



**Love your home.
For moving and improving and everything in between.**

May 2022

DISCLAIMERS

Forward-Looking Statements

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Non-GAAP Financial Measures

This presentation includes one or more non-GAAP financial measures, such as Adjusted EBITDA (loss), Adjusted EBITDA (loss) as a percentage of revenue, and average revenue per monetized service.

Porch defines Adjusted EBITDA (loss) as net income (loss) adjusted for interest expense, net, income taxes, other expenses, net, depreciation and amortization, certain non-cash long-lived asset impairment charges, stock-based compensation expense and acquisition-related impacts, including compensation to the sellers that requires future service, amortization of intangible assets, gains (losses) recognized on changes in the value of contingent consideration arrangements, if any, gain or loss on divestitures and certain transaction costs. Adjusted EBITDA (loss) as a percentage of revenue is defined as Adjusted EBITDA (loss) divided by GAAP total revenue. Average revenue per monetized services in quarter is the average revenue generated per monetized service performed in a quarterly period. When calculating average revenue per monetized service in quarter, average revenue is defined as total quarterly monetized service revenues generated from monetized services.

Porch management uses these non-GAAP financial measures as supplemental measures of Porch’s operating and financial performance, for internal budgeting and forecasting purposes, to evaluate financial and strategic planning matters, and to establish certain performance goals for incentive programs. Porch believes that the use of these non-GAAP financial measures provides investors with useful information to evaluate Porch’s operating and financial performance and trends and in comparing Porch’s financial results with competitors, other similar companies and companies across different industries, many of which present similar non-GAAP financial measures to investors. However, Porch’s definitions and methodology in calculating these non-GAAP measures may not be comparable to those used by other companies. In addition, Porch may modify the presentation of these non-GAAP financial measures in the future, and any such modification may be material.

You should not consider these non-GAAP financial measures in isolation, as a substitute to or superior to financial performance measures determined in accordance with GAAP. The principal limitation of these non-GAAP financial measures is that they exclude specified income and expenses, some of which may be significant or material, that are required by GAAP to be recorded in Porch’s consolidated financial statements. Porch may also incur future income or expenses similar to those excluded from these non-GAAP financial measures, and Porch’s presentation of these measures should not be construed as an inference that future results will be unaffected by unusual or non-recurring items. In addition, these non-GAAP financial measures reflect the exercise of management judgment about which income and expense are included or excluded in determining these non-GAAP financial measures.

You should review the tables accompanying Porch’s earnings release available at www.sec.gov for reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measure. Porch is not providing reconciliations of non-GAAP financial measures for future periods to the most directly comparable measures prepared in accordance with GAAP. Porch is unable to provide these reconciliations without unreasonable effort because certain information necessary to calculate such measures on a GAAP basis is unavailable or dependent on the timing of future events outside of Porch’s control.

Porch, the Vertical Software Platform for the home

Guidance as stated May 10, 2022

Revenue

\$320M

2022E (from \$192.4M 2021)



>25,500 Home Services Companies
Generate strong SaaS + transaction revenue

Robust Growth

66%

2022E YoY Revenue Growth



Strong B2B2C Monetization
Low-cost and early access to homebuyers

Gross Written Premium²

\$600M

2022E (from \$400M ARR Q4 2021)



Large InsurTech & Warranty Opportunity
Capital light model with strong recurring revenue

Massive TAM

>\$320B

High Margin US-only TAM⁽¹⁾



Valuable Proprietary Data about Properties



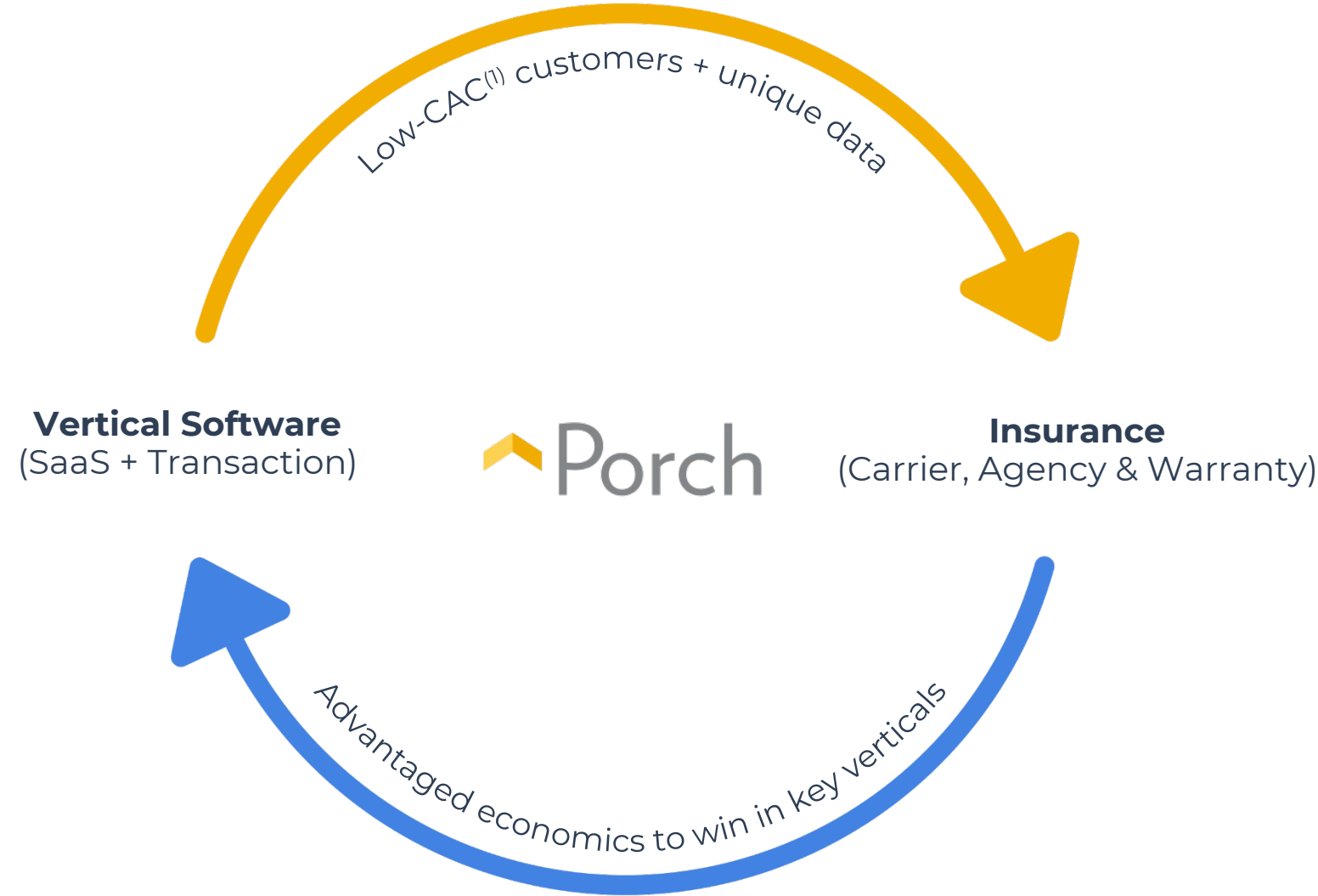
Proven Team with Strong Track Record
History of operating at scale

(1) See slide 28 for full calculation.
(2) 2022 Gross Written Premium (“GWP”) guidance of \$600 is presented as a full year run rate, and is the total premium written by third-party insurance carriers through EIG, HOA’s insurance operations, and AHP for insurance and warranty policies for the face value of one year’s premium, before deductions for reinsurance and ceding commissions.

