

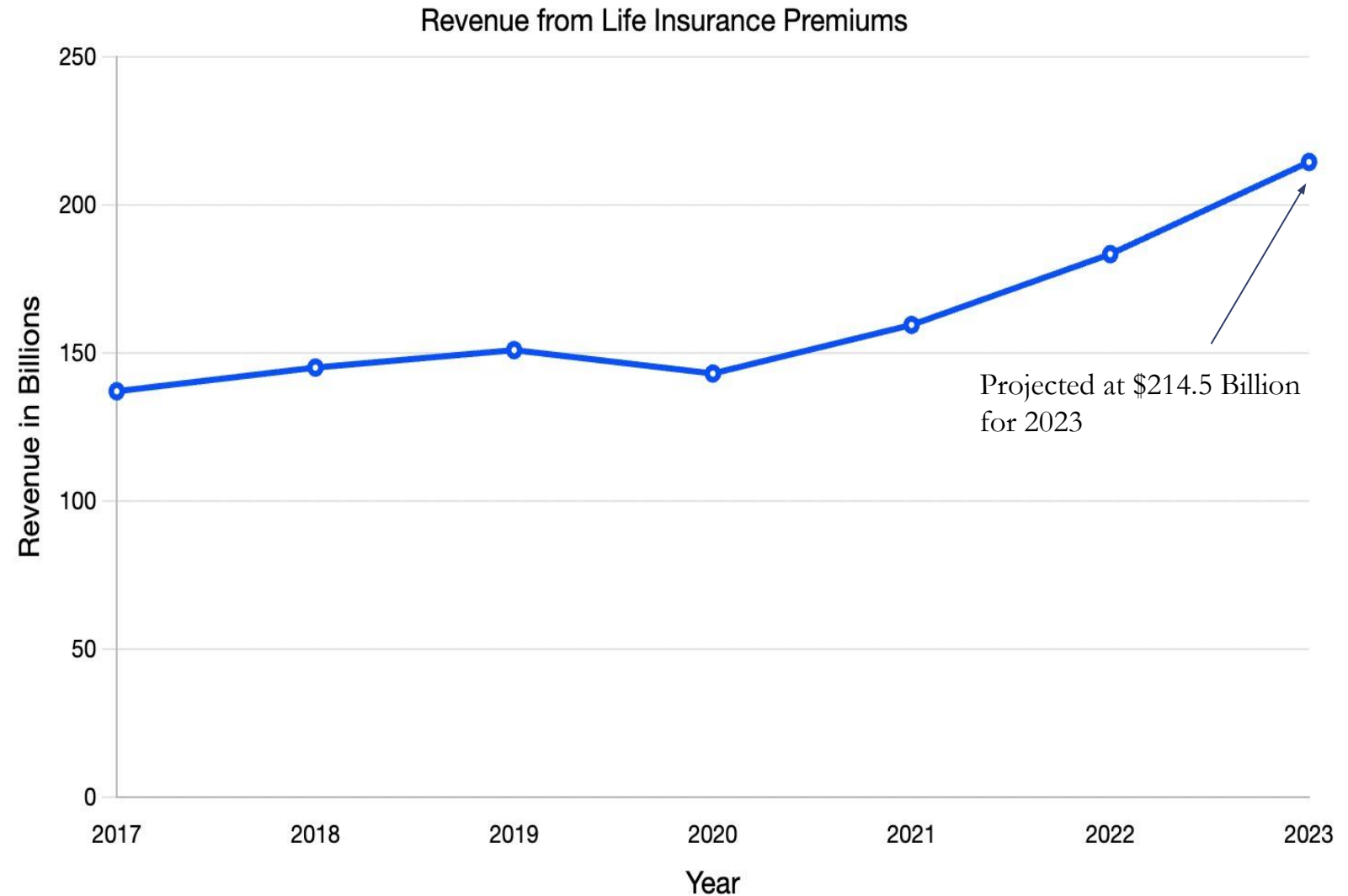


VidaBlock

Implementing Blockchain to Life Insurance

Life Insurance Industry

- **The percentage of Americans with life insurance is about 52%**, including individual and workplace life insurance, according to LIMRA.
- Insurance is a trillion-dollar industry in US.
- The Life Insurance Industry is 159.5 billion USD.
- The pandemic made American consumers consider life insurance more seriously, according to survey data from LIMRA. About 30% of respondents indicated the pandemic made them more likely to buy life insurance. About 60% reported a “heightened awareness” of the value a life insurance might provide.



