

Marketplace by

WORRY+PEACE

On a mission to connect
everything insurance.



“NO BRAINER”

“SIMPLE”

“EXCITING”

“SLICK”

“GREAT TECH”



Some of the ways Marketplace has been described after demos...

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We don't sell insurance. We connect it.

**Buyers search our Marketplace for
*Providers.***

They can use our technology to manage
what happens next.

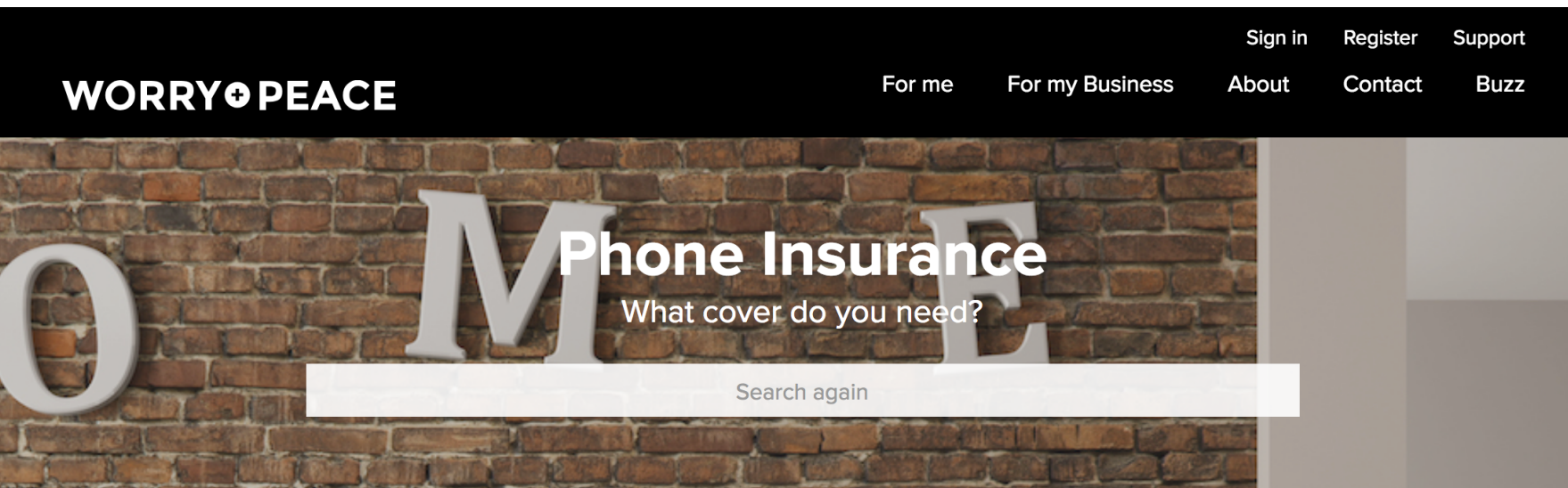
**Providers use our Marketplace to share
their propositions with *Buyers.***

Their buyers use our technology to manage
what happens next.

Supercharge distribution and beat the cost spiral!

Marketplace is a smart directory to best connect Buyers with Providers!

It's powered by you, the Provider - we let competition and transparency prevail.



Key Components


Buyer centricity:

- Total Choice Convenience
- Customer “search” tool
- General results randomised
- Buyers get free dashboard/wallet
- Shop anywhere, connect it up
- Expect rapid evolution

Provider benefit:

- Total Distribution Convenience
- Content control and skill based
- Non-solicitation at renewal
- No transactional cost
- Transparent Auction for “position”
- Platform-effect potential
- Subscribers get better terms and results

Phone Insurance by Frongle



- ✓ Compare 25+ insurers
- ✓ Buy instantly online with Apple Pay
- ✓ £25 Amazon voucher for every quote!

GET A QUOTE

Frongle shows you over 50 insurers to get you amazing deals!
We're brand new and shiny.

Use ME124 for your discount

- ✓ £75 free amazon vouchers
- ✓ 50 minute demo with Andy our expert
- ✓ Cashback if you spend over £8 a month

Live This Week Phone Cover

- ✓ No Waiting Period
- ✓ No receipt needed
- ✓ 25% Cashback

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*Note: All brands displayed are for illustration only.

