

AN INTRODUCTION TO PURE INSURANCE

PURE (Privilege Underwriters Reciprocal Exchange) was designed to specialize in insuring the most responsible owners of the finest built homes. We provide an experience that allows our membership to enjoy their success and to feel smarter, safer and more resilient along the way.

A UNIQUE STRUCTURAL ADVANTAGE

At PURE, policyholders are members of a highly selective community. Inspired by some of the finest, well-known mutual and reciprocal insurers in the world, PURE aims to put the long-term interests of the membership first.

SELECTIVE MEMBERSHIP

Whether they are entrepreneurs, financiers, corporate executives, or other professionals, members are bonded by responsibility and a track record of caring for their homes and possessions. That means fewer claims, which in turn lowers costs for the entire membership.

LOW COST OF CAPITAL

Members contribute capital ("surplus contributions" equivalent to a small percentage of their premiums) for the first five years of membership. This enhances PURE's financial strength while enabling PURE to sustain a lower cost of capital than most stock insurers, another reason for our highly competitive rates.

PURE'S GAINS ARE ALLOCATED TO THE MEMBERSHIP

When the total premiums paid by the membership exceed the cost of policies issued, the difference may be allocated to members in the form of Subscriber Savings Accounts. Nearly \$20 million of surplus growth has been allocated since 2010.

NEARLY
\$20 MILLION
HAS BEEN ALLOCATED SO FAR

Membership in PURE is **completely non-assessable** so each member's liability ends with the cost of his/her policies.

AN UNMATCHED SERVICE EXPERIENCE

PURE distinguishes itself by offering what is widely considered the best service experience in the industry, including:

| A SUPERIOR APPROACH TO CLAIMS | PURE MEMBER ADVOCATES® | "CUSTOMER-OBSSESSED BUSINESS" | CONVENIENCE YOU DESERVE |
|--|---|---|---|
| At PURE, licensed adjusters receive claims, not call center reps as is customary, so you'll tell your story once and benefit from the fastest, smoothest settlement process possible. You'll also be able to follow the details of your claim in our innovative online Claims Tracker. | Only PURE offers Member Advocates, a concierge level team dedicated to making life easier. They're standing by to help research contractors, find suitable temporary housing, and even schedule reservations so you can get back to normal faster following a loss. | Visit our website to read <i>How PURE Insurance Built a Customer Obsessed Business</i> , a case study by Forrester®, for more details of our unique approach. | Enjoy the benefits of one simplified bill for your entire account and access to your policies, auto ID cards and claims information in our secure online Member Portal. |
| | | <p>96% 2015 ANNUAL MEMBER RETENTION</p> <p>66NPS INSURANCE INDUSTRY AVERAGE IS 40</p> |  |

learn more at pureinsurance.com

PERSONALIZED SOLUTIONS TO HELP PREVENT LOSSES

Our team of expert Risk Managers and a network of other specialized providers offer personalized advice to help keep members safe and reduce risk to their property. Doing so is one of the ways we keep premiums low for the membership.

THE PURE 360™ RISK MANAGEMENT CONSULTATION

This complimentary in-home service helps members ensure they have the right amount of coverage for their home. It features a Home Health Scorecard, Discount Dashboard, and more. Member Advocates even help make it easy to implement recommendations.

PURE CYBERSAFE SOLUTIONS™

We provide resources and services to help you assess, prevent, detect and respond to cyber threats so you can keep your identity and your wealth safe in an ever-connected world.

PURE SITUATION ROOM™

In the event of a major risk – from catastrophic weather to major safety recalls – we alert impacted members, offer resources to make them smarter and safer about the situation, and mobilize our Member Advocates to help.

➤ puresituationroom.com

PROVEN LEADERSHIP WITH EXCEPTIONAL RESULTS

EXECUTIVE MANAGEMENT

In addition to our unique service model, our growth is fueled by the extensive experience of the management team. As noted by A.M. Best, “The group’s management has extensive experience with favorable operating results associated with starting and managing similar niche books of business with other carriers.”ⁱⁱ CEO Ross Buchmueller spent more than a decade at the Chubb Group and created AIG Private Client Group before starting PURE in 2006.

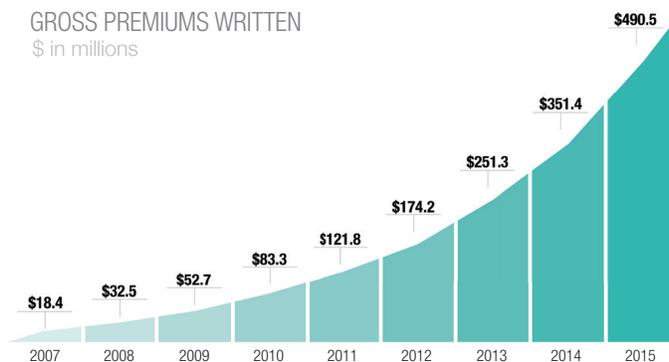


Founders of the PURE Group from left to right: Martin Hartley, Chief Operating Officer; Ross Buchmueller, President & CEO; Jeffrey Paraschac, Chief Financial Officer.

The PURE Group is rated A- (Excellent) for financial strength from A.M. Best and received a “positive outlook” in 2015. The rating is reflective of PURE’s capitalization, comprehensive reinsurance program, and operating performance.

STRONG & STEADY GROWTH

Premiums have grown organically by 40% or more every year since inception, making PURE the fastest-growing personal insurer in the U.S. We’re proud of the fact that we’ve maintained disciplined underwriting during our growth, as reflected by our loss ratio, a measure of underwriting health and profitability. It’s also among the best in the industry.ⁱⁱⁱ



EXCEPTIONAL PARTNERS

Distinguished investors Stone Point Capital, KKR and XL Catlin invest alongside management in the capitalization of the holding company for the PURE Group. Further, our network of independent brokers is elite, representing < 5% of the total in the U.S.



We’re honored to have been named **Best Insurance Provider** at the 2016 Family Wealth Report Awards.

learn more at
pureinsurance.com

pure
INSURANCE

HIGH VALUE HOMEOWNERS | AUTOMOBILE | JEWELRY, ART & COLLECTIONS | WATERCRAFT | PERSONAL EXCESS LIABILITY

ⁱ 2015 PURE Annual Member Survey. Industry average sourced from Satmetrix 2014 U.S. Consumer Benchmark Study. | ⁱⁱ According to A.M. Best’s 2015 Financial Strength Rating Report on the PURE Group. | ⁱⁱⁱ Represents the combined home and auto results of the 91 national multi-line personal carriers with more than \$125M in 2013 direct written premium. Excludes single-line carriers with more than 90% of 5 year earned premium represented in either home or auto writings as well as carriers writing the majority of their 2013 premium in Florida. | PURE® refers to Privilege Underwriters Reciprocal Exchange, a Florida-domiciled reciprocal insurer & member of PURE Group of Insurance Companies. PURE Risk Management, LLC, a for profit entity, (PRM) serves as PURE’s Attorney-In-Fact for a fee. PURE membership requires Subscriber’s Agreement. Coverage is subject to insurance policies issued & may not be available in all jurisdictions. Visit pureinsurance.com for details. Trademarks are property of PRM & used with permission. ©2016 PURE. PURE HNW Insurance Services, CA Lic. 0178980