Problems with Life Insurance Industry

Too many intermediaries

Agents take
30-90% of 1st
yr's payments

**Lack of
transparency &
too much
discretion for
insurance
company**

**Insurance
companies can
choose to reject
people with
illnesses**

**Policy trades
happen behind
closed doors**
Not accessible to
the public

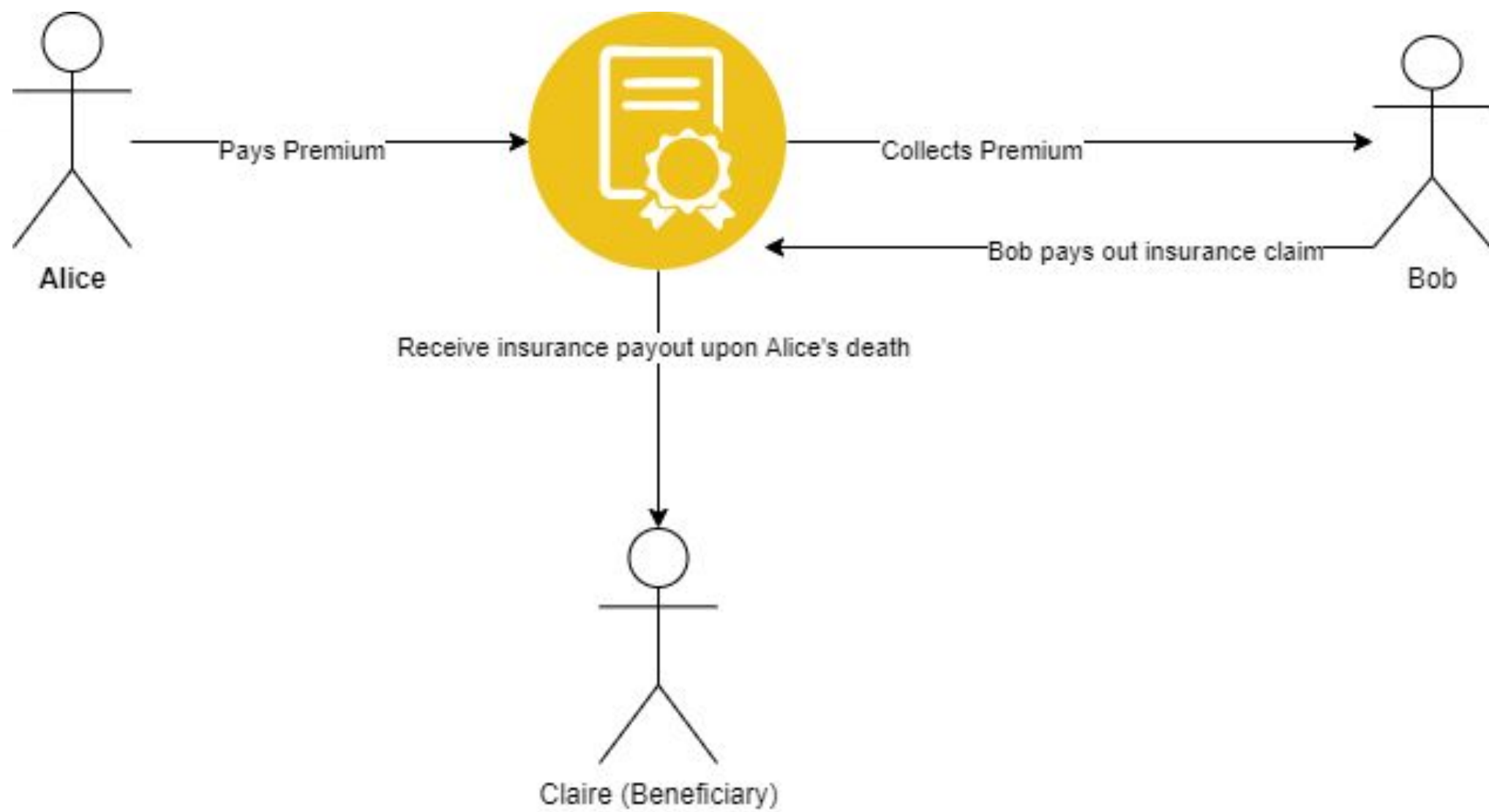
Solutions with Life Insurance Industry



PROVIDE TRANSPARENCY



NO BROKER INVOLVEMENT,
COMPLETELY AUTOMATED



Why implementing blockchain is a good idea?