The offering:

We're making a great place for Buyers to find Providers with terms that work for Providers...it's a quiet revolution!



List all your products with unlimited users



Optional Auctions get listings visibility certainty

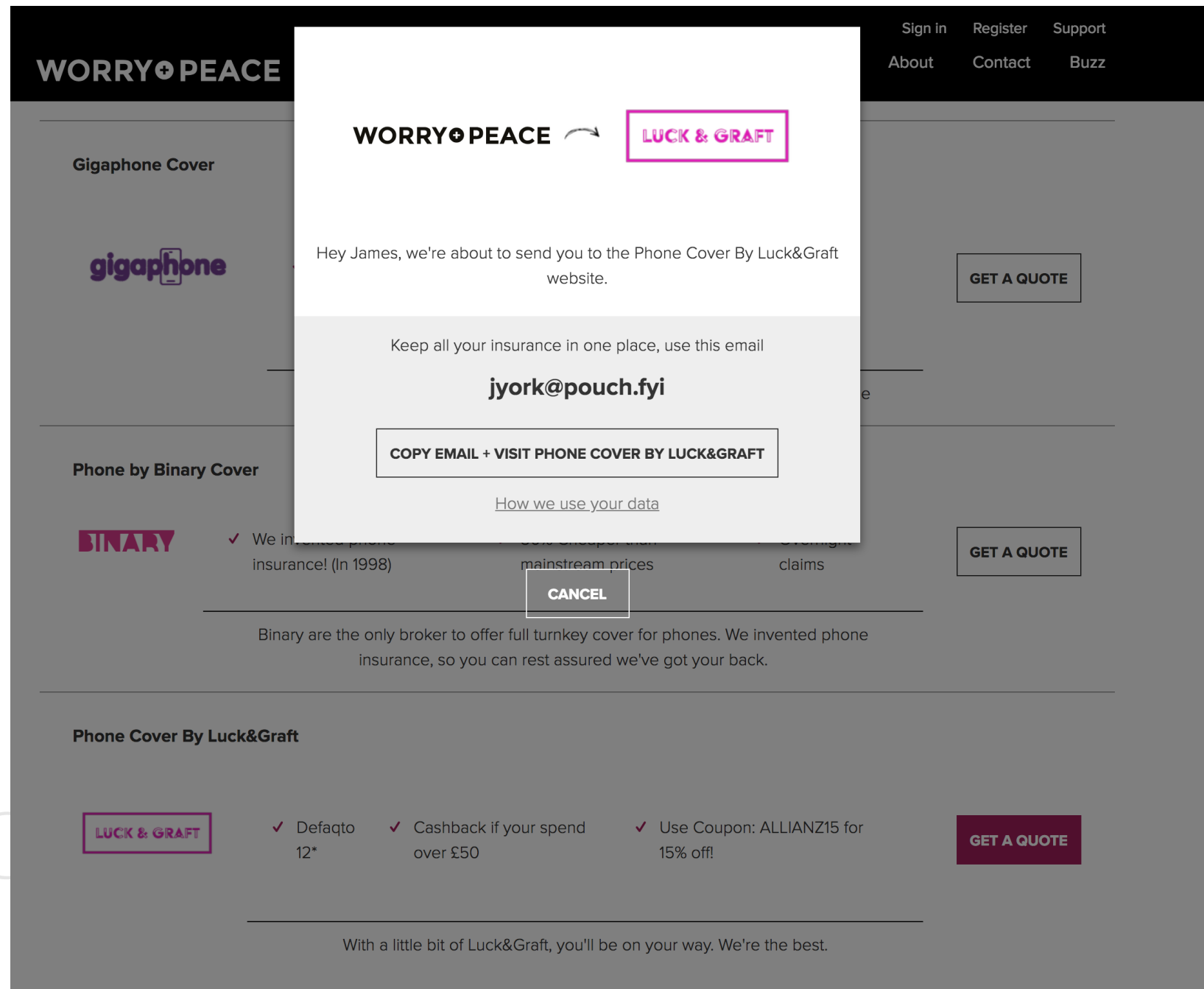


Powerful “club” strategy creates eco-system dividends

Choose a plan that works for you.
Help us build and get added benefits.

