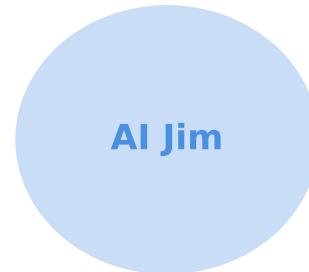


Lemonade: AI-First Insurance Model



AI chatbot for
onboarding &
policy purchase

90 sec signup



AI claims bot
instant payout
fraud detection

3 sec claims



25% flat fee
no underwriting
profit motive

Aligned incentives

Giveback Program

Unclaimed premiums donated to charity chosen by policyholder
Removes adversarial relationship - Lemonade profits same regardless of claims

Founded: 2015 | IPO: 2020 | Products: Renters, Home, Pet, Car, Life | Markets: US, EU

Source: Lemonade company filings (2024)