Key Focus Areas for 2022

1. Sell Vertical Software to more companies, increasing market share in key strategic verticals
2. Embed and expand B2B2C Transactions via our privileged access to consumers
3. Profitably grow our capital light Insurance revenue via geographic and product expansion
4. Begin to leverage Proprietary Data to improve insurance and warranty risk-based Pricing
5. Enhance Consumer Experience and Conversion via app, digital, and concierge experiences
6. Integration of past M&A acquired businesses, including SOX-related processes and controls

Porch, the Vertical Software Platform for the Home

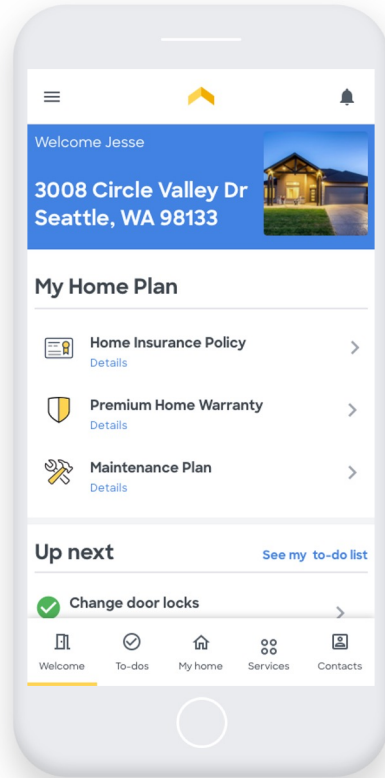


(1) Customer acquisition cost

Porch Platform

Consumer Experience

Embedded Transactions

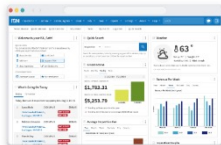


Data Platform

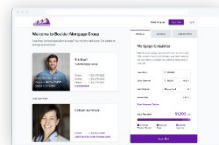
Proprietary Insights



ISN Inspection Support Network



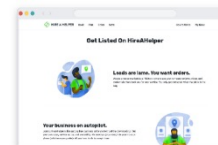
Flōify



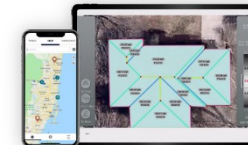
Rynoh



HIRE A HELPER



îROOFING



Porch Has Early Access to High-Intent Homebuyers

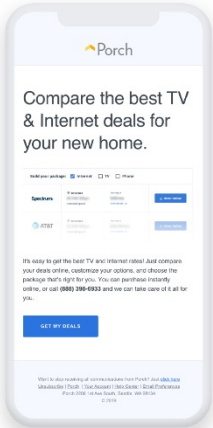
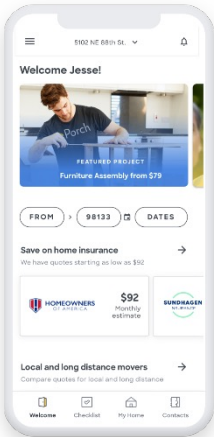
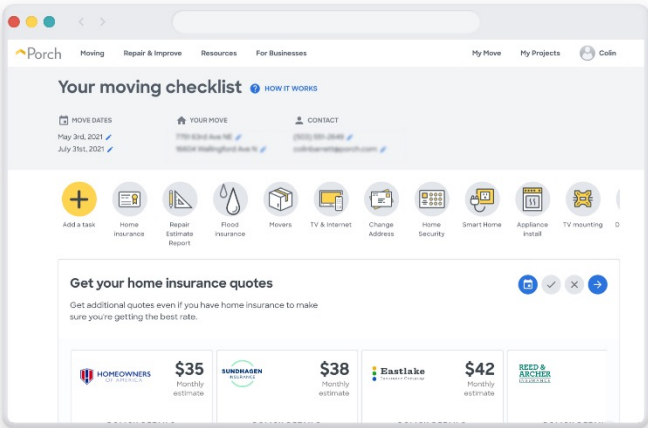


Everyone else

Porch knows homebuyers are moving ~6 weeks before the move due to unique early access

Major move-related purchase decisions begin to be made

Customer info becomes public (available to everyone else) via USPS



Porch provides end-to-end comparison & provisioning for key services

Insurance

Recurring Revenue



PROGRESSIVE



Porch is a nationwide insurance agency selling home, auto, renters, flood and umbrella insurance. Additionally, Porch operates as an MGA and carrier for home and soon auto and umbrella⁽¹⁾

Warranty

Recurring Revenue



Porch provides home warranty products in all 50 states offering an innovative three-year product

Moving

Per job revenue



Porch is the leader in providing moving labor services (loading or unloading a moving truck) and spans to coordinate full-service long-distance moves.

Security

Per install revenue



Porch helps ensure homes are protected with getting the right home security and home automation company scheduled to complete the installation.

TV/Internet

Per install revenue



Porch helps consumers understand all of their options for Internet, TV and phone service for their new home, and helps the customer purchase and activate service.

Contractors

Per lead/appt revenue



Porch helps customers get inspection repairs done on their new home and complete ongoing maintenance and improvement tasks.

⁽¹⁾ Porch has entered into a definitive agreement to acquire CSE Insurance Group. This transaction is expected to close in mid-2022 pending regulatory approval.

Strong Growth and Margin Improvement from Q1 2021

Q1 2021

\$26.7M

Revenue

78%

Revenue-Cost of
Revenue Margin

-36%

Adj. EBITDA Margin¹

Q1 2022

\$62.6M

Revenue

66%

Revenue-Cost of
Revenue Margin

-11%

Adj. EBITDA Margin¹

\$102M

Gross Written Premium

¹) Adjusted EBITDA is a Non-GAAP number; See Porch's Q1 2022 earnings press release for final audited results for a reconciliation of Adjusted EBITDA (loss) as a percentage of revenue to their most directly comparable GAAP financial measures
Note: Gross Written Premium ("GWP") is the total premium written by third-party insurance carriers through EIG, HOA's insurance operations, and AHP for insurance and warranty policies for the face value of one year's premium, before deductions for reinsurance and ceding commissions.

2022 Guidance: 66% Revenue Growth & Adj EBITDA Improvement

2022E Guidance

Guidance as stated May 10, 2022

~\$320M

Revenue

\$302.5M + \$17.5M from announced acquisitions
(RWS = \$7.5M of \$10M annualized; CSE = \$10M of \$25M annualized)

~\$210M

Revenue Less Cost of Revenue

Increase of 58% from \$133.7M in 2021

~-9%

Adj. EBITDA %

>-\$26.5M

Adj. EBITDA⁽³⁾ \$

YoY improvements of >400 bps and total Adj. EBITDA \$⁽¹⁾

(Guiding to breakeven in 2H 2023 and for FY 2024)

