

Investor Presentation

November 2017

Disclosure

Certain statements included herein, including those that express management's expectations or estimates of Health Insurance Innovations, Inc.'s ("HIIQ") future performance, constitute "forward-looking statements" within the meaning of applicable securities laws. These statements may include words such as "may," "might," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "potential" or "continue," the negative of these terms and other comparable terminology. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management when made, are inherently subject to significant business, economic and competitive uncertainties and contingencies. We caution that such forward-looking statements involve known and unknown risks, uncertainties and other risks that may cause our actual financial results, performance, or achievements to be materially different from our estimated future results, performance or achievements expressed or implied by those forward-looking statements. Numerous factors could cause actual results to differ materially from those in the forward-looking statements, including without limitation, our ability to maintain relationships and develop new relationships with health insurance carriers and distributors and the risk of customer attrition; our ability to retain our members, the demand for our products, the amount of commissions paid to us or changes in health insurance plan pricing practices, competition and our ability to compete successfully; changes and developments in the United States health insurance system and laws, the ability to maintain and enhance our name recognition; our ability to build the necessary infrastructure and

processes to maintain effective controls over financial reporting; our ability to identify and complete acquisitions, manage our growth and integrate acquisitions, including the risk that the HealthPocket acquisition will not be integrated successfully; potential liability for the use of incorrect or incomplete data; interruption of our operations due to outside sources; maintaining our intellectual property rights and litigation involving intellectual property rights; our ability to obtain, use or successfully integrate third-party licensed technology; compliance with existing laws, regulations and industry initiatives and future change in laws or regulations in the healthcare industry; breach of our security by third parties; our dependence on the expertise of our key personnel; and potential write-offs of goodwill or other intangible assets. This list is not exhaustive of the factors that may affect any of our forward-looking statements. These and other risk factors that could cause actual results to differ materially from those expressed or implied in our forward-looking statements are discussed in HIIQ's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission (SEC) as well as other documents that may be filed by HIIQ from time to time with the Securities and Exchange Commission, which are available at www.sec.gov. Investors are cautioned not to put undue reliance on forward-looking statements. All subsequent written and oral forward-looking statements attributable to HIIQ or persons acting on our behalf are expressly qualified in their entirety by this notice. We disclaim any intent or obligation to update publicly these forward-looking statements, whether as a result of new information, future events or otherwise.

Note: This presentation also contains certain non-GAAP financial measures. The non-GAAP financial measures used in this presentation are reconciled in HIIQ's Quarterly Report on Form 10-Q or Annual Report on Form 10-K filed with the SEC unless otherwise stated. These non-GAAP financial measures should not be considered an alternative to the GAAP financial measures.

Design, Develop, Distribute and Cloud-Based Administer of Affordable Health Insurance

...**without** Taking on Risk or Paying Claims

Health Benefit Insurance Plans

- Guaranteed Acceptance or Underwritten
- Event-Based Fixed Indemnity
- Improved Coverage Options
- Affordable

Short- Term Medical

- Underwritten
- Most Similar to Major Medical
- Affordable

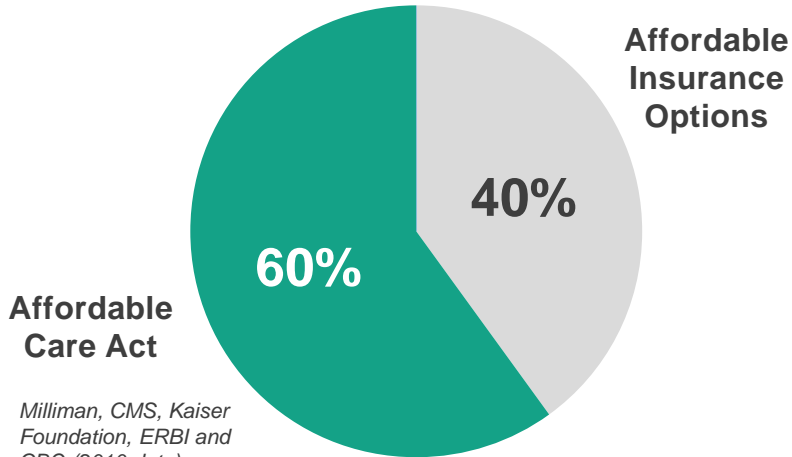
Supplemental

- Value-Added Insurance / Discount Benefit Products:
 - Pharmacy Benefit Cards
 - Life Insurance
 - Dental
 - Vision
 - Critical Illness
 - Deductible and Gap

