Harmonic

Company Overview

CONFIDENTIAL
March 2025

Executive Summary

- Harmonic is a digital **insurance distributor** with a timely insurance product - **layoff insurance**.
- We have first mover advantage covering the largest and most crucial consumer expense – **rent ($600B) and mortgages ($1.4T) in the US***
- **We've done the hard work** – obtained the insurance licenses, partnered with the right carrier, built a high performing Saas platform and sold 10k+ policies as a proof of concept.
- We're **raising $500k of new money on a SAFE note. $325k of the $500k is already committed - looking for the right investors for the last $175k.**

* Joint Center for Housing Studies (JCHS) at Harvard University, 2024

Housing is most people's largest & most important monthly expense

- 62% of consumers live paycheck to paycheck, with potential default on pay rent or mortgage if they lose their job
  - Creates stress for the consumer
  - Business risk for the property manager / owner or mortgage servicer

- Harmonic solves this with Layoff insurance
  - Compelling consumer value proposition - especially for tens of millions of renters
  - Compelling for rental / mortgage channels - risk reduction and incremental revenue

- Bringing Layoff insurance to residential real estate is **a double-win**
  - Great for proptech channels– reduced risk and earns revenue
  - Vital protection for end-users

Source: PYMNTS.com New Reality Check: The Paycheck-To-Paycheck Report, February 2024.

How we got here

Over 10k policies sold

- Key milestones
  - January 2023 - Engaged Lloyd's syndicate MIC Global
  - July 2023 – launched 1st Layoff Insurance program with Neobank
  - January 2024- launched 2nd Layoff program; Way.com subscription
  - May 2024 – launched 3rd Layoff Insurance program– EWA provider
  - Fall 2024 – pivot to a "double win" sector - housing - where distribution partner wins from both earning marketing fees + reducing defaults

- Early traction in real estate
  - Live with one property management platform (Rent Manager) and pipeline of six more rental platforms - collectively serving 40M households
  - Launching in Q2 with major credit bureau for Renters (TransUnion); at the contract stage with 2 mortgage servicers (Valon & Haven) and a mortgage wholesaler (Forebearance Finance)

Where we're going

Be the dominant Layoff Insurance provider for housing– the biggest and most crucial expense

- Q3:2025 Scaling on RM, Entrata, mortgage platform and TransUnion
- Q4:2025 Break-even at ~17k subscribers
- 2026: 250k subscribers by Q4
  - 3x channels at scale PMS (RealPage, Appfolio, Yardi), Mortgage servicers (MrCooper, Rocket, PennyMac)
- 2027: 1 Million subscribers by Q4
  - TAM = 95MM household rent or pay mortgage
  - SAM = 60MM addressed by proptech platforms we are launched on
  - SOM = 24M (40% very or extremely likely to purchase*)
  - 4% of SOM by end of 2027

Harmonic research, August 2024; Top 2 box, intent to purchase.

Embedded Saas Platform produces strong unit economics

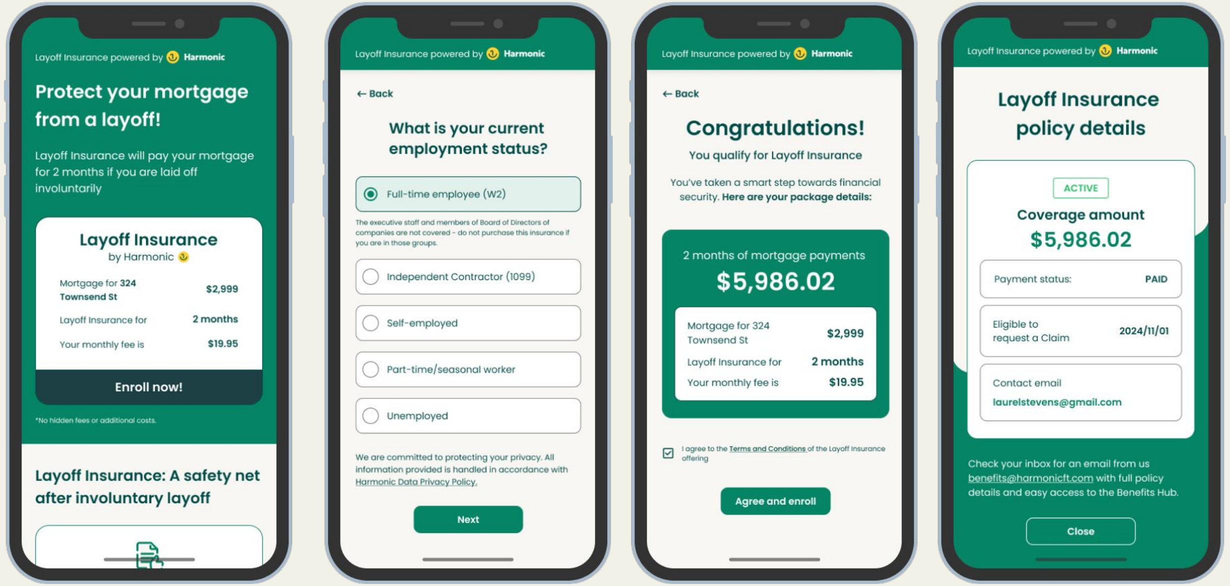
Example: Renter pays 1.5% of 1 month rent ($22.35) for 3 months rent in layoff coverage