~\$600M⁽²⁾

Gross Written Premium

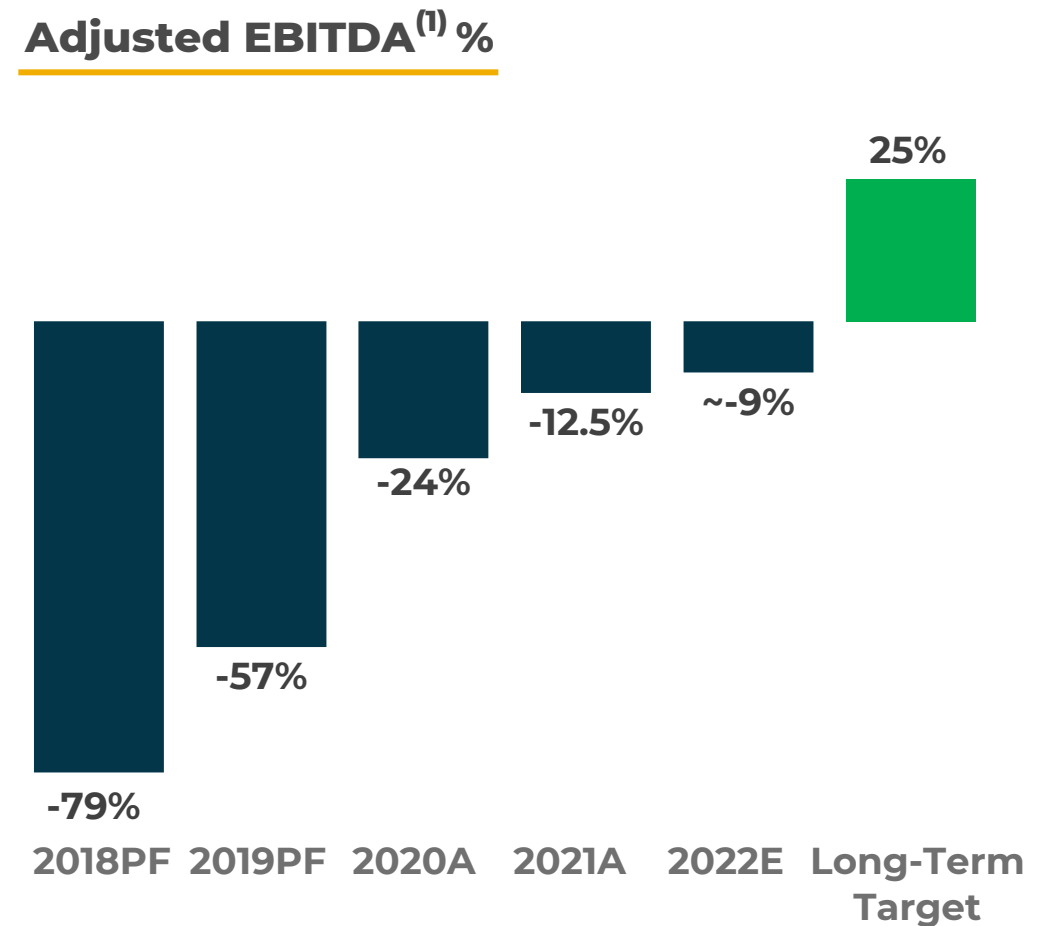
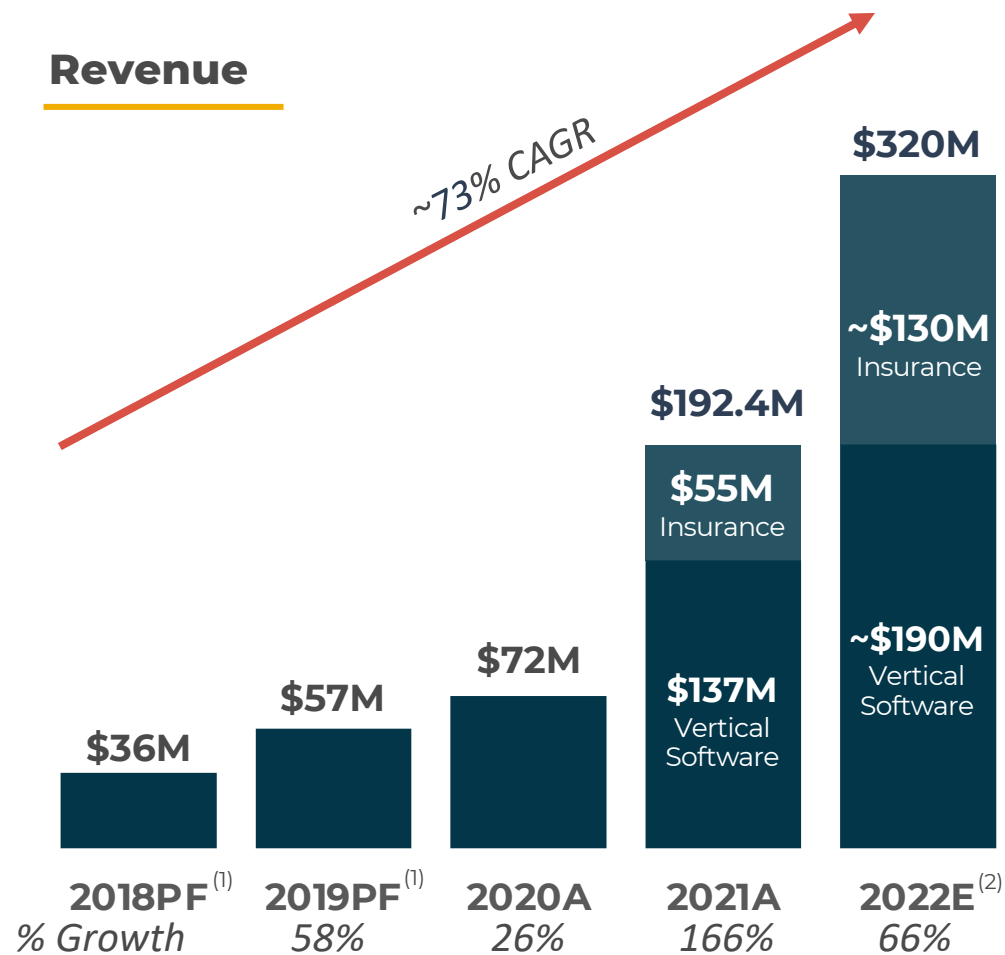
Increase of 95% from \$307M GWP in 2021

(1) Excluding one-time HOA purchase price accounting adjustment of \$2.5M reflected in 2021 FY results

(2) 2022 gross written premium guidance is stated as annual run rate as of year end 2022.

(3) Adjusted EBITDA is a Non-GAAP number; See Porch's Q1 2022 earnings press release for final audited results for a reconciliation of Adjusted EBITDA (loss) as a percentage of revenue to their most directly comparable GAAP financial measures

2022E: Both Strong Growth and Margin Improvement



(1) PF figures are Pro Forma results which exclude the financial results of certain Porch businesses divested during 2019 and the first half of 2020, after giving effect to all such divestitures as if they had occurred on January 1, 2018

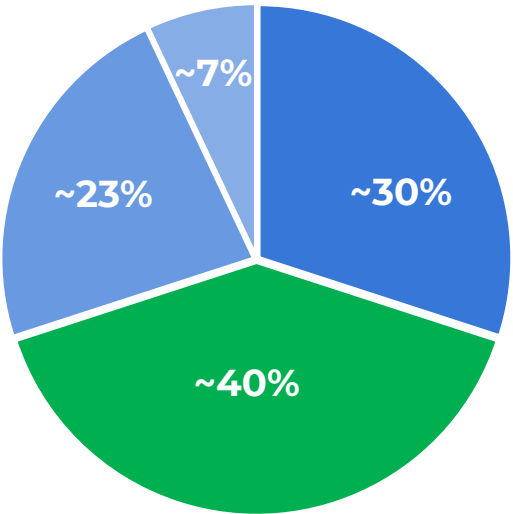
(2) 2022 Estimated revenue includes the amount of revenue expected from '22 acquisitions to be recorded in the '22 year: RWS (\$7.5M) completed in April 2022, and CSE (+\$10M based on the expectation of a mid 2022 close date)

(3) Adjusted EBITDA is a Non-GAAP number; See Porch's Q1 2022 earnings press release for final audited results for a reconciliation of Adjusted EBITDA (loss) as a percentage of revenue to their most directly comparable GAAP financial measures

