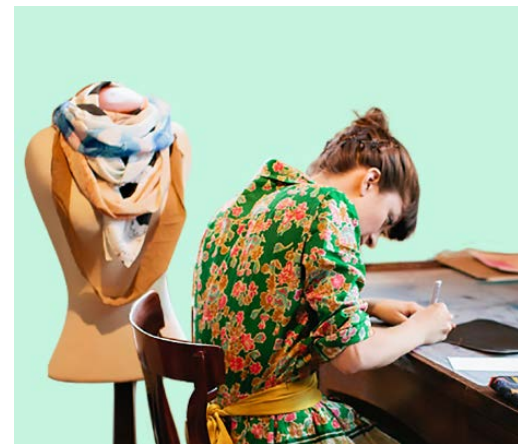
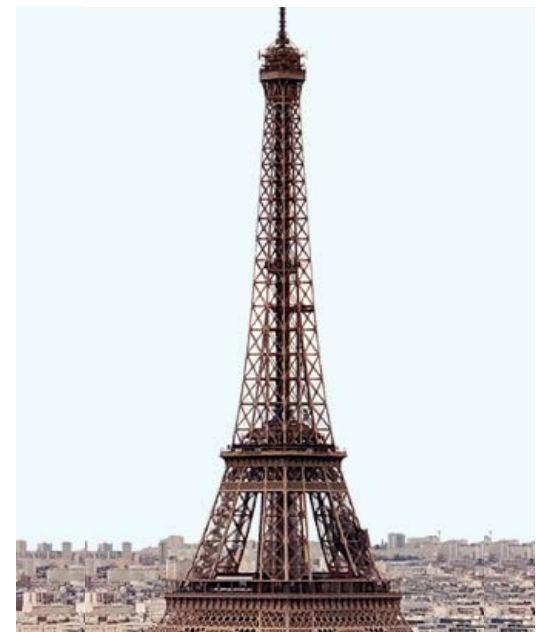
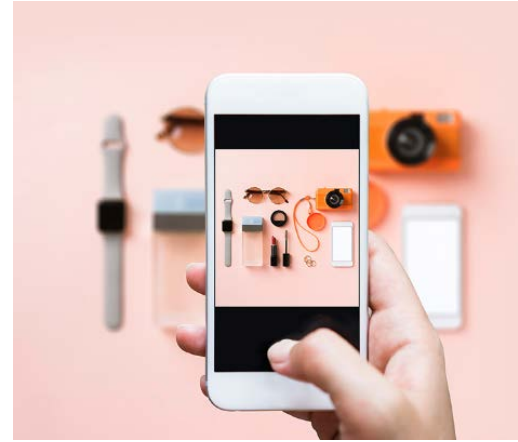




moving beyond insurance



Michelle Dornfeld
Head of Business Development



Overview

1

WHO WE ARE

..... Toggle is a new modern brand from Farmers Insurance: a tech start-up designing products and services for the next generation consumer

2

WHAT WE DO

..... Our focus is an innovative approach to support today's consumer with modern insurance and more, starting with a revolutionary renters insurance product in Oct 2018