\$14 Billion Dollar Market Opportunity

Total Health Insurance Market

\$35 Billion of Premium⁽¹⁾



(1) Milliman, CMS, Kaiser Foundation, ERBI and CBO (2010 data)

HIQ has <2% Market Penetration⁽²⁾

Short-Term Medical / Health Benefit Insurance Plans Market

Short-Term Medical Plans

Health Benefit Insurance Plans

**\$14B
Addressable
Market**

(2) Based on IFP premium equivalents for 2016 of \$312M

HIQ Partners with Best-In-Class Carriers and Benefit Providers

Key partnerships
with A to A++
Carriers

(A.M. Best Ratings)

Affordable Health
Care Solutions

Innovative,
Customized,
Data-driven Products



HIQ Integrates Carriers, Distributors and Consumers on Our Proprietary Technology Platform

Plug-and-play technology backbone allows for rapid, scalable growth



Allowing Anyone to Quote, Buy, Print in Minutes

HOW IT WORKS



01

Quote

Using our innovative virtual administrator, a contracted insurance agent will provide you with quotes built to fit your needs and budget.



02

Buy

Purchase a plan and our platform sends you proof of coverage in minutes, not hours or days.



03

Print

Receive your confirmation and login to print your ID cards and all other necessary information.

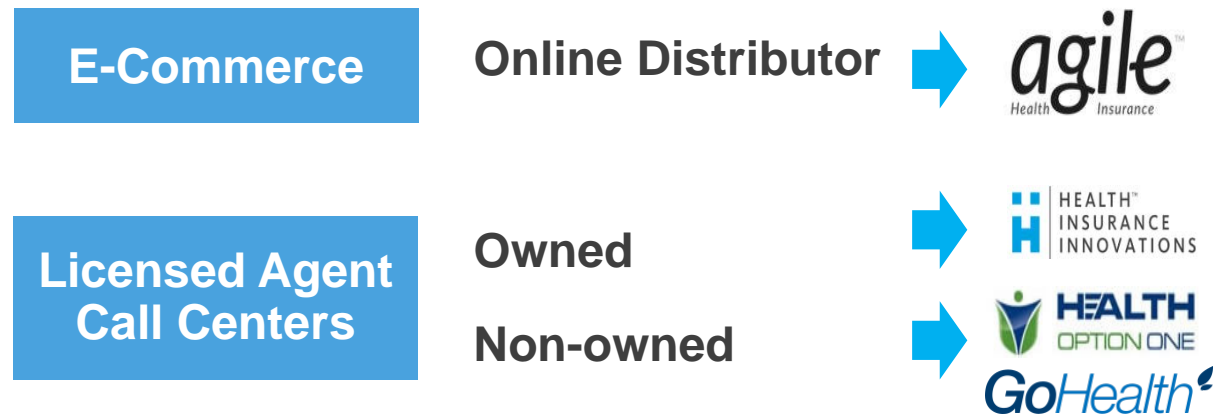


04

Go

Rest assured knowing you're covered by a short-term or limited medical insurance plan from a top-rated carrier.

Extensive and Growing Distribution Network



- Agile is the industry leading online affordable health care platform
- More than 100 licensed agent call centers as of 6/30/17
- Continually expanding and enhancing distribution channels

Online Affordable Health Care Platform Poised for Growth

www.agilehealthinsurance.com

agile
Health Insurance

Short Term Health Insurance Health Benefit Insurance Dental Insurance Help Center

Cut your Health Insurance costs in half!
Many Health Plan Options for \$99/mo or less

Quote & Save Today

LIFESHIELD
NATIONAL INSURANCE CO

Nationwide

National General >>
Accident & Health

Standard Life
and Accident Insurance Company

TELADOC

UnitedHealthOne

USA
United Service Association
For Health Care

Our Trusted Comparison Shopping Site is a Proprietary Lead Generator and Data Resource for New Product Development...

www.HealthPocket.com

2017 Obamacare and Medicare plans are now available! | Licensed Agents Available! (800) 984-8015 | Saved Plans 0

HealthPocket Individual Short Term Medicare Medigap Small Business Dental More

Compare every health insurance plan in **1 Step**

Zip Code, City, or State Individual SEARCH

2017
Obamacare &
Medicare
NOW AVAILABLE

What Makes HealthPocket Better?