2022E Revenue: Strong Growth in Both Vertical Software and Insurance

FY 2022E Guidance Revenue Distribution

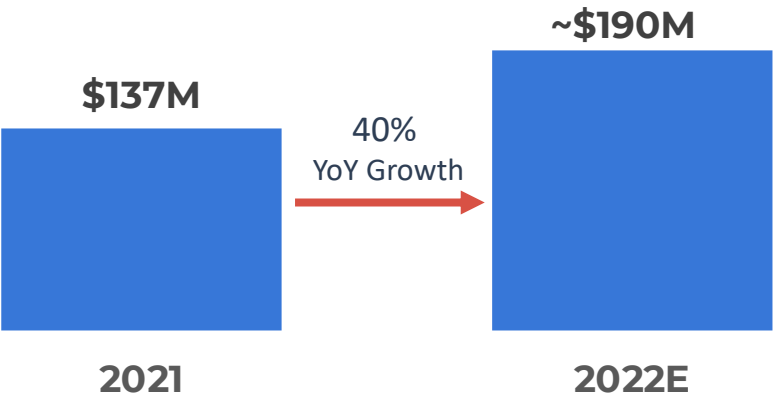
Guidance as stated May 10, 2022



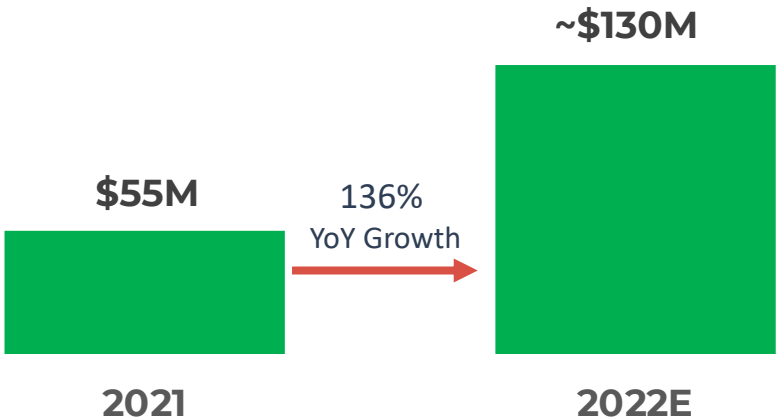
- Software & Services Subscriptions (~30%)⁽¹⁾**
B2B Recurring Fees From Companies
- Move-Related Services – Excl. Insurance Segment (~23%)⁽²⁾**
B2B2C Transaction Revenue via Companies (Reoccurring)
- Post-Move Services (~7%)⁽³⁾**
Transaction Revenue
- Insurance Segment (~40%)⁽²⁾**
Insurance + Warranty (Recurring Revenue)

Segment Revenue Growth⁽⁴⁾

Vertical Software



Insurance



(1) B2B includes recurring fees paid by Companies to Porch for SaaS and other services
(2) B2B2C (Move-Related Services) includes revenue predominantly related to selling consumers insurance, moving, security and TV/internet, with the majority of these consumers being provided to Porch on a reoccurring basis by companies
(3) B2B2C and B2C (Post-Move Services) includes revenue predominantly related to connecting consumers with contractors across home maintenance and improvement projects with these consumers originating from both 1) companies on a reoccurring basis and 2) direct-to-consumer channels
(4) 2022 Estimated revenue includes the amount of revenue expected from '22 acquisitions to be recorded in the '22 year: RWS (\$7.5M) completed in April 2022; CSE (+\$10M based on the expectation of a mid 2022 close date, currently pending)

Segment Information

Segments: Q1 2022 Financials

Vertical Software Segment

\$34.7M

Revenue

72%

Revenue Less Cost of Revenue
Margin

9%

Adj. EBITDA Margin^(1,2)

Insurance Segment

\$27.9M

Revenue

59%

Revenue Less Cost of Revenue
Margin

12%

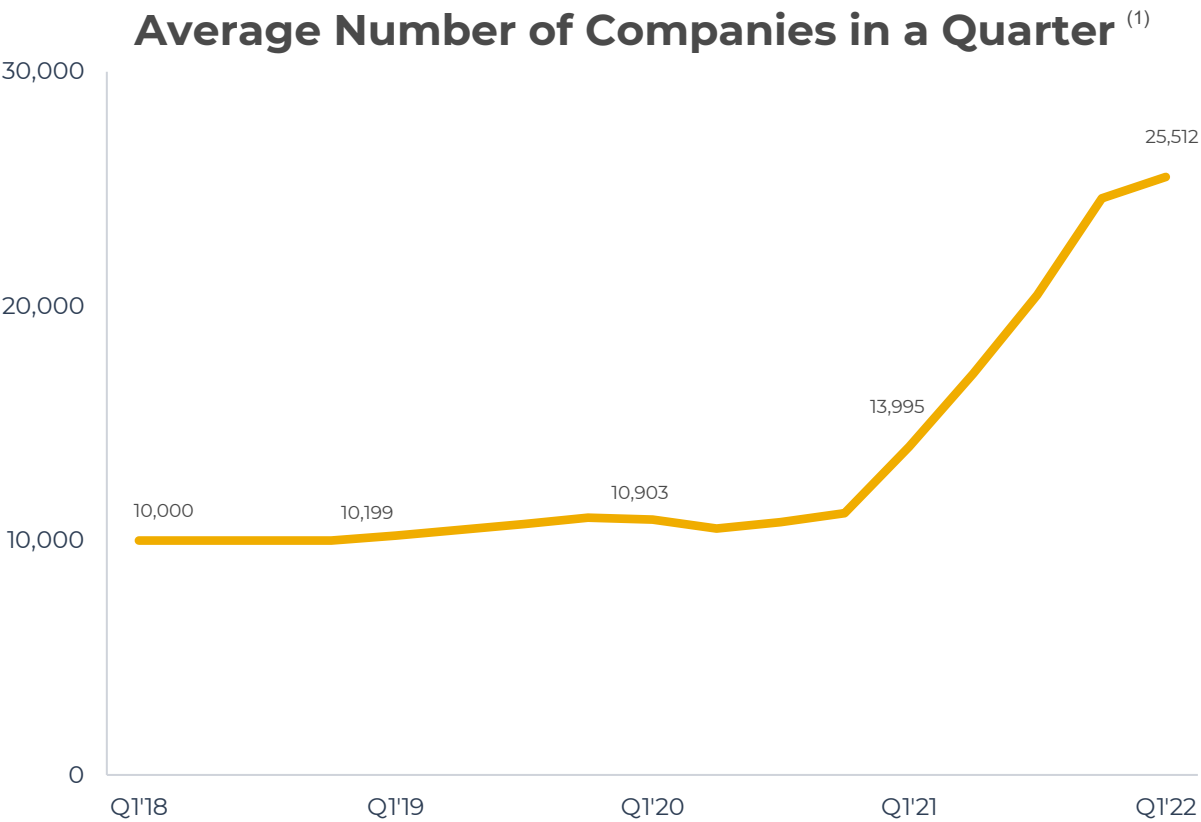
Adj. EBITDA Margin^(1,3)

(1) Adjusted EBITDA is a Non-GAAP number; See Porch's Q1 2022 earnings press release for final audited results for a reconciliation of Adjusted EBITDA (loss) as a percentage of revenue to their most directly comparable GAAP financial measures