3

WHAT'S NEXT

..... Mission one is to build scale and expand our ecosystem



Meet the Team



Stephanie Lloyd
President



Rehan Ashroff
IT Lead



Michelle Dornfeld
Bus Dev, Partnerships



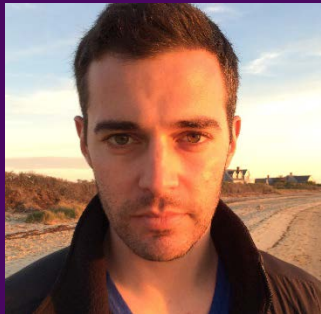
Josh LaRoche
Research + Mktg



Todd Wright
Technologist



Shannon Brainard
Legal Counsel



Hank Meisse
Actuary



Ekta Ranjan
Strategic Planning



David Hemry
Claims



Kimberly Dry
Customer Service



Christina Weber
UX, Digital Design



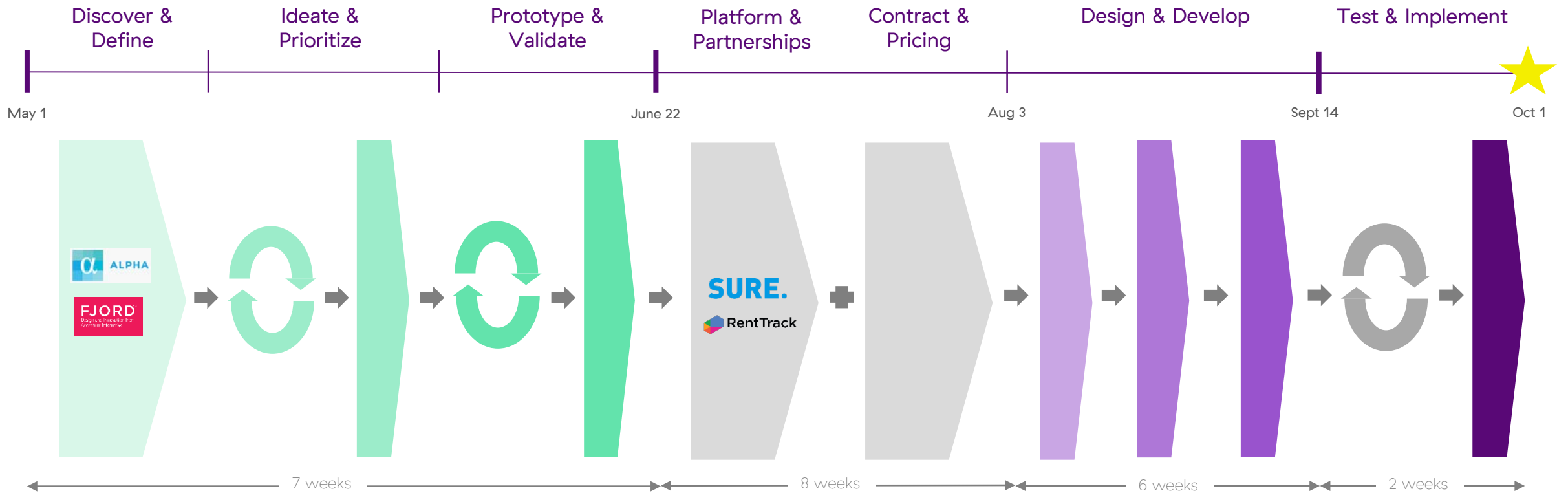
Julie Bracamontes
Product Manager



Caitlin Mahoney
Product Manager

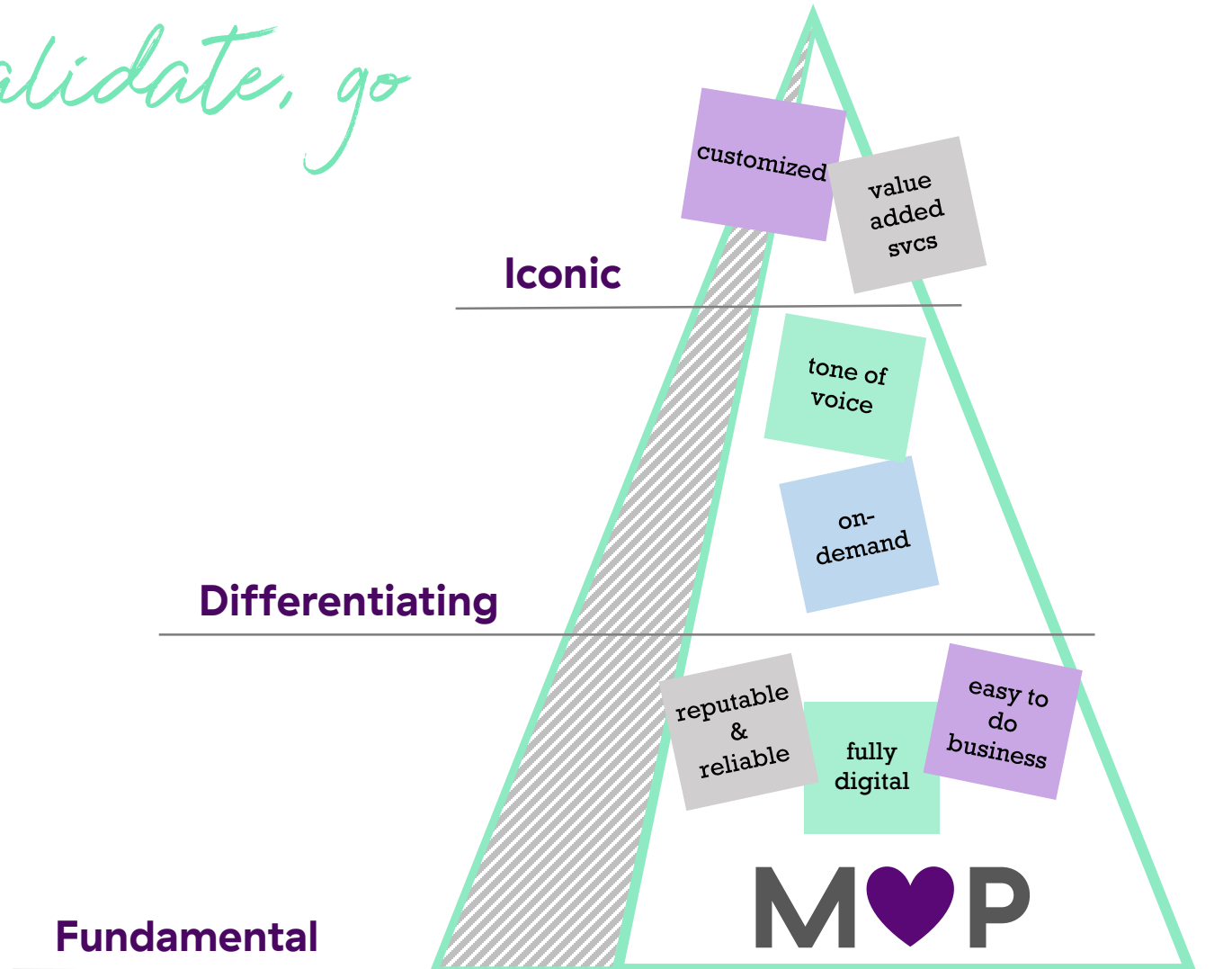
OUR JOURNEY

from zero to launch in 5 months



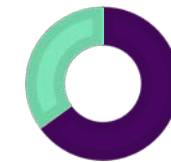
OUR MODEL

understand, design, validate, go



OUR FOCUS

The millennial renter



65%
of Americans
18–37 rent



59%
don't have
basic insurance

75% are the parents of a pet

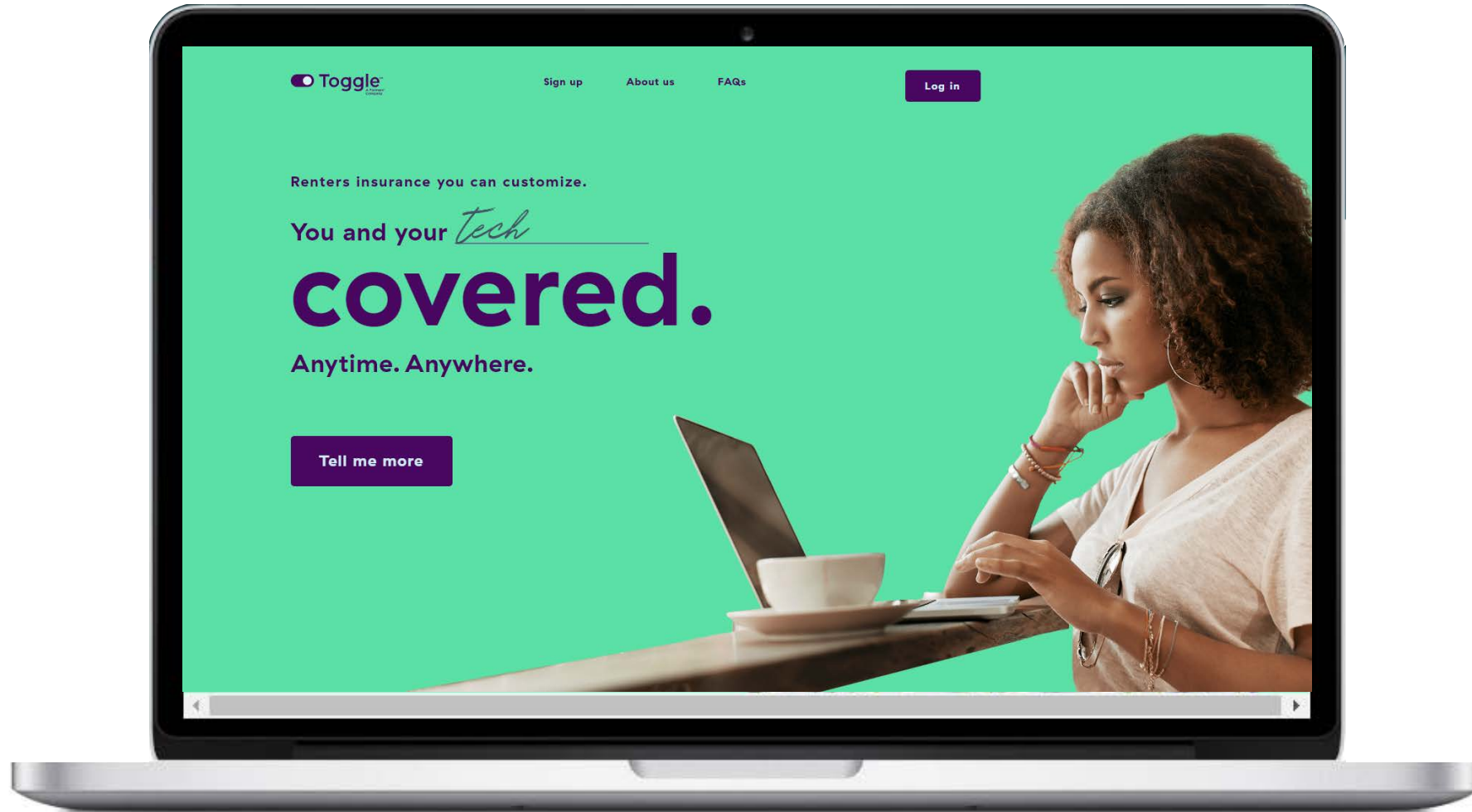
40% have a 'side hustle'

57% live with constant financial stress

RENTERS INSURANCE

and beyond

www.gettoggle.com



RENTERS INSURANCE

and beyond

Portable

*Coverage follows you
wherever you go*

*Anytime.
Anywhere.*

Toggle Renters Insurance.
We cover you so you can

get on with your life

**Coverage on
the road. Or rue.**

At Toggle, we think coverage should travel with you.
That means if you lose your laptop in Paris or your phone
in Portland, you're covered. Anytime. Anywhere.

