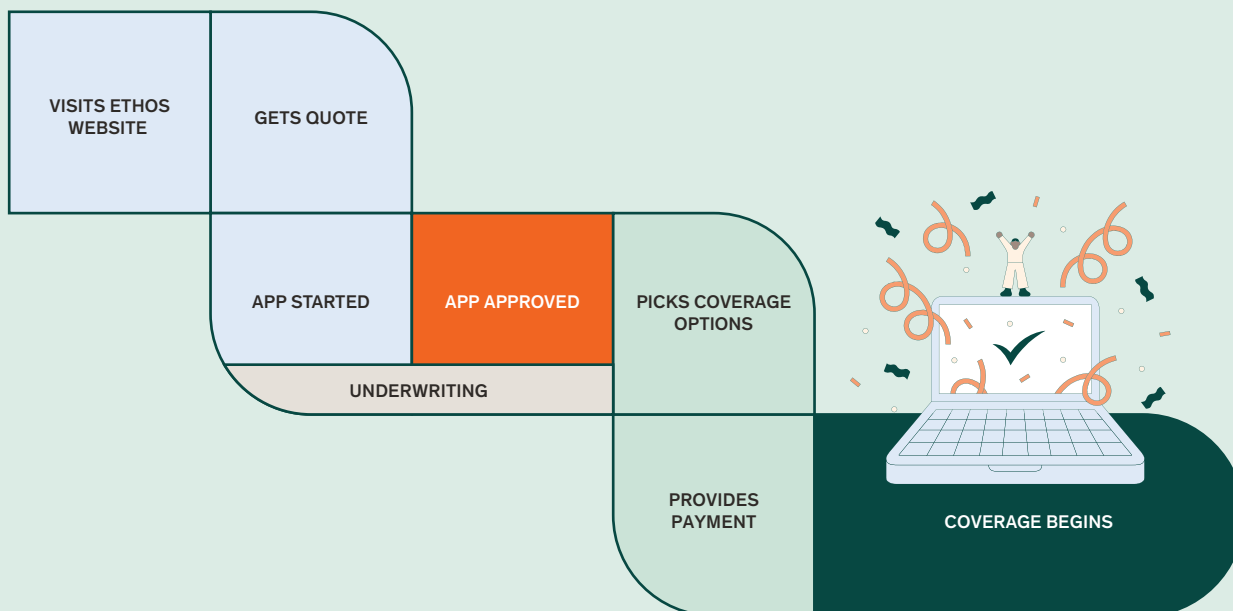
All you need is a current E&O policy and an interest in helping your clients protect their families from financial hardship. We'll take care of the hard parts.

We work with the best in the business



How Ethos works

Our proprietary underwriting engine chooses an appropriate product for each client, so you don't have to. The typical customer journey is simple and direct.



Underwriting happens quickly because of AI and public data.

Ethos uses smart technology and public information to instantly underwrite most cases. We pull data from public records, such as motor vehicle records, prescription history, the client's financial composite score, and Medical Information Bureau (MIB) data. We also check the client's credit rating but do not pull a credit report.

Your clients may be routed to a different product that is better suited to their situation.

If your client isn't eligible for a specific type of life insurance, our algorithm will instantly reroute them to a different product for which they qualify. If their application isn't instantly approved, it will be reviewed by our Underwriting Team. They may ask your client additional questions or request documentation.

Clients will need to fill out the application themselves.

Because Ethos is the agent of record and is appointed with the life insurance carriers, your clients will need to complete the application themselves. This may be different than what you're used to, but this is part of our business model and one of the reasons we can provide insurance so quickly.

Underwriting Guide

Ethos sells term, whole, and final expense life insurance. In general, here's how we match clients with a life insurance product:

Product Availability/ Face Amounts Available

Applicants with good financial and physical health

- Applicants are eligible for up to \$2 million in Term Life coverage without an exam.

Simplified Issue Term Life (SITL) for applicants with lower financial/ credit history

- Up to 45 years old, eligible for \$500,000 without an exam.
- Up to 65 years old, eligible for \$350,000 without an exam.

Level SITL & TruStage® Term Life for ineligible Term Life applicants

- This will be automatically offered to any applicant who's ineligible for the core term offering.
- The max available coverage will be \$300,000 for TruStage® Term Life and \$150,000 for Level SITL.
- Decisions are instant.