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No tech integration... we use mailboxes



**Inspired by accounting platforms that let you forward invoices
- we made an email for every registered buyer to use.**

Our mailbox forwards all emails to buyers, but keeps a copy...
buyers can make a document wallet with it.

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SEARCH DIRECTORY

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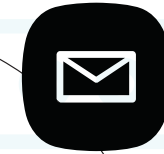
Customer Journey is simple,
harnessing existing processes

BUYER CAN USE WALLET
TO GET ORGANISED

VISITS PROVIDER, GETS
QUOTE, DOES DEAL

EMAILS TO BUYER SYNC WITH
WORRY+PEACE

Using a custom email, Buyers can forward or sync Provider emails
to their Worry+Peace wallet.



Use our dynamic inventory tools to create listings

You have the option to use our transparent auction software to secure Top Spots.

Welcome back
James Way

DASHBOARD

PRODUCTS

BIDS

PROVIDER PROFILE

PLAN

LOGOUT

DASHBOARD

PRODUCTS

BIDS

PROVIDER PROFILE

PLAN

LOGOUT

YOUR MARKETPLACE DASHBOARD

PROVIDER PROFILE

Founded

2013

AUCTION CREDITS & BIDS

Credits

£200

YOUR MARKETPLACE BIDS

Auctions run weekly (see timer for deadline!) Using our product auction is simple, find out even more on our [FAQs](#) page.

The public product search is currently only visible to beta users. You can [click here to view customer search results](#)

TO ENTER A BID AUCTION

Auctions based on the transparent “english” auction model

Add product from “Products” tab

Choose which product you’d bid for, add your bid

Option to make it recurring in every week’s auction

Hit “Place Bids” to update your bids at once

To withdraw a bid insert “0” and hit “Place Bid”

BIDDING FOR WEEK STARTING MONDAY 24 SEPTEMBER 2018

EYEBALL GUARANTEE

This is how many views were promising for this keyword markets search results - we automatically reduce your winning bid if it isnt hit!

BRAND / PRODUCT	VIEWS / CLICKS	EYEBALL GUARANTEE	HIGH BIDDER	CURRENT BID	CURRENT POSITION	RECORD
Way Event Insurance - Best Seller (Event Liability Insurance)	0 / 53	<div><div></div>500</div>	Way Event Insurance - Best Seller £50	<div><div>£50</div><div>Reserve: £10</div></div>	<div>1</div>	
Way Home Cover (Corporate Health Plan Insurance)	0 /	<div><div></div>500</div>	No bids	<div><div>£</div><div>Reserve: £10</div></div>	<div>~</div>	

Providers “bid” for Top Spots - through the platform.

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Adding us to your marketing mix....

Big Search



Lead Gens



PCWs



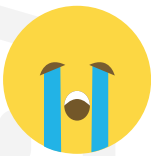
Eco-system

Marketplace by
WORRY+PEACE

Technically
Intensive



Transparent



Non-
Transactional



Customer Centric



Live Pricing



WORRY+PEACE

33%-off, a BIBA Exclusive package!

MODERN, UNIQUE, CONNECTED

**Custom built for insurance,
a 21st-century ecosystem.**

We've built a *smart insurance directory* from scratch, giving you an all-new channel that will help you to meet buyers affordably.

- ✓ Unlimited Listing 'Cards'
- ✓ Unlimited Users
- ✓ Choice of x2 Plans, Free or Standard
- ✓ Visibility Boosting 'Top Spots' auctions
- ✗ No Transactional Costs
- ✗ No Integration Costs
- ✗ No Solicitation at Renewal

£100+VAT/month
or totally FREE.

= No Brainer.

FRIENDLY, FAST, FANTASTIC

**Working with our tools is
quick, easy and intuitive.**



1. Marketplace

Use our tools to make unlimited listings and have the option to enter unique weekly x3 Top Spot auctions.



2. Search Bar

Customers use our Search bar to find listing cards and products. You create the content.



3. Syncs to a wallet

Customers can use our unique technology to sync their purchases to a free online wallet!

Everybody is happy.



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