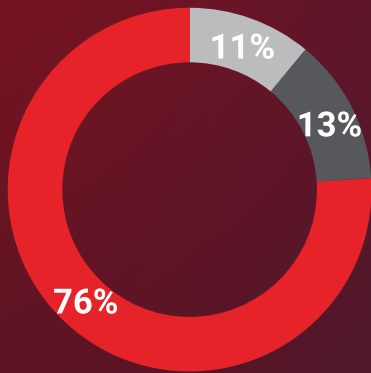


PurchaseLoop Research Consumer Snapshot

April 10 - 12, 2020

LoopMe surveyed 3,900 US consumers on April 10-12, 2020 to understand consumer behavior during COVID-19. The PurchaseLoop survey analyzed purchase intent in auto, consideration for insurance and consumer spend for significant purchases like a TV or fitness equipment.

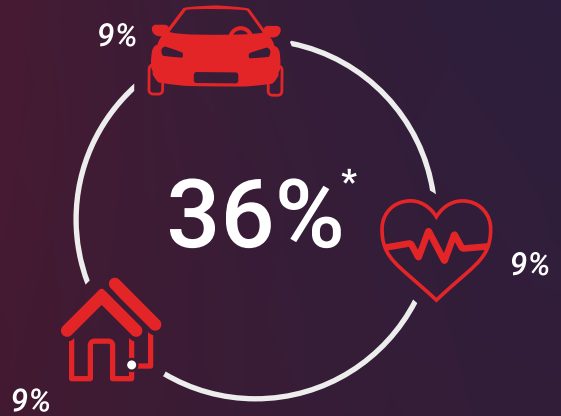
Have you made a significant purchase (TV, fitness equipment, car, etc.) as a result of COVID-19?



● Yes ● Intend To ● No

24% of respondents have (11%) or plan to make (13%) a significant purchase as a result of COVID-19

Which type of insurance are you currently considering?



Over a third of respondents are currently considering some type of insurance

3X more respondents are considering insurance compared to those who have already made a significant purchase

If you were in-market for a car prior to COVID-19, do you still intend to make this purchase in 2020?



IN-MARKET



PERSUADABLES



NO PURCHASE INTENT



of intending auto buyers still intend to (14%) or may still intend to (22%) make an auto purchase in 2020

of intending auto buyers are undecided about completing their auto purchase this year

of intending auto buyers no longer intend to make an auto purchase this year

*A further 9% of respondents are currently considering some other form of insurance. 64% of respondents are not currently considering insurance.