Whole Life / Final Expense products

- **Guaranteed Acceptance Whole Life:** \$20,000 limit
- **TruStage® Advantage Whole Life** (simplified issue) age banded:
 - Ages 18-70: \$5,000–\$100,000
 - Ages 71-75: \$5,000–\$50,000
 - Ages 76-85: \$5,000–\$25,000k

Applicants needing Guaranteed Issue Products (Age 45+)

- Applicants can purchase a Guaranteed Acceptance Whole Life product by selecting substandard on the quoter and then selecting Guaranteed Acceptance Whole Life.
- \$20,000 limit

Closing the gap

Because Ethos identifies policies to fit almost any circumstance, we're able to provide protection for people often turned away from life insurance:

- A BMI of over 30 (characterized as obese)
- Tobacco and/or marijuana use
- Poor financial history
- Over age 65

Underwriting parameters

Risk classes by Body Mass Index (BMI) — For guidance only

BMI of	<18	<26	<30	<35	<40	<45	45+
Good financial history	N/A	Preferred Plus	Preferred Plus	Standard	Standard	Standard	N/A
Poor financial history	N/A	Preferred Plus	Preferred Plus	Preferred Plus	Preferred	Standard	N/A

Note: Recreational use of marijuana/vaping (less than 2 times per month) will not be rated. Regular use results in Tobacco Rating on Term products.

Applicants may be automatically denied due to the following conditions:

- Not U.S. citizens or permanent residents
- Severe diabetes, diagnosed before age 40
- Missionaries or those going on mission trips to certain at-risk countries
- Temporarily disabled and have not returned to work
- BMI under 18 or over 44
- Criminals or those with pending charges
- Special Forces in U.S. military
- Certain psychiatric conditions, even if the applicant is no longer taking medication
- Non-discharged bankruptcy
- Chronic depression, liver disease, kidney disease, lung conditions/disorder

Applicants who are taking certain prescription drugs may also be ineligible for coverage. Please click the Chat button on the Agent Portal to ask specific questions.

Term Life

Issue age	Ages 20 to 65		
Coverage amounts	\$100,000 to \$2 million		
Max face amounts by term length	\$2 million	\$1 million	\$500,000
10-year term	Ages 20 to 50	Ages 51 to 60	Ages 61 to 65
15-year term			N/A
20-year term			
30-year term		N/A	
Premiums	Level		
States available	Not available in New York		
Payment options	Monthly—debit/credit card		
Underwriting criteria	A few medical questions No medical exam Third-party data checks *Potential additional evidence ordered		
Underwriting classes	Preferred Plus Non-Tobacco Preferred Non-Tobacco Standard Non-Tobacco Standard Tobacco Table 2 Rating		

Simplified Issue Term Life (SITL)

Issue age	Ages 20 to 65			
Coverage amounts	\$50,000 to \$500,000			
Max face amounts by term length	\$500,000	\$350,000		
10-year term	Ages 20 to 45	Ages 46 to 60	Ages 61 to 65	
15-year term			N/A	
20-year term				
30-year term				
Premiums	Level			
States available	Not available in New York			
Payment options	Monthly—debit/credit card			
Underwriting criteria	A few medical questions No medical exam Third-party data checks *Potential additional evidence ordered			
Underwriting classes	Preferred Plus Non-Tobacco Preferred Non-Tobacco Standard Non-Tobacco Standard Tobacco			

Level Simplified Issue Term Life (SITL)

Issue age	Ages 20 to 65	
Coverage amounts	\$20,000 to \$150,000	
Max face amounts by term length	\$150,000	\$100,000
10-year term	Ages 20 to 50	Ages 51 to 55
15-year term		Ages 51 to 60
20-year term		Ages 51 to 60
30-year term	Ages 20 to 40	N/A
Premiums	Level	
States available	Not available in Florida (yet) and New York	
Payment options	Monthly—debit/credit card	
Underwriting criteria	A few medical questions No medical exam Third-party data checks *Potential additional evidence ordered	
Underwriting classes	N/A	

Simplified Issue Whole Life (SIWL)

Issue age	Ages 18 to 85
Coverage amounts	\$1,000 to \$30,000
Max face amounts by term length	\$30,000 (coverage amounts dependent on rate class)
10-year term	
15-year term	
20-year term	
30-year term	
Premiums	Level
States available	Not available in 10 states
Payment options	Monthly/annually—debit/credit card or ACH
Underwriting criteria	9 health questions + Rx check
Underwriting classes	Preferred Plus Preferred Standard Tobacco usage will place applicant into Preferred or Standard

