

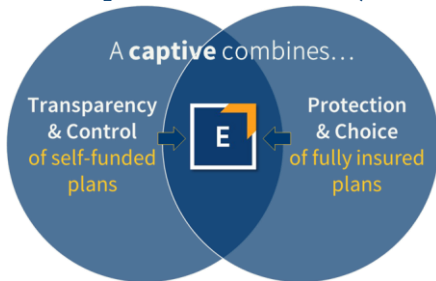


A Revolutionary New Model of Opportunity for Employers

Illuminating a New Way Forward

Employees First is on a mission to transform the Supplemental Health Plan (SHP) industry paradigm. We believe that employers should have transparency and control over the employee-paid premium dollars from voluntary benefits. Traditionally obscure delivery systems have left Plan Sponsors (employers) in the dark when it comes to where their employee-paid dollars are going. Our goal is to empower Plan Sponsors with access to those dollars and the tools needed to determine the best way to use them for employee benefit optimization.

Benefits-Captive-as-a-Service™ (BCaaS)



A captive insurer is an insurance company that is wholly owned and controlled by the insureds. Employees First's BCaaS insures against specific risks of its participants (our employer clients). The BCaaS is the mechanism that allows fully insured plans to operate like they are self-funded. The result is voluntary benefits that blend the transparency and control of self-funded plans with the protection and compliance of fully insured plans.

Leveraging Proprietary Tools

We provide employers with the tools they need to fulfill their fiduciary duty – **to offer value-based benefit packages that help employees avoid financial hardship resulting from health events.** Employees First's actuarial benchmarking tools can help curate targeted plans that will deliver the most value to workforce populations based on their needs.

Minimal Disruption. Maximum Impact.

Our BCaaS model integrates seamlessly with current benefit ecosystems, offering plans that align both in design and pricing. Same administration, consultant relationships, employee experience. The only thing we've changed is **where** the dollars go- Plan Sponsors decide how to use these dollars to benefit employees...

- » **Reinvest** dollars in any ERISA-wrapped plan enhancement or expense
- » **Raise** SHP plan value through more paid claims
- » **Reduce** SHP plan costs through lower premiums

Sustainable Financial Wins

In addition to benefiting employers and employees, our model delivers a sustainable financial win to carriers, as the incentive to re-heap commissions or move carriers every few years is greatly diminished. The resulting stability effectively supports enduring relationships between carriers and clients.

Thinking Beyond the Competition

The Employees First captive model has several competitive advantages over 'Participating' (or Par) programs, including providing our carrier affiliates with a solution capable of:

- » Returning dollars within the launch year
- » Maintaining trusted consulting and administrative relationships with no change to financial structure without capping any commissions, offsets or tech fees
- » Access to proprietary benchmarking tools for optimal plan value

Modern Solution. History of Leadership.

Our nationally-recognized team has spent over three years refining our model to bring the highest caliber solution to the market. Today, Employees First's BCaaS model is the only captive approved by the nation's most preeminent ERISA law firm.