More Plans

No need to jump to multiple websites to compare plans. We have the largest number of health plans

...Healthpocket.com is also Quoted by the Media and White House


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The White House
Office of the Press Secretary

For Immediate Release

February 28, 2017

President Trump is Confronting our Nation's Broken Healthcare System

DESPERATE NEED FOR REPEAL AND REPLACE: The United States' healthcare system is trending in a disastrous direction and desperately needs improvement.

- Premiums continue to rise: The 2017 average premium increase for the benchmark HealthCare.gov plan across participating States is rising 25 percent on average in 2017.
- Deductibles challenging the value of insurance: According to analysis by **HealthPocket**, the 2017 average deductible for the most popular tier of Obamacare exchange plan, "Silver Plans," rose by an average 15 percent.
 - This year, Americans face average deductibles of \$6,092 for "Bronze Plans" and \$3,572 for "Silver Plans."



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How You'll Be Affected by the GOP Health Plan Could Depend on Where You Live

Consumer Reports May 5, 2017



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The American Health Care Act, passed by the House on Thursday to cheers from Republican members, would give states wide leeway over a host of provisions that many Americans have come to count on, creating a patchwork of health insurance rules across the nation.

The legislation, designed as a replacement for the Obama-era Affordable Care Act, would allow states to apply for waivers to exempt insurers from providing coverage for 10 "essential health benefits," including emergency services, maternity care, and mental health treatment, among others. The level of coverage would depend on what each state decides.



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JOHN CALSIDY

THREE WAYS TO FIX OBAMACARE

By John Cassidy October 26, 2016

It has long been clear that many of the health-insurance companies offering policies through the public exchanges set up under the Affordable Care Act of 2010 were losing money. Some big operators, including Aetna, Humana, and United Health Care, have withdrawn from a number of the exchanges, and those insurers that remain have been indicating their intention to raise prices sharply for 2017. "The reality is the



In some ways, the Affordable Care Act is working as planned. But serious problems remain.

Photograph by Darruck Phillips / Getty





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How to Bring the Price of Health Care Into the Open

There's a Big Push to Tell Patients What They'll Pay—Before They Decide on Treatment

By Melinda Beck

Updated Feb. 23, 2014 5:03 p.m. ET

It's a simple idea, but a radical one. Let people know in advance how much health care will cost them—and whether they can find a better deal somewhere else.

JOURNAL REPORT

- Insights from **The Experts**
- Read more at [WSJ.com/HealthReport](#)

MORE IN HEALTH CARE

- **The Anatomy of a Hospital Bill**
- **Too Many Tests in the ER**
- **Solved: The Case of the Vanishing Drugs**

JOIN THE CONVERSATION

What's the best way to find health-care deals? Don't miss this video chat with three health-care cost experts on Monday, Feb. 24 at 8 a.m. Eastern.

With outrage growing over incomprehensible medical bills and patients facing a higher share of the costs, momentum is building for efforts to do just that. Price transparency, as it is known, is common in most industries but rare in health care, where "charges," "prices," "rates" and "payments" all have different meanings and bear little relation to actual costs.

Unlike other industries, prices for health care can vary dramatically depending on who's paying. The list prices for hospital stays and doctor visits are often just opening bids that insurers negotiate down. The deals insurers and providers strike are often proprietary, making comparisons difficult. Even doctors are

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Using your Obamacare plan can come at a great cost

Dan Mangan | @DanMangan
Friday, 21 Nov 2014 | 1:19 PM ET

173 SHARES



Customers signed up in the most popular kinds of Obamacare plans for 2015 won't see big increases in how much they have to pay in out-of-pocket health costs compared to this year, a new analysis finds.