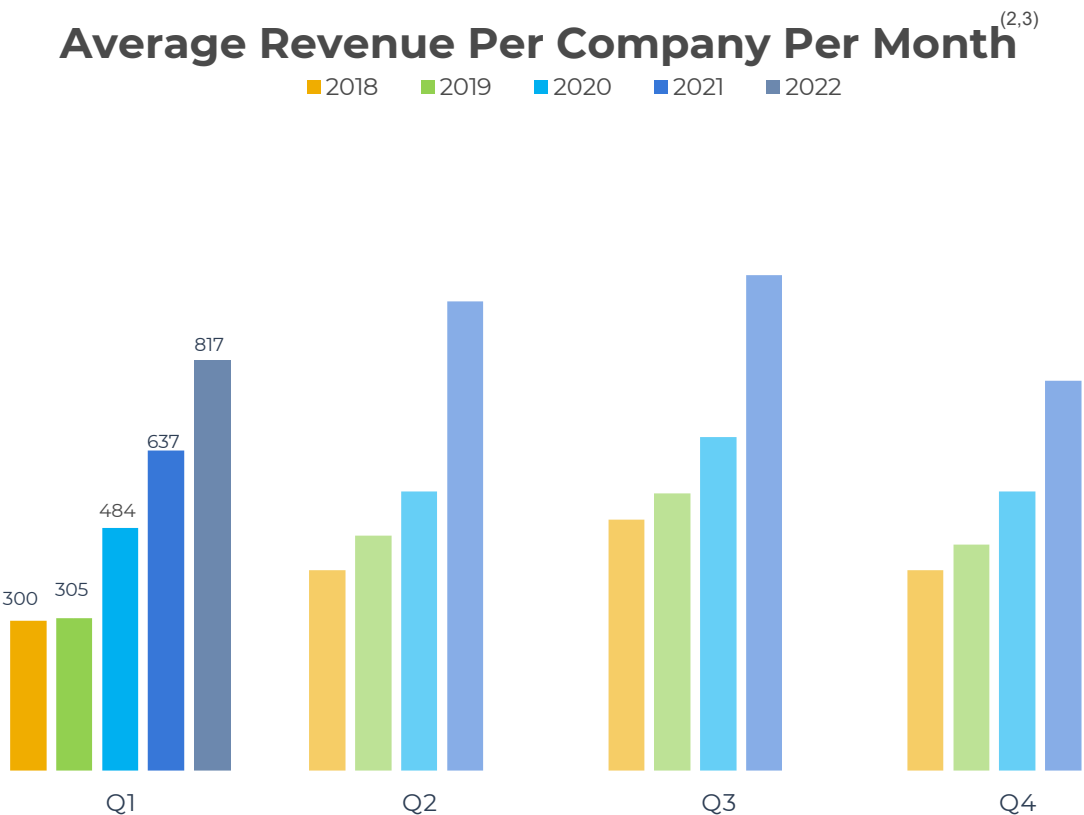
(2) Impact of preliminary estimate of shared allocation of corporate expense would indicate a 0% Adjusted EBITDA (loss) as a percentage of revenue in the quarter

(3) Impact of preliminary estimate of shared allocation of corporate expense would indicate a 10% Adjusted EBITDA (loss) as a percentage of revenue in the quarter

Number of Companies & Average Revenue Per Company



25,512 companies in Q1 2022



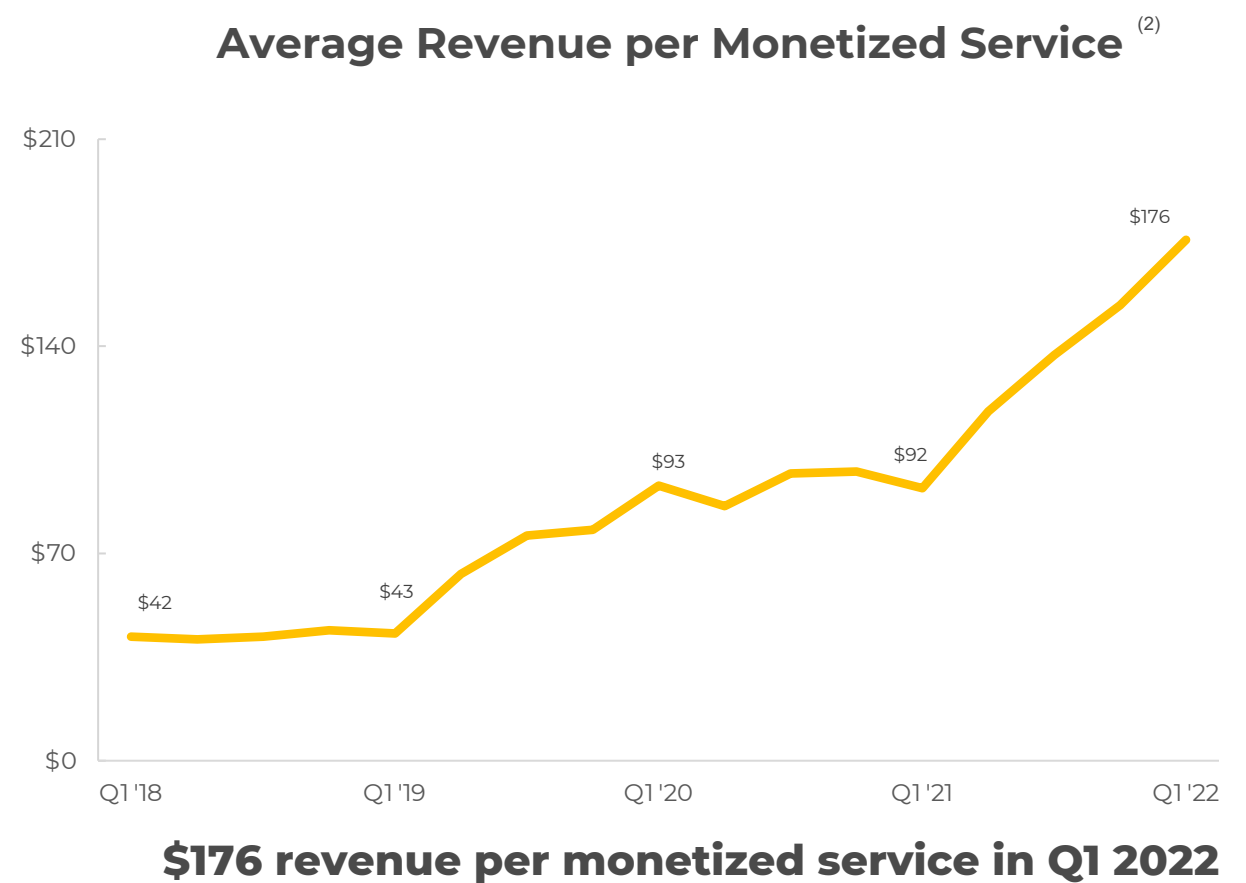
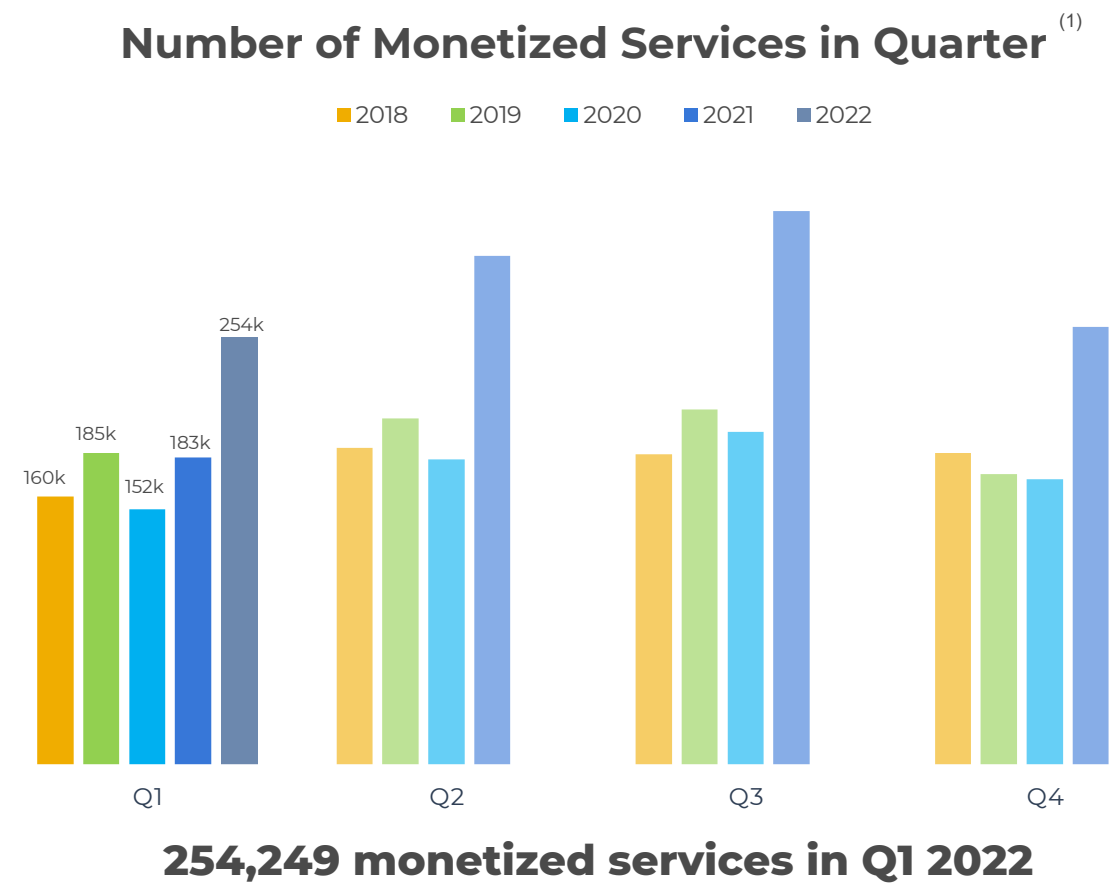
\$817 revenue per company per month in Q1 2022