Data Privacy for the insurance buyer



Speed of delivery



Better Insurance Policy compared to the traditional business model

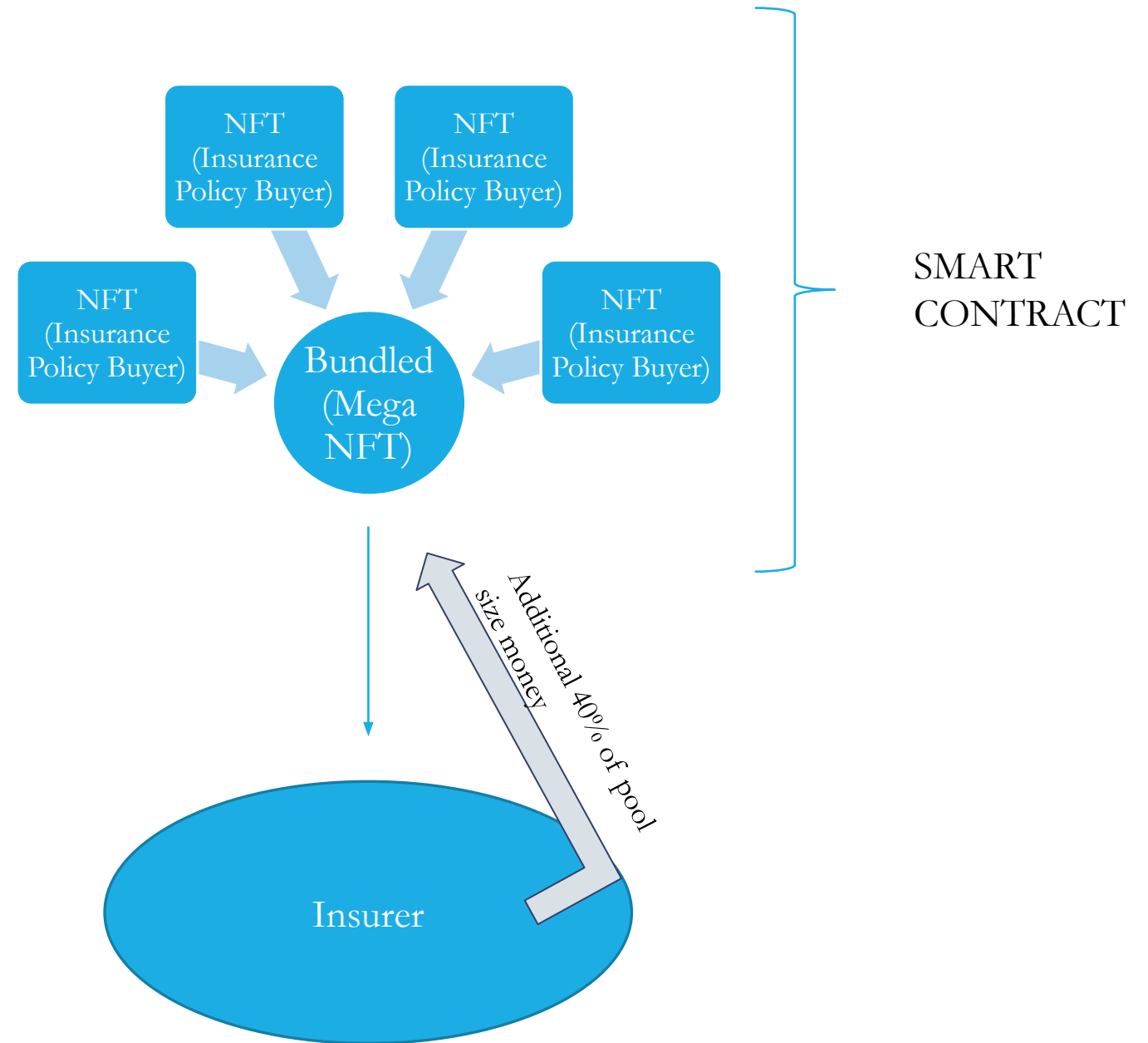


Avoids Fraudulent Activity



Transparency for the Insurer

Business Model (Proposed) for one insurance policy



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