TruStage[®] Term Life

Issue age	Ages 18 to 69
Coverage amounts	\$5,000 to \$300,000
Max face amounts by term length	\$300,000
10-year term	Annually renewable to age 80 *Term lengths do not apply
15-year term	
20-year term	
30-year term	
Premiums	Increases every 5 years
States available	Not available in New York
Payment options	Monthly/annually—debit/credit card or ACH
Underwriting criteria	A few medical questions No medical exam Third-party data checks *Potential additional evidence ordered
Underwriting classes	\$5,000 to \$100,000 combined non-tobacco/tobacco rating \$150,000 to \$300,000 separate non-tobacco/tobacco rating
Other features	Convertible to Whole Life

TruStage[®] Advantage Whole Life

Issue age	Ages 18 to 85
Coverage amounts	\$5,000 to \$100,000
Max face amounts by term length	<p>TruStage Advantage Whole Life Ages 18 to 70: \$100,000 Ages 71 to 75: \$50,000 Ages 76 to 85: \$25,000</p> <p>Guaranteed Acceptance Whole Life Ages 45 to 80: \$20,000</p>
10-year term	
15-year term	
20-year term	
30-year term	
Premiums	Level
States available	Not available in Connecticut or New York
Payment options	Monthly/annually—debit/credit card or ACH
Underwriting criteria	8 health questions + Rx check
Underwriting classes	Non-tobacco Tobacco

TruStage[®] Guaranteed Acceptance Whole Life

Issue age	Ages 45 to 80
Coverage amounts	\$2,000 to \$20,000 During the first two years, benefit for non-accidental death is limited to return of premium plus interest
Max face amounts by term length	
10-year term	TruStage Advantage Whole Life Ages 18 to 70: \$100,000 Ages 71 to 75: \$50,000 Ages 76 to 85: \$25,000
15-year term	
20-year term	Guaranteed Acceptance Whole Life Ages 45 to 80: \$20,000
30-year term	
Premiums	Level
States available	Not available in Washington or New York
Payment options	Monthly/annually—debit/credit card or ACH
Underwriting criteria	No health questions
Underwriting classes	N/A

Getting Started as an Agent for Ethos

Once you receive your welcome email from Ethos with a link to the Agent Portal, it's easy to get started.

Get familiar with your portal

- 1 The portal is already personalized with your company name.
- 2 In the Resources section, You'll find helpful links to product information, training videos, and marketing tips.
- 3 These icons let you easily manage your business with Ethos.
- 4 Invite clients to apply for a life insurance policy, either by emailing them a link to get a quote, OR
- 5 If you are a licensed life insurance agent, you can generate a quote and send it to your client as a link.
- 6 If you have any questions, you can also click on the Chat bubble at the bottom of the page.

The screenshot shows the Ethos Agent Portal interface. The browser address bar displays <https://agents.ethoslife.com/>. The page features a dark green sidebar on the left with navigation icons and labels: CUSTOMERS, EARNINGS, PERFORMANCE, RESOURCES, INVITE CLIENT, REFER AGENTS, FAQ, SETTINGS, and LOG OUT. The main content area is divided into two sections. On the left, there is a search bar and a table of clients. On the right, there is a 'NEW CLIENT' form with fields for First name, Last name, Birthdate, Email, and Phone number, along with buttons for 'Next: Create quote' and 'Finish creating client'. Two welcome messages are displayed at the top: 'Welcome!' and 'Welcome incentive'.

1 Century Insurance Co. Powered by ETHOS

2 RESOURCES

3 INVITE CLIENT

4 NEW CLIENT

5 Next: Create quote

6 Question? Chat with us.

Search clients by name, separated by commas

Filter Export view to .CSV ↗ ALL CUSTOMERS POLICIES APPLICATIONS QUOTES LEADS

Date	Client	Date of birth	Email address	Status
Today	Salvadore Romano	01/01/1960	fake_email12345@gmail...	Application
Today	Wanda Vega	01/01/1960	real_email@gmail.com	Quote
Today	James Scott	01/01/1960	fake_email12345@gmail...	Application
10/30/2021	Donna Cruz	01/01/1960	real_email@gmail.com	Quote
10/30/2021	Sandra Smith	01/01/1960	fake_email12345@gmail...	Application
10/30/2021	Ashley Hogan	01/01/1960	real_email@gmail.com	Quote
10/30/2021	Michael Edwards	01/01/1960	fake_email12345@gmail...	Application
10/30/2021	Keith Meyers	01/01/1960	real_email@gmail.com	Quote
10/30/2021	William Singleton	01/01/1960	fake_email12345@gmail...	Application

NEW CLIENT

First name* Last name*

Birthdate

MM/DD/YYYY

Email

Phone number

(000) 000-0000

Next: Create quote

or

Finish creating client

You can generate a quote for this client later.