HIIQ is Delivering on Our Commitments

Continued Record Revenue and Adjusted Earnings

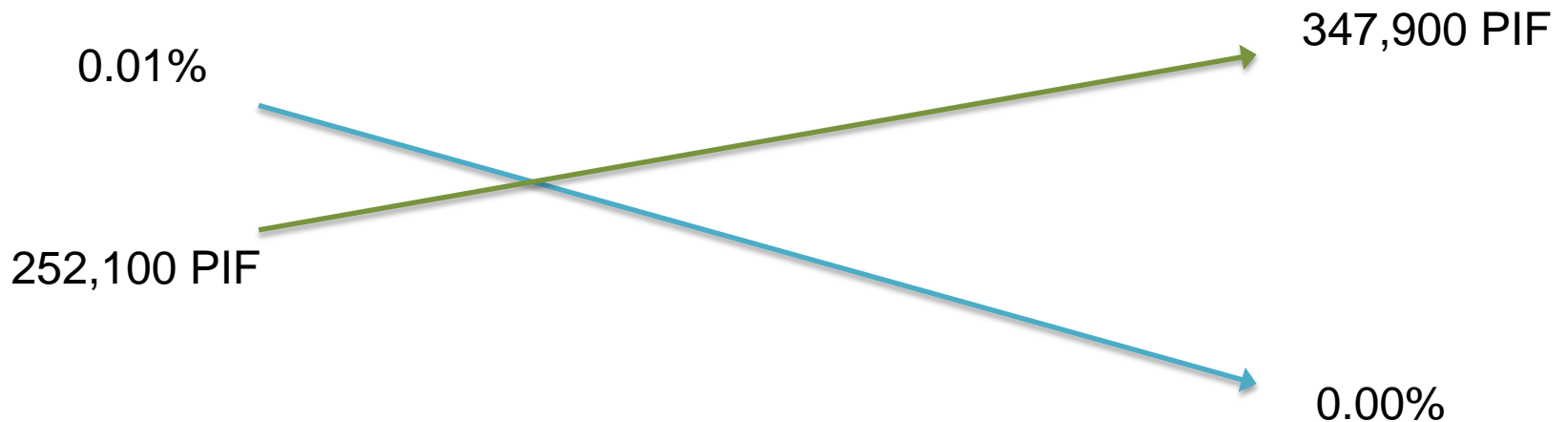
	2015	2016	2017 Guidance	2017 Growth
Revenue	\$104.7	\$184.5	\$235 - \$240	27% - 30%
Adjusted EBITDA	\$6.6	\$27.8	\$41 - \$44	48% - 58%
Adjusted EPS	\$0.27	\$1.12	\$1.50 - \$1.60	34% - 43%

Note: \$ millions except EPS

... Combining Strong Growth and Leading Compliance

- Policies in Force (PIF) grew 38% from 252K to 348K Year-over-Year⁽¹⁾
- Complaints ⁽²⁾ are 0.00% of PIF
- Working to be Industry Leading in Customer Service and Compliance

Policies In Force vs. Percentage of Complaints ⁽²⁾ YOY



(1) 9/30/16 ending PIF vs. 9/30/17 ending PIF

(2) Dept. of Insurance upheld complaints as % of policies in force

Leading to More Happy Customers and More Positive Reviews

I wanted to express my gratitude for the excellent customer service. Our agent was very knowledgeable in the policy and protocol of HIIQ. He was very helpful in assisting me with my inquiry and customer needs.

Blake W. Savannah, GA

I would like to thank you for your kind help and considerate manner with our policy and refund. A special thanks to [her] for your patient way of explaining our steps along the way. Another thanks must go to [him] for listening to me and offering suggestions at our first conversation.

Ralph L. Sequim, WA

She was very polite, professional, and very efficient. She explained exactly how my refund would be processed and helped me with everything I needed.

Brian K. Wilmington, NC

Health Insurance Innovations

218 E Bearss Ave #325, Tampa, FL

[Write a review](#)

2.8 ★★★★★ 105 reviews



Diana Muturia

15 photos

★★★★★ a week ago

Bonnie is your girl. Super helpful to get the right insurance for you

👍 Helpful?

Response from the owner a week ago

Hi Diana,

We'll be sure to pass on this feedback to the agency where Bonnie works. We're ... [More](#)



Chyna Chambers

★★★★★ a month ago

Very satisfied with my portal login.

Very easy and simple to do.

👍 Helpful?