Covered



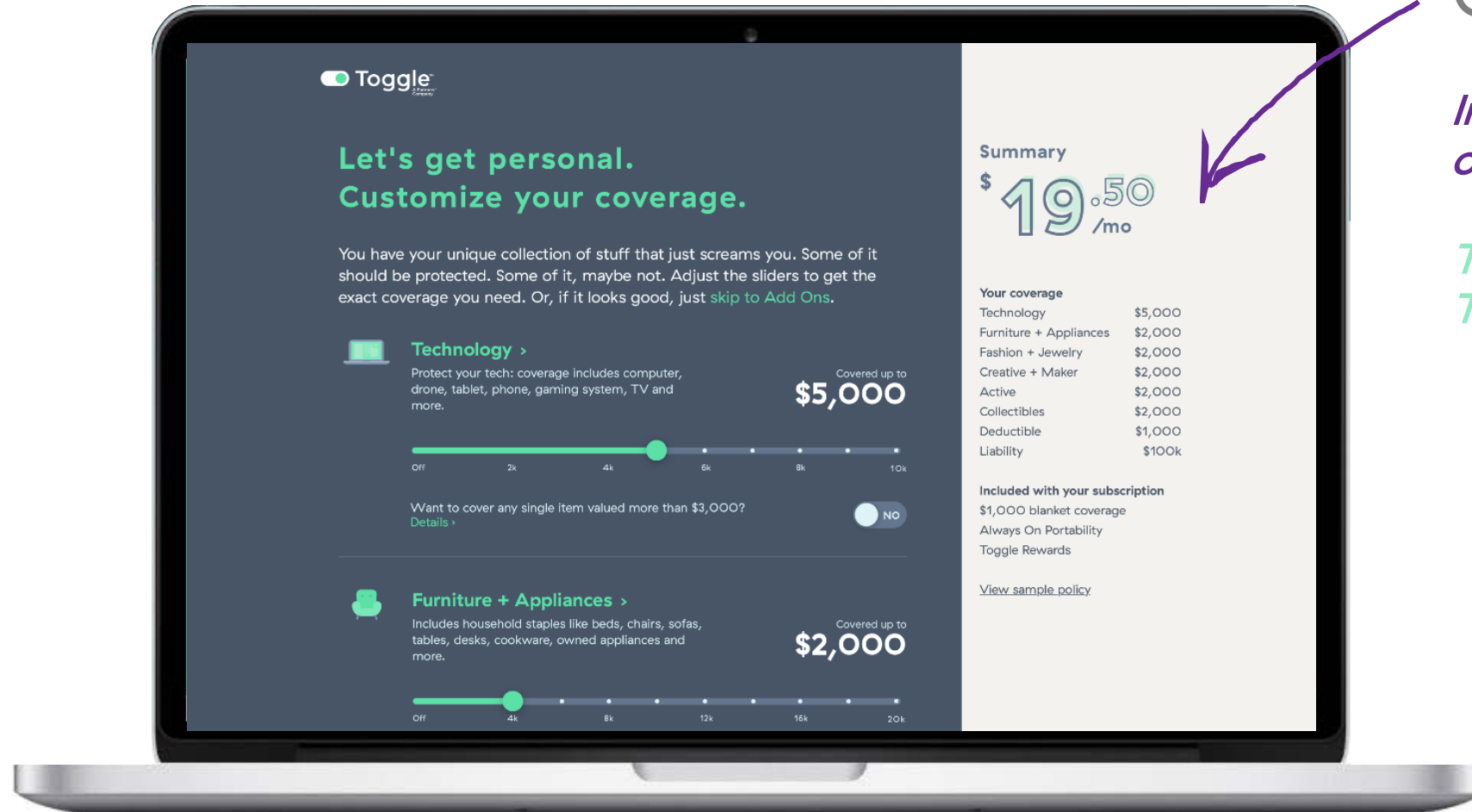
RENTERS INSURANCE

and beyond