Complete your onboarding

Click on the Settings tab to complete your contact information. Upload a photo of yourself, your agency logo, W-9, E&O insurance policy and life insurance licenses in each state you plan to do business.

Track the status of your cases

The icons along the side give you complete transparency into what's happening with your clients' cases. Click to see who is in the quoting process, who has applied and what their status is, as well as your overall performance including policies activated and premium dollars.

Get paid

For licensed life insurance agents only

Once you upload your active E&O policy, we'll email you an invitation (from Ethos Technologies Inc, via Ratable) to enter your tax information and preferred payment method. We pay commissions as earned, so you'll be paid at the same frequency as the customer's premiums. We pay weekly for policy activations that happen on or before the previous Friday, and bonuses monthly. Policies are considered activated once the client enters a payment method.

See our Ethos Prompt Pay Process document for more details.

Contact us

Click the "Contact Us" bubble at the bottom of all pages in the Agent Portal. If we're not available to talk right then, please leave us a message and we'll return your call as quickly as possible.

Promoting Ethos

You are welcome to promote Ethos life insurance in any way you want: by phone, on your website, via emails or social media, such as Facebook or LinkedIn. But it is important that you follow a few rules when doing so.

Rules and Regulations

- Always be honest, accurate and transparent.
- Follow our legal and compliance guidelines.
- Use our marketing materials, or if producing your own:
 - Before using them, submit your marketing materials to Ethos using this [online approval form](#).
 - State that products are not available in all states.
 - Never make disparaging statements about another insurer or its products.
- Only use statistics that are recent and relevant, with clearly identified sources.

Tips for communicating with clients

Make each email personal

Instead of sending mass “auto-comm” emails that can end up in spam, take the time to personalize each email to your prospects. Also, make sure each has a footer that includes your or your agency’s full name, address, “This is an ad,” and an “Unsubscribe” link.

Get permission before texting or calling

Calling or sending text messages can be a great way to contact clients or prospects. However, you’ll need their written permission first. If they opt out by responding with “unsubscribe,” “stop,” “don’t contact me,” or something similar, you must immediately stop contacting that client and maintain your own “Do Not Contact” list.

Use ready-made client materials

You can find updated, client approved materials that are ready for you to use and share on the Agent Portal.

Marketing do's and don'ts

We've included a few of the major do's and don'ts of marketing Ethos products. Please see our legal and compliance guidelines for more information.

DO

- Clearly disclose the name and address of the insurer anytime you advertise a policy.
- Prominently describe the type of policy being advertised, indicate that it is life insurance, and identify the policy form.
- Comply with applicable statutes, rules and regulations.
- Any statistics must be cited and must be less than five years old.
- Clearly define the scope and extent of a recommendation by any commercial rating system.
- Testimonials, appraisals, or analysis must be genuine, a current opinion of the author, applicable to the policy, and accurately reproduced.
- All stated or implied endorsements by a group of individuals, society, or association must be factual.
- Clearly disclose all limitations, exclusions or reductions.

DON'T

- Misrepresent the policy benefits, advantages or conditions, or use terms that are misleading or ambiguous.
- Make unfair or incomplete comparisons with other policies.
- Make false, deceptive or misleading statements about any person, company, or organization.
- Offer unlawful rebates.
- Use terminology that would lead a prospective buyer to believe that he or she is purchasing an investment or savings plan.
- Omit material that is necessary to the prospective purchaser's full understanding of the product and how it works.
- Use the words "special" or "limited" with regards to the policies, application process or client groups.

Let's get started!

We're looking forward to working with you to build your business and protect families from financial hardship.

How to contact us

Click the "Contact Us" bubble at the bottom of all pages in the Agent Portal. If we're not available to talk right then, please leave us a message and we'll return your call as quickly as possible.