

2019 LOOKBACK

Last year, we didn't just sell life insurance to 2000% more of you. We also got to learn about what incredible humans you are!

So our 2019 annual report isn't just about us. It's about you too. Check out what you (and we) accomplished last year.

Who are you? You were an awesome bunch of people

78% of you were married or had a partner

38.95 your age (on average)

1.29 the number of children you have (again, on average)

YOU SUBMITTED APPLICATIONS FROM **373 CITIES & 7 PROVINCES**



You also celebrated some big milestones

1% of you had a newborn

10% of you were house hunting

3% of you recently changed jobs

But despite being so busy, you still had time to connect with us.

18% used our chatbot just to say hi

89% of you left us 5-star reviews

You found us in all sorts of ways

34% of you were referred by a friend or family member

5 of you found us by googling me.com but found us instead

10% of you found us by googling "best life insurance"

And you made the smart financial decision to protect your family.

On average, we recommended that you have \$488,000 of coverage at about \$37.09/month



Fortunately, there's proof that you're just as human as we are.

15 of you made typos when providing your phone numbers (it happens)

50 of you called us thinking we were someone else (usually Canada Life)

1 of you added an extra zero in your coverage by accident (But don't worry—we told you!)

And speaking of us, we had some great moments too!

We helped 2000% more people get life insurance than we did last year

We launched Canada's first digital life insurance application process under a brokerage model

We became the top search result for "best life insurance in Canada"

We moved into a new office and welcomed one fiancé, 2 babies, and 2 pets into our families



Thanks for the wild ride. We can't wait to continue growing with you in 2020