Customizable

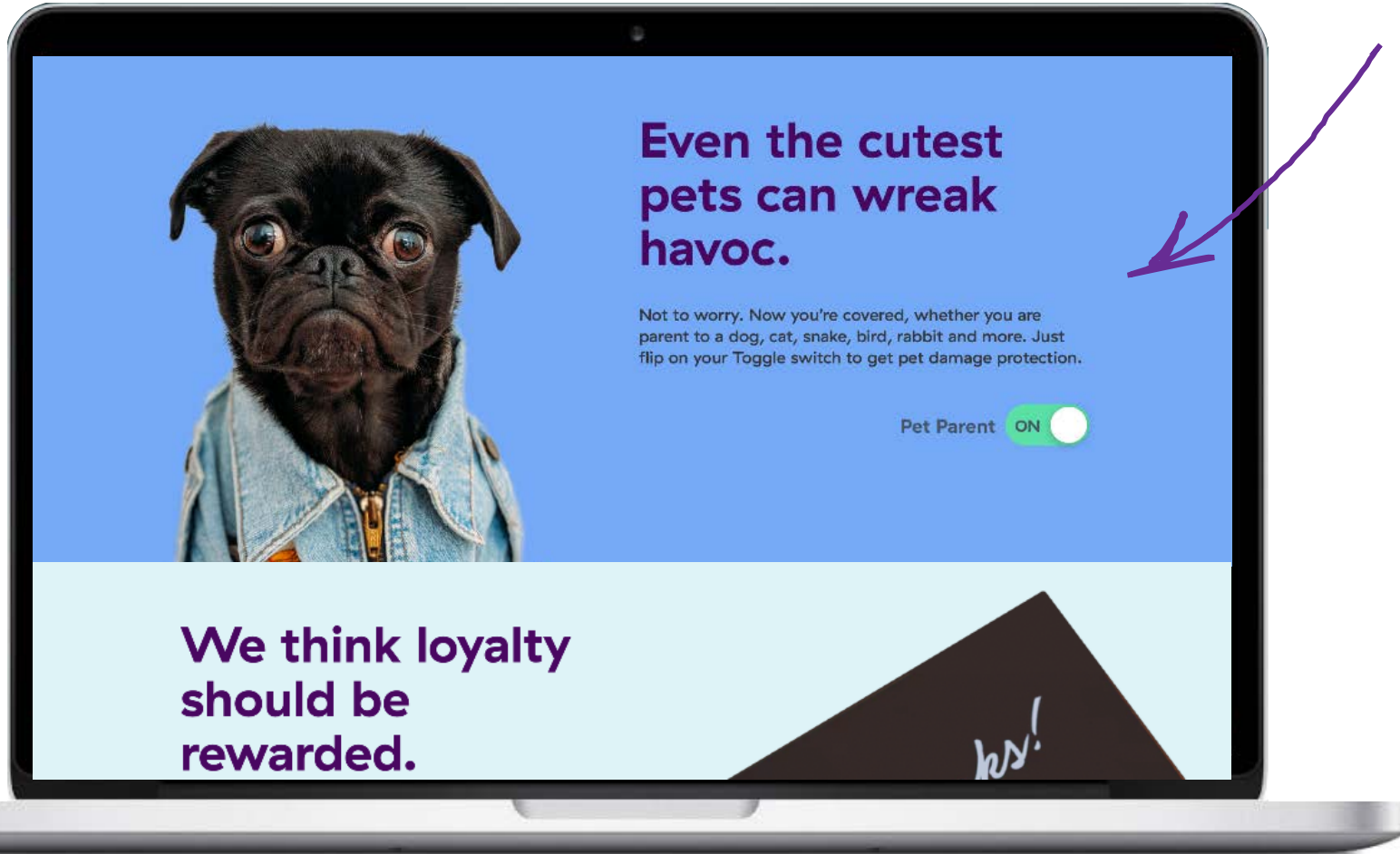
Insurance shouldn't be one-size-fits-all