(1) Porch management defines average companies in a quarter as an average of the end of period number of companies with the beginning of period number, inclusive of all companies across Porch's home services verticals that (i) generate recurring revenue and (ii) generated revenue in the quarter. For new acquisitions, we determine the number of customers in their initial quarter based on the percentage of the quarter they were part of Porch.

(2) Average revenue per account per month in quarter is defined as the total revenue from the quarter generated across all our home services company customer accounts divided by the average number of companies in the period divided by 3 (to provide monthly revenue).

(3) Average revenue per company per month has been adjusted for Q2, Q3, Q4' 21 representing allocation of HOA revenue change among quarters – no change to full year revenue. See Porch's Q1' 22 10Q for average revenue reconciliation

Monetized Services & Average Revenue Per Monetized Service



(1) Monetized Services per Quarter is defined as the total number of unique consumer services from which Porch generated revenue, including, but not limited to, new and renewing insurance customers, completed moving jobs, security installations, TV/internet installations or other home projects, measured over a quarterly period.

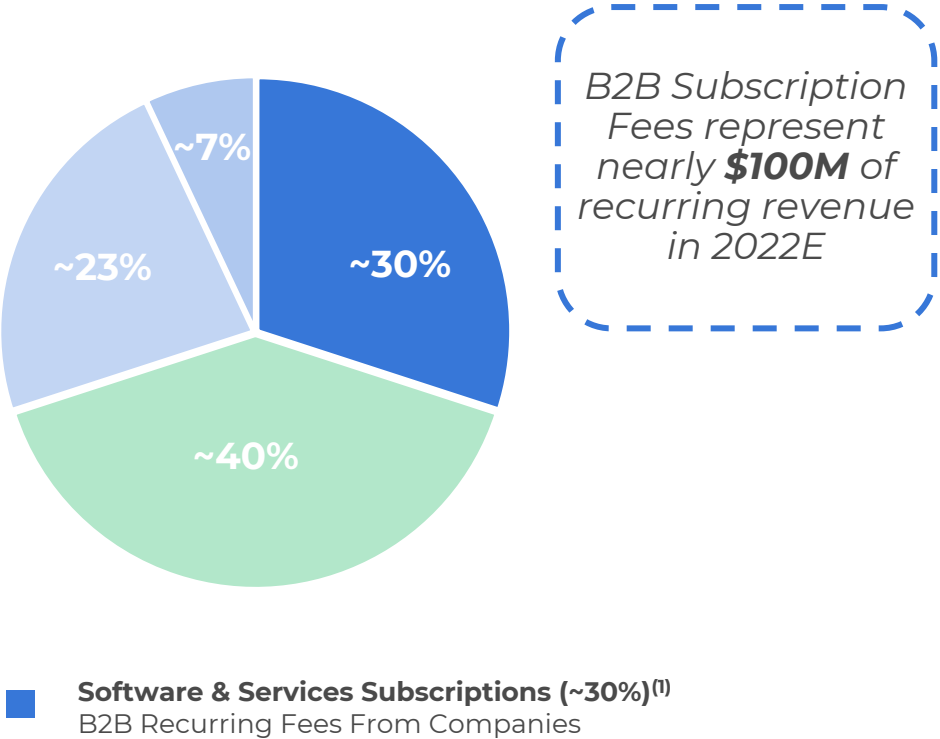
(2) Average revenue per monetized services in quarter is defined as the total service revenue (Move-Related Transaction revenue plus Post-Move Transaction revenue) divided by the number of Monetized Services per Quarter.

(3) Average revenue per company per month has been adjusted for Q2, Q3, Q4 '21 representing allocation of HOA revenue change among quarters – no change to full year revenue. See Porch's Q1 '22 10Q for average revenue reconciliation