Response from the owner a month ago

Hi Chyna,

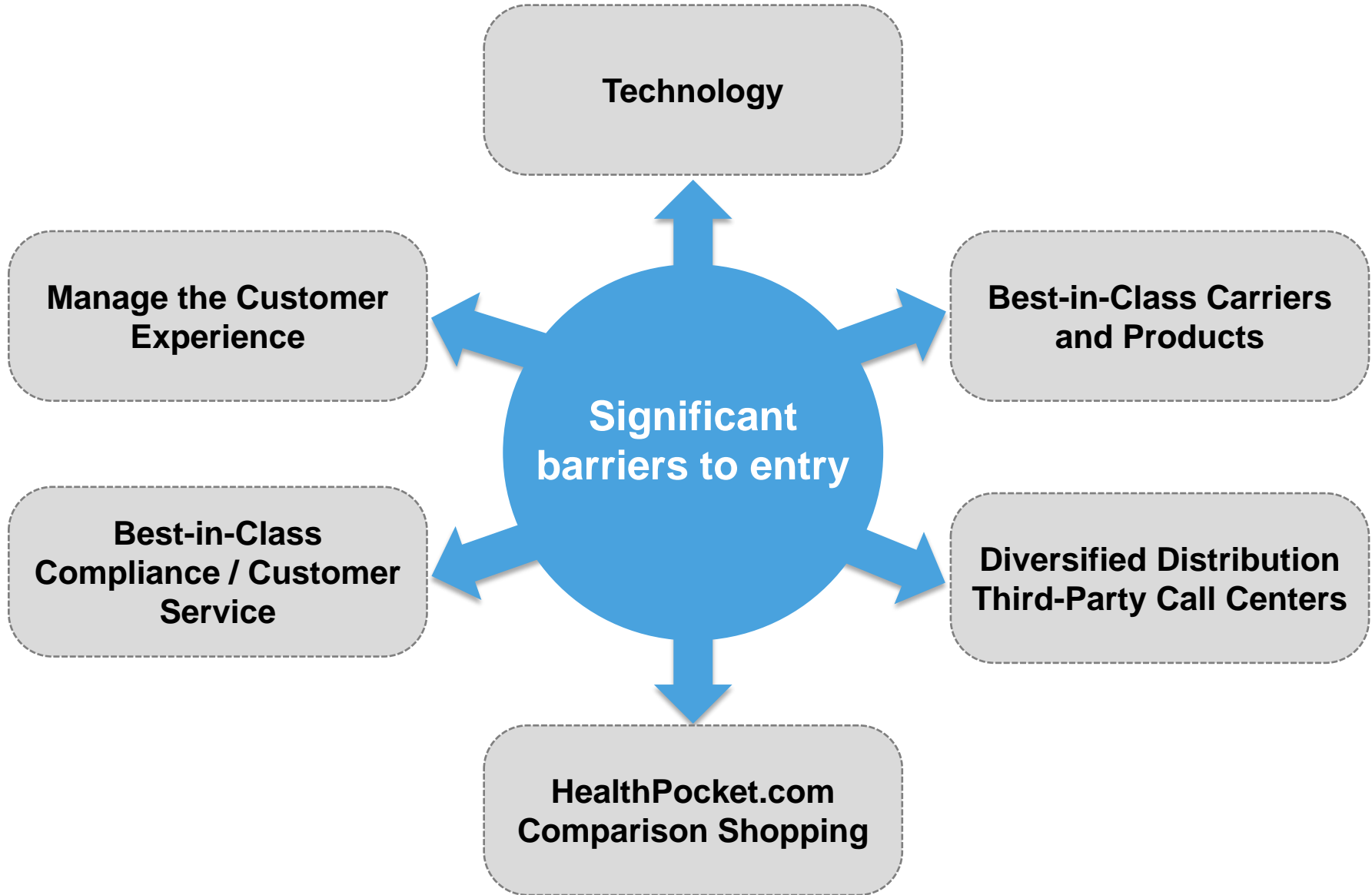
That's great to hear! We appreciate you sharing this feedback with us. If we can ... [More](#)



Marcia Foga

★★★★★ a month ago

Whilst Maintaining the HIIQ Competitive Advantage...