*Toggle Up what you need,
Toggle Down what you don't.*



RENTERS INSURANCE

and beyond



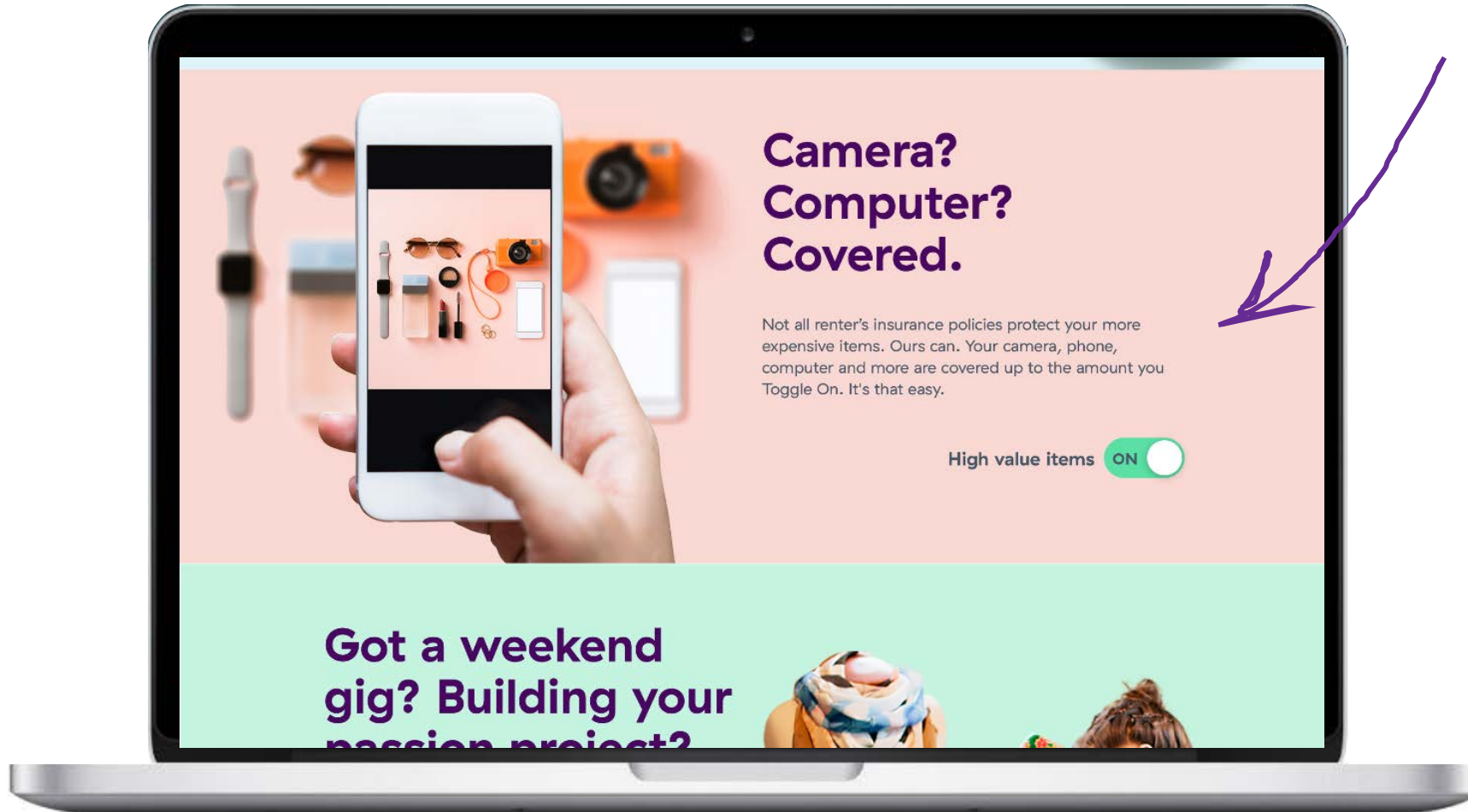
Unique
Optional
Add-Ons

Pet Parent Coverage

*For your furry or scaly
baby, protect them
and you from their
not-so-cute moments.*

RENTERS INSURANCE

and beyond



No “gotcha” moments

Transparency = Trust

Most renters policies have a single item limit that is buried in the fine print. 🙄

We give them a heads up and a #ToggleOn option.

RENTERS INSURANCE

and beyond

Unique
Optional
Add-Ons

**Got a weekend
gig? Building your
passion project?**

If you've got a thing or many things on the side, like food blogging or jewelry making, Toggle On Side Hustle coverage to protect your side income and equipment. Sorry, ride share drivers – we're not covering that just yet.