Vertical Software: Delivering Recurring SaaS Revenue

FY 2022E Revenue Guidance Distribution




Guidance as stated May 10, 2022



Key Verticals

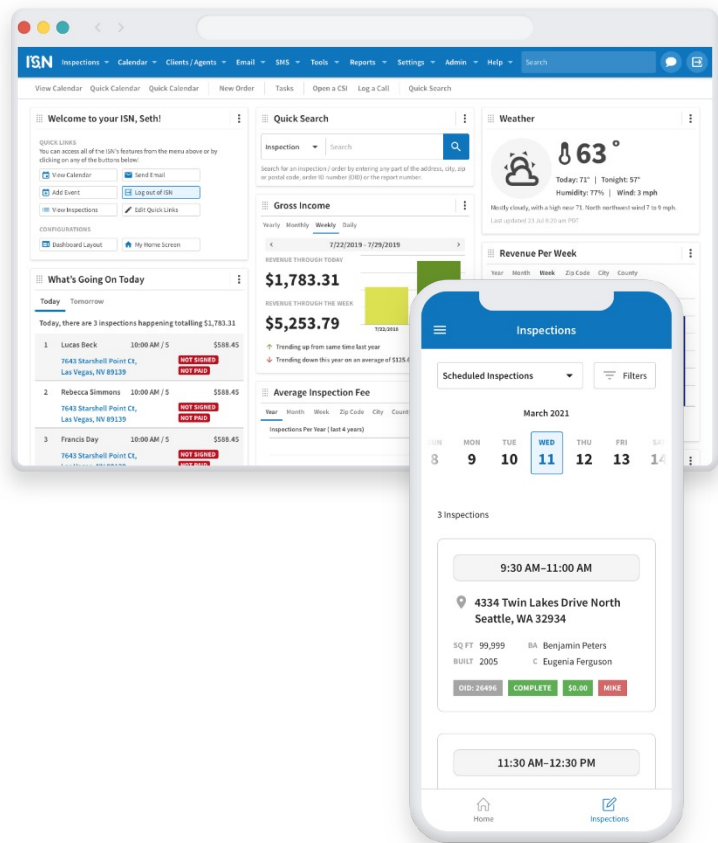
Pricing

Growth Initiatives

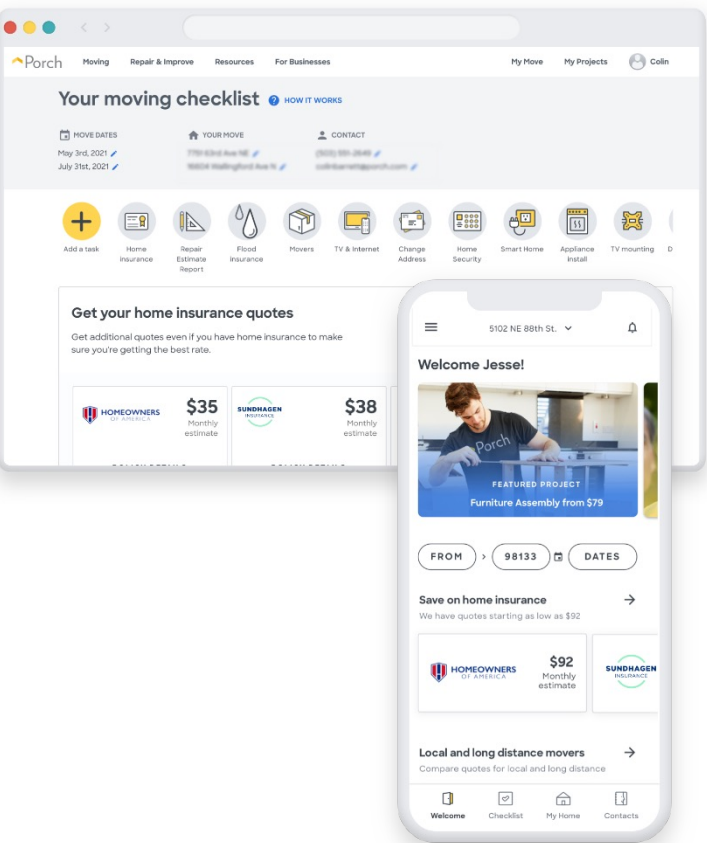
 ERP and CRM software for inspectors ⁽²⁾	Monthly minimum fees that scale with use	Consumer app to reach and help all inspection consumers with key services
 SMB mortgage automation and point-of-sale solution	Monthly subscription fee (per seat / team)	Recent integration of insurance quotes into point-of-sale experience
 SaaS solutions for title companies and other settlement agents	Monthly minimum fees that scale with use	New module launched to help title companies with more of their operations

Porch Value Proposition to Software Companies

Best-in-Class Vertical Software



Differentiated Value Prop



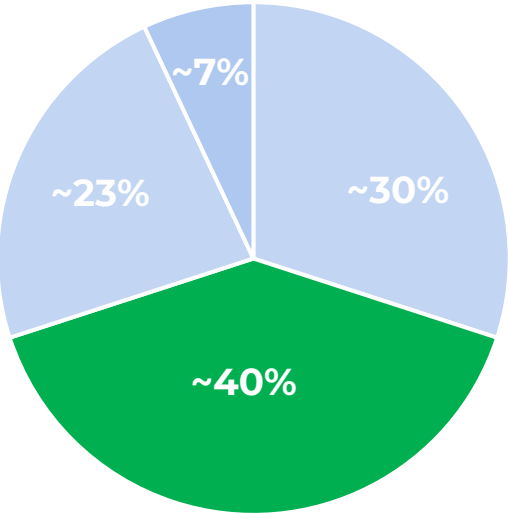
Demand Generation



Insurance: Long-Term Fundamental Advantages

FY 2022E Revenue Guidance Distribution

Guidance as stated May 10, 2022



Insurance Segment (~40%)
Insurance + Warranty (Recurring Revenue)

2022 Guidance:
~\$130M revenue
~\$600M GWP end-of-year run rate²

Key Offerings



Sustainable Advantages

Access to low-cost consumers via Porch

Proprietary data provides opportunity for enhanced underwriting and pricing capabilities

Strong historic underwriting allows for high margin capital light operating model

Access to low-cost consumers via Porch

Embed insurance into Floify

Access to all consumers of inspectors to assist with insurance

Access to low-cost consumers via Porch

Proprietary data provides opportunity for enhanced underwriting and pricing capabilities

Bundle with HOA to provide full home protection

(1) CSE expectation of a mid 2022 close date, currently pending
(2) 2022 gross written premium guidance is stated as annual run rate as of year end 2022

Insurance Segment: High-Value Protection Products



Agency

- Licensed in all 50 states
- Write Porch's insurance products as well as 3rd party carriers

Capital-Light InsurTech

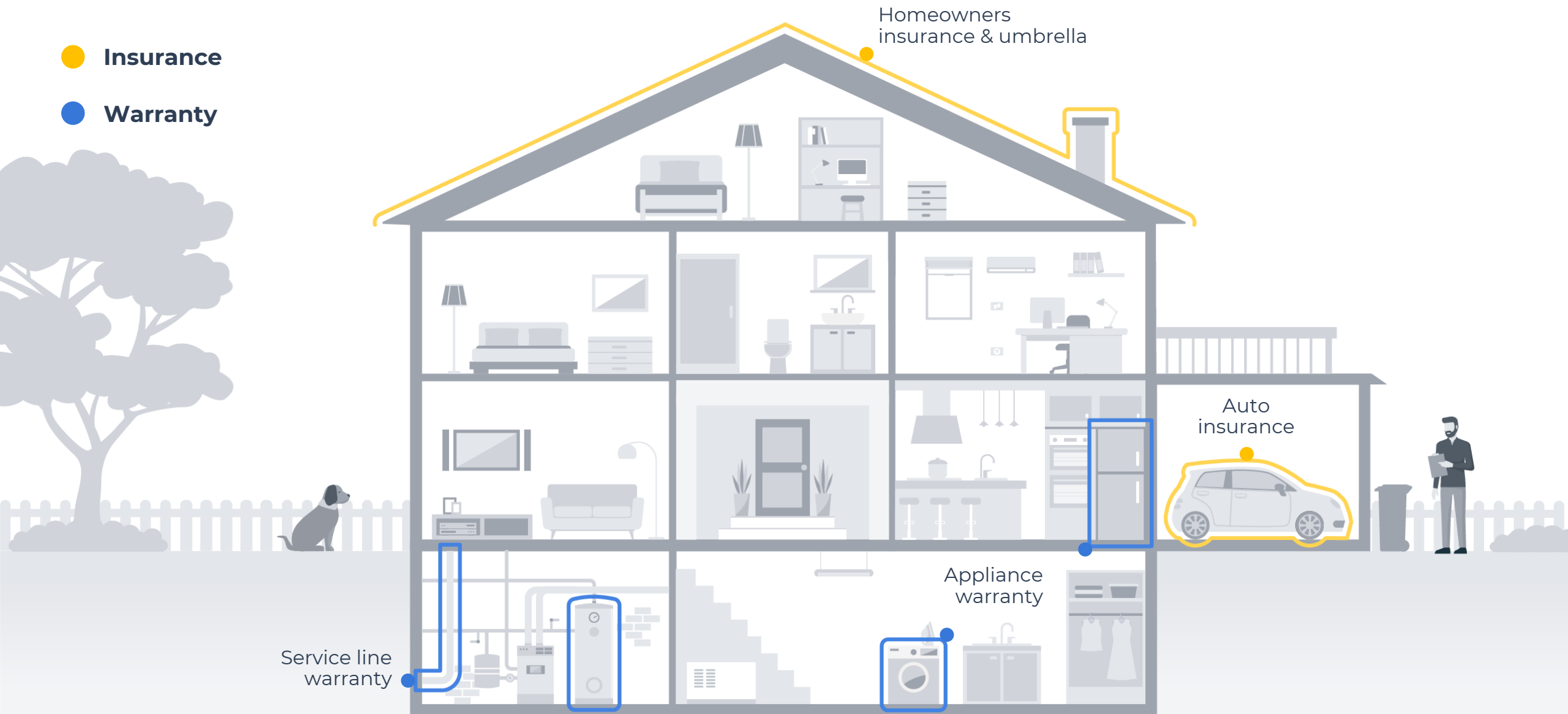
- Operate a capital-light model, ceding vast majority of premiums to reinsurers
- Writing in 17 states

