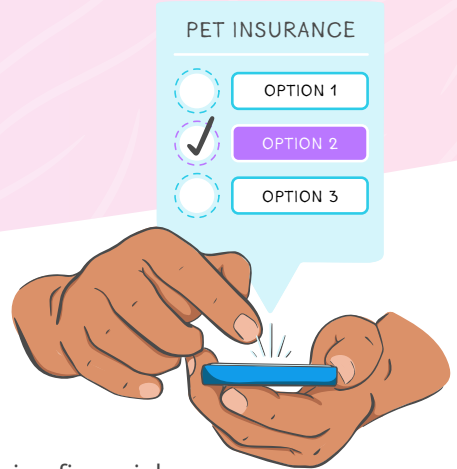




Pet Insurance Guide by PetDesk

WHAT IS PET INSURANCE?

Similar to other types of insurance, the idea behind pet health insurance is reducing financial risk. Pet parents can purchase a policy for their pet, pay a monthly premium, and be protected if an unexpected and potentially high-cost event occurs, such as an accident or illness. Pet insurance allows pet parents to plan proactively for unexpected financial circumstances.



WHY IS IT IMPORTANT?

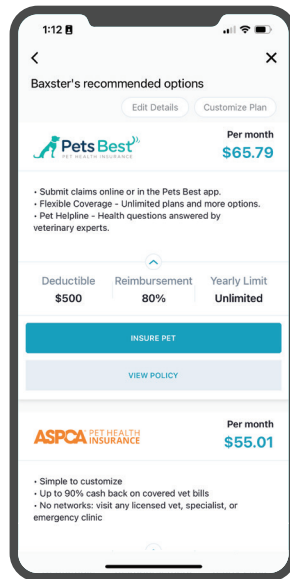
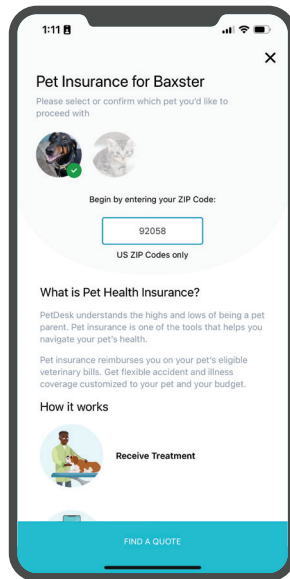
Pet insurance is an important tool for keeping pets healthy, and our goal with this feature is to educate pet parents on the benefits of this valuable tool. Here are a few benefits:

- 1. Practice better medicine:** you can perform the care plans you recommend, with cost less of a concern to clients. In short, clients are more likely to say “yes”.
- 2. Employee morale**
 - Fewer “economic euthanasias”
 - Fewer financial conversations
- 3. Increase in visits and client spend**
 - 2.1 veterinary visits/year if insured vs. 1.4 visits/year not insured
 - 29% increase in spend for insured dogs
 - 81% increase in spend for insured cats

HOW DOES THE PETDESK INSURANCE GUIDE WORK?

Upon entering the Insurance Guide, pet parents are introduced to pet insurance and how it works. From there, they can explore three different plans, what each plan covers, and customize plan details to find a policy that best suits their needs.

Once they find a plan, they work directly with their insurance provider, and are better prepared for unexpected future costs.



CAN I CUSTOMIZE WHAT MY CLIENTS SEE?

Yes! We currently partner with three insurance companies:

- Pets Best
- ASPCA Pet Health Insurance
- Trupanion

As a default, all three options are available to your clients, but if you'd like to customize it, just let us know. You can hide certain providers and determine which provider appears at the top of the list for your clients.

PET INSURANCE

TYPE ▼ DEDUCTIBLE ▼ REIMBURSEMENT ▼ COVERAGE ▼

OPTION 1	\$4,000 ANNUALLY	60% ANNUALLY	UNLIMITED ANNUALLY
- FAST CLAIMS - FLEXIBLE COVERAGE - SUPPORT HELPLINE			YOUR QUOTE: \$45 / MONTH
			START
OPTION 2	\$5,000 ANNUALLY	70% ANNUALLY	UNLIMITED ANNUALLY
- SIMPLE CUSTOMIZATION - CASH BACK - SUPPORT HELPLINE			YOUR QUOTE: \$55 / MONTH
			START
OPTION 3	\$6,000 ANNUALLY	80% ANNUALLY	UNLIMITED ANNUALLY
- FAST CLAIMS - PREVENTATIVE COVERAGE - MULTI-PET SAVINGS			YOUR QUOTE: \$30 / MONTH
			START