Side Hustle ON



**Your identity
should only
belong to you.**

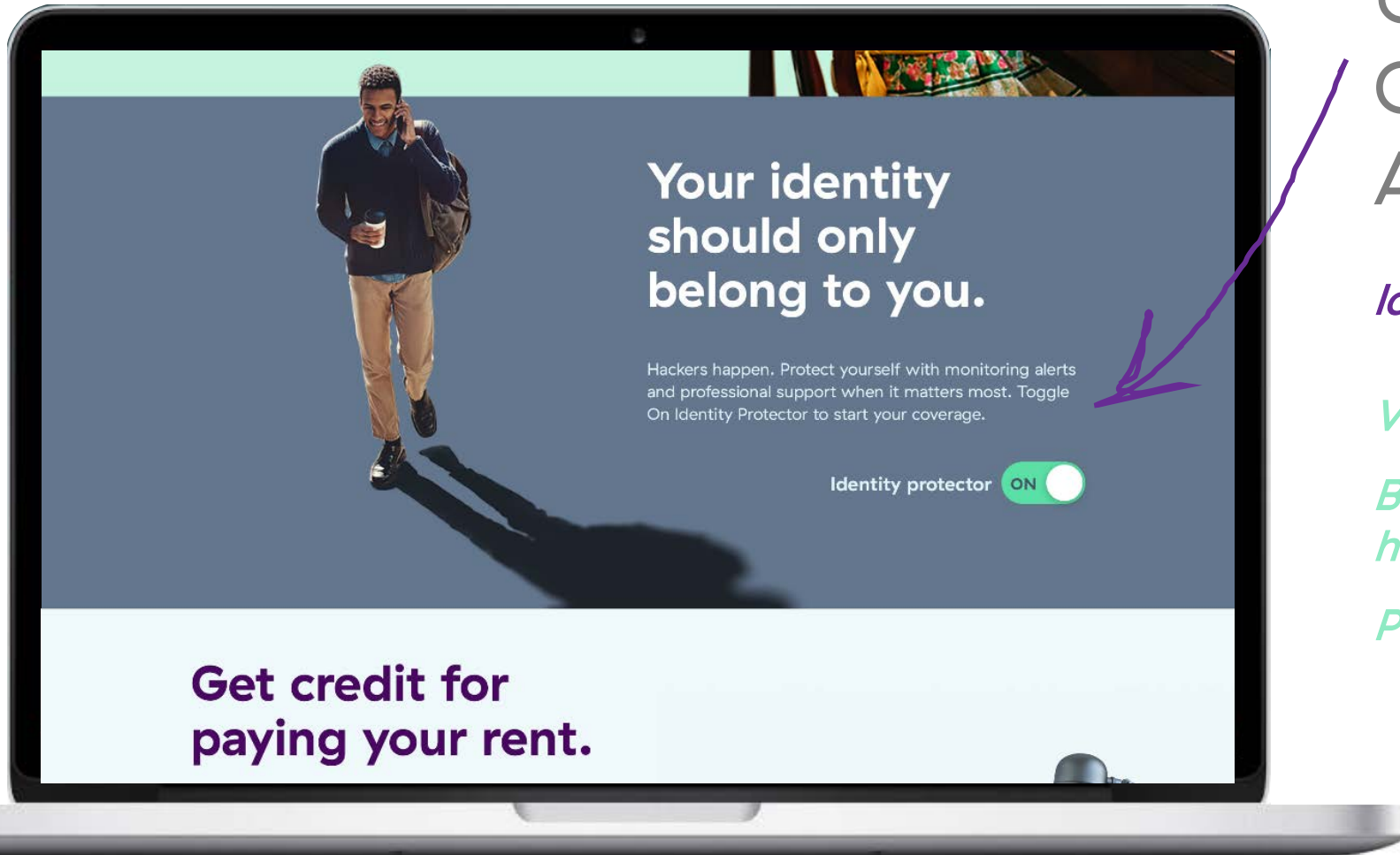
Side Hustle™ Coverage

*Most renters insurance
excludes coverage for
stuff you use for business
purposes.*

We got you covered.

RENTERS INSURANCE

and beyond



Unique
Optional
Add-Ons

Identity Protection

We live on the internet.

*But it doesn't mean we
have to be vulnerable.*

Protect yourself.

RENTERS INSURANCE

and beyond

Get credit for paying your rent.

With Credit Lift by RentTrack, we'll help you get the credit you deserve for those on-time rent payments.

Learn more about **Credit Lift** to start building your credit for a brighter financial future.

Credit Lift



All right, I'm ready to go!

Sign me up

Building a Better Financial Future

CreditLiftSM helps you build your credit just by paying your rent.

powered by





ToggleSM

A Farmers[®]
Company