Category	Monthly fees
Retail price ($5,250 coverage = 3x $1750 monthly rent)	$22.35
Carrier portion (Premium, Claims administration fee)	$12.90
3rd party payments (Payment processing + tax)	$1.63
Harmonic revenue per policy per month	**$7.82**
Marketing expenses	**Est acquisition expense per policy per month**
Fee to property managers, platform fees and performance marketing fees	**$1.20**

- LTV to Harmonic is $93.84 / subscriber (12 mos avg life)
- **LTV:CAC ratio is 6.5** ($93.84/$14.45)

Harmonic’s high performing SaaS Platform enables easy GTM

- Our SaaS offering enables enrollment, claims and customer support
- Easy GTM for partners, under 1 week of tech integration required



In addition to the property management platforms, Harmonic is building distribution partnerships across the rental lifecycle

1

Finding a place to live

Listings

Tenant screening services

TransUnion

Dwellsy

rentbutter

2

Moving in

Property Management Portal

Renter insurance

Deposit Alternatives

Rent Manager

entrata

LeaseTrack

3

Being a good tenant

Renter Benefits

Rent Reporting

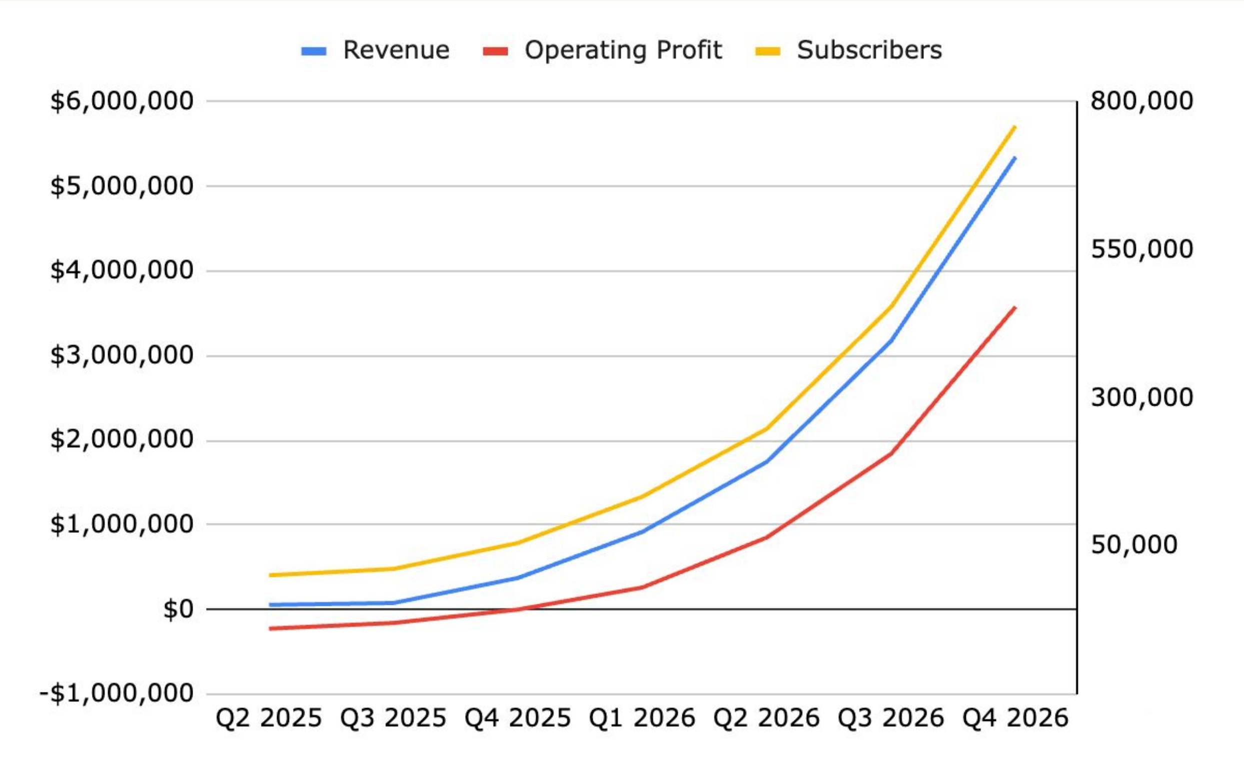
Esusu

BILT

boom

Note: Harmonic has signed distribution agreements with TransUnion, Dwellsy and Rent Manager, and is in discussions with many others across the industry.

Growth plan: 2025 tees us up for rapid, profitable growth in category



Key Milestones

- Q2:25 Partners live
    - Rent Manager
    - Entrata (rent)
    - Forbearance (mortgage)
- Q3:25 New Partners launching
    - Haven (mortgage)
    - TransUnion
    - Valon (mortgage)
- Q4:25
    - Cash flow positive November
- Q1:26 New Partners launching
    - AppFolio (rent)
- Q2:26 New Partners launching
    - RealPage (rent)
    - Mortgage Partner #4

Summary

- We have first mover advantage with crucial Layoff coverage for biggest household expense – **rent ($600B) or mortgage ($1.4T) in the US***
- Opportunity to give us the capital to realize the opportunity and grow exponentially in 2026 and 2027
- Goal: **1 Million subscribers by Q4:2027**
  - 4% of SOM