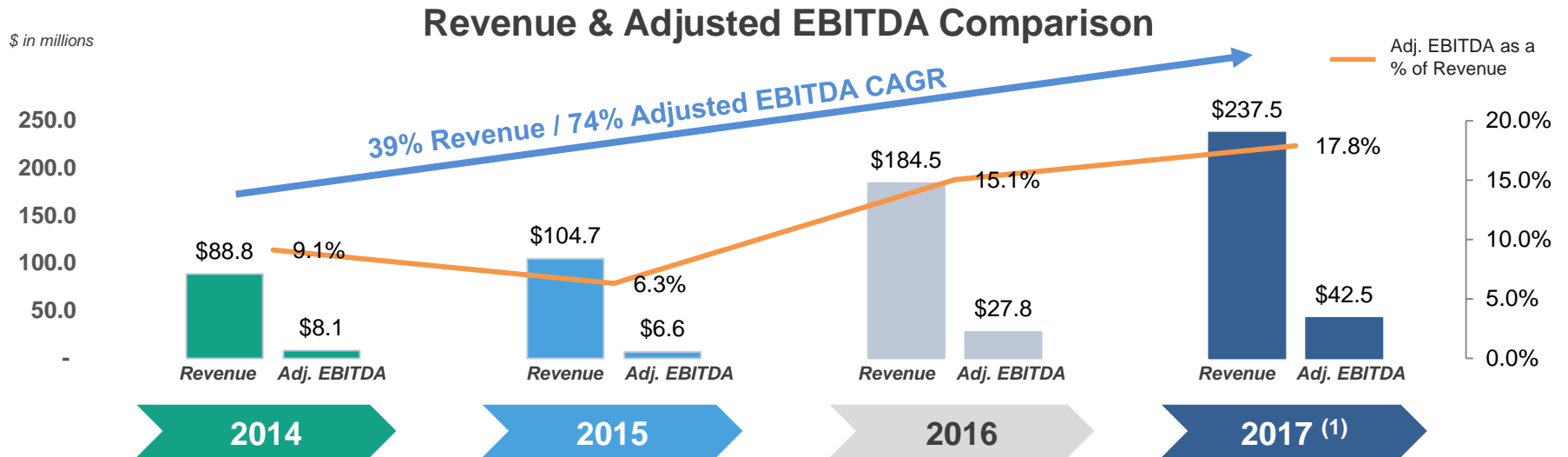
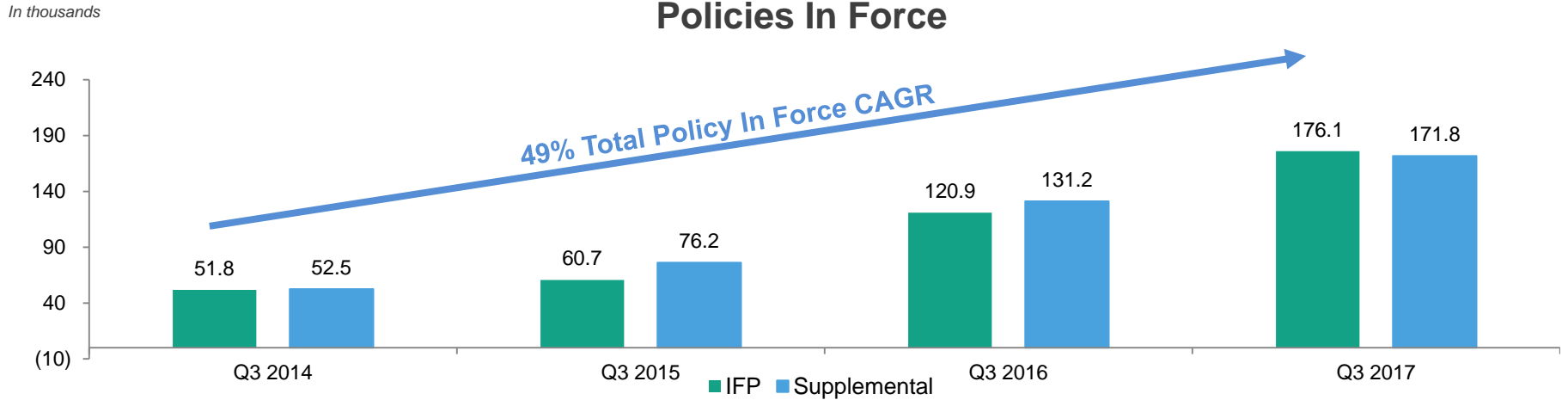
Financials

Financial Results

Metric	FY 2015	YoY Change	FY 2016	YoY Change	Q3 YTD 2016	Q3 YTD 2017	YoY Change
Revenue	\$104.7	18%	\$184.5	76%	\$133.1	\$181.0	36%
Adjusted EBITDA	\$6.6	(19%)	\$27.8	322%	\$18.9	\$35.0	85%
GAAP Diluted EPS	\$0.08	--	\$0.59	638%	\$0.61	\$1.21	98%
Adj. EPS	\$0.27	(29%)	\$1.12	315%	\$0.77	\$1.28	66%
Metric	12/31/15	YoY Change	12/31/16	YoY Change	9/30/16	9/30/17	YoY Change
Cash & Cash Equivalents	\$7.7	(\$6.6)	\$12.2	\$4.5	\$14.3	\$43.1	\$28.8

Note: \$ millions except EPS

Track Record of Success With Solid Growth Trajectory



(1) Mid-point of 2017 guidance

Confident in Ability to Drive Long-Term Value Creation

➤ **Increased Guidance for FY 2017**

- Revenue to grow 27% to 30% year-over-year (with expected revenue of \$235 million to \$240 million)
- Adjusted EBITDA to grow 48% to 58% year-over-year (with expected adjusted EBITDA of \$41 million to \$44 million)
- Adjusted EPS to grow 34% to 43% (with expected adjusted EPS of \$1.50 to \$1.60)
- Previously guided to full year revenue of \$225 million to \$230 million, adjusted EBITDA of \$39 million to \$42 million and adjusted EPS of \$1.45 to \$1.55

➤ **\$50 Million Share Repurchase Authorization**

- As announced on October 16, the HIIQ Board of Directors has authorized up to \$50 million in a new share repurchase program through October 2019

HIQ Path to Continued Growth

1. **Keep Customer First**
2. **Data Driven Product Innovation**
3. **Expand Distribution**
4. **Focus on Scalability & Leverage**
5. **Drive Recurring Revenue Growth**
6. **Maximize E-Commerce Opportunity
(AgileHealthInsurance.com)**



Appendix

Reconciliation of Net Income to EBITDA and Adjusted EBITDA

Reconciliation of Net Income to EBITDA and Adjusted EBITDA
(unaudited)
(\$ in thousands)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2017	2016	2017	2016
Net income	\$ 6,002	\$ 5,134	\$ 21,476	\$ 11,690
Interest (income) expense	(2)	(102)	(2)	53
Depreciation and amortization	1,028	835	2,958	2,367
Provision for income taxes	2,889	1,580	4,220	2,501
EBITDA (1)	9,917	7,447	28,652	16,611
Non-cash stock-based compensation	2,652	393	4,434	1,362
Fair value adjustment to contingent consideration	—	—	—	15
Transaction costs	5	—	761	—
Tax receivable agreement liability adjustment	—	29	—	458
Severance, restructuring and other charges	238	224	1,133	446
Adjusted EBITDA (2)	\$ 12,812	\$ 8,093	\$ 34,980	\$ 18,892

Source: Health Insurance Innovations, Inc. 2017 10-Q

Reconciliation of Net Income to Adj. Net Income per Share

Reconciliation of Adjusted EBITDA to Adjusted Net Income per Share
(Unaudited)
(\$ in thousands except per share data)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2017	2016	2017	2016
Net income	\$ 6,002	\$ 5,134	\$ 21,476	\$ 11,690
Interest (income) expense	(2)	(102)	(2)	53
Amortization	479	527	1,502	1,642
Provision for income taxes	2,889	1,580	4,220	2,501
Non-cash stock-based compensation	2,652	393	4,434	1,362
Fair value adjustment to contingent consideration	—	—	—	15
Transaction costs	5	—	761	—
Tax receivable agreement liability adjustment	—	29	—	458
Severance, restructuring and other charges	238	224	1,133	446
Adjusted pre-tax income	12,263	7,785	33,524	18,167
Pro forma income taxes	(4,660)	(2,958)	(12,739)	(6,903)
Adjusted net income (3)	\$ 7,603	\$ 4,827	\$ 20,785	\$ 11,264
Total weighted average diluted share count	16,585	14,565	16,260	14,566
Adjusted net income per share (4)	\$ 0.46	\$ 0.33	\$ 1.28	\$ 0.77

Source: Health Insurance Innovations, Inc. 2017 10-Q

Reconciliation of Premium Equivalents to Revenues

Reconciliation of Premium Equivalents to Revenues
(Unaudited)
(\$ in thousands except per share data)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2017	2016	2017	2016
Premium equivalents (1)	\$ 99,407	\$ 78,548	\$ 289,243	\$ 226,265
Less risk premium	34,502	31,056	103,545	88,880
Less amounts earned by third party obligors	1,570	1,384	4,712	4,293
Revenues	<u>\$ 63,335</u>	<u>\$ 46,108</u>	<u>\$ 180,986</u>	<u>\$ 133,092</u>

Source: Health Insurance Innovations, Inc. 2017 10-Q