Home Warranty

- Selling policies in 46 states
- Utilize innovative 3-year policy structure

(1) CSE Insurance Group subject to regulatory approval; anticipated for mid-2022

Porch Protects Homeowners with Insurance & Warranty



Insurance Segment: Q1 2022 Financial Performance & KPI's

\$102M

Q1 GWP⁽¹⁾

338K

Policies

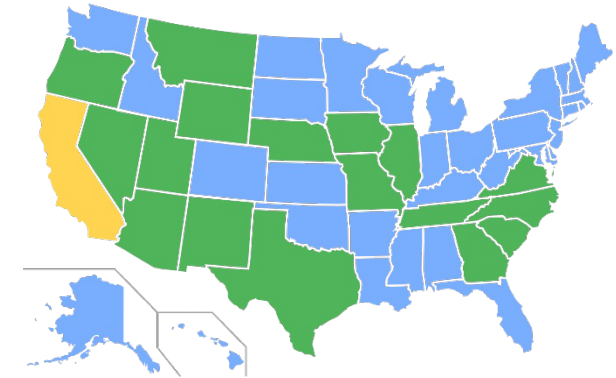
89%

Customer Retention⁽³⁾

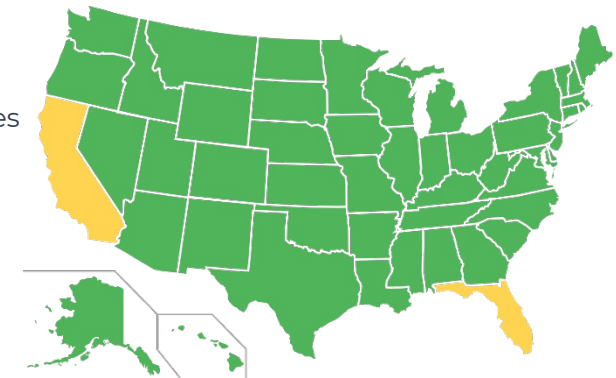
\$330

Annualized Revenue Per Policyholder⁽²⁾

Insurance
(Agency in
50 states.
Carrier now
live in
17 states as
carrier)



Warranty
(Live in 50 states
and D.C.)



- Active states
- Approved / Signed (coming soon)⁽⁴⁾
- Agency only (carrier opportunity)

Disclaimer: See Porch's Q4 and full year 2021 earnings press release for final audited results for a reconciliation of Adjusted EBITDA (loss) as a percentage of revenue to its most directly comparable GAAP financial measures;

(l) Gross Written Premium ("GWP") is the total premium written by third-party insurance carriers through EIG, HOA's insurance operations, and AHP for insurance and warranty policies for the face value of one year's premium, before deductions for reinsurance and ceding commissions written in the period

(2) Includes quarterly revenue for the segment divided by number of policyholders in the segment multiplied by four

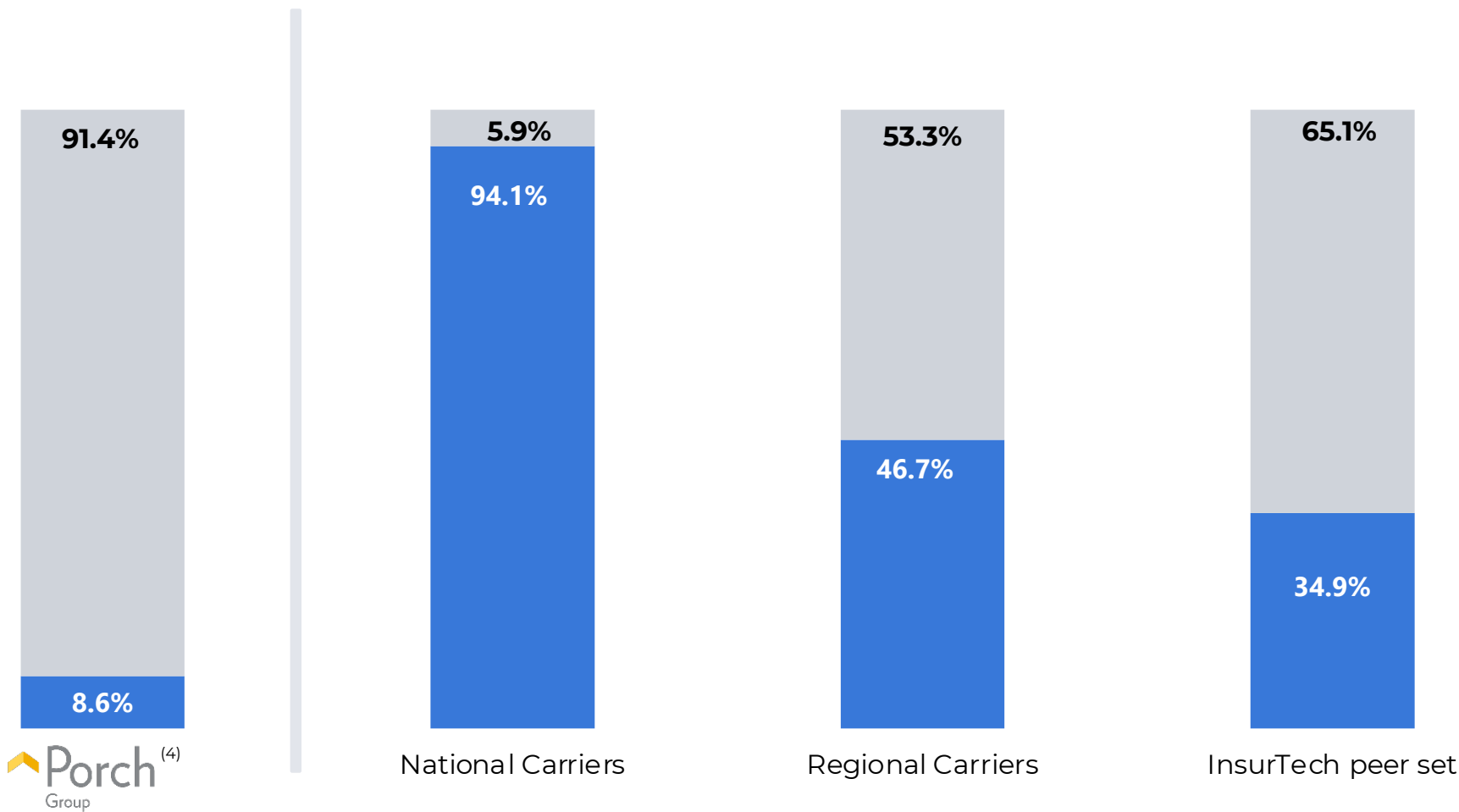
(3) Represents rolling 12 months ending December 2021 for HOA

(4) Includes CSE Insurance Group subject to regulatory approval; anticipated for mid-2022

Porch Runs a Scaled (~\$600M GWP⁽¹⁾) and Profitable (16% Adj EBITDA margin⁽²⁾) InsurTech

3 Year Average⁽³⁾ Statutory NWP / GWP

Ceded to 3rd party reinsurers Retained by company



Source: SNL Financial; Porch includes HOAIC; Indices represent median of personal lines for the SNL Group of following companies: National: Allstate, Auto Owners, Cincinnati, Farmers, Liberty Mutual, Main Street America, Mercury, National General, Progressive, State Farm, State Auto, Travelers; Regional: Allied Trust, Erie, Heritage, QBE, Sagesure/Occidental, Universal P&C; UPC; InsurTech: Hippo, Kin, Lemonade, Metromile, Root

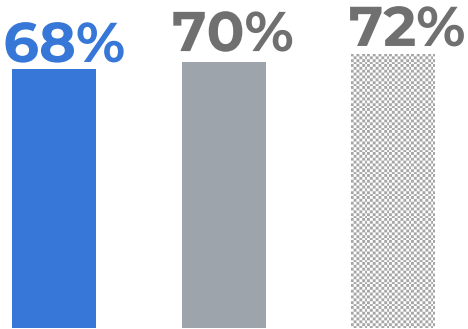
1) GWP represents Porch 2022 gross written premium guidance is stated as annual run rate as of year end 2022

2) 2021 EBITDA margin calculated as Insurance Segment Adjusted EBITDA divided by Insurance Segment revenue for FY2021; Adjusted EBITDA is a Non-GAAP number; See Porch's Q1 2022 earnings press release for final audited results for a reconciliation of Adjusted EBITDA (loss) as a percentage of revenue to their most directly comparable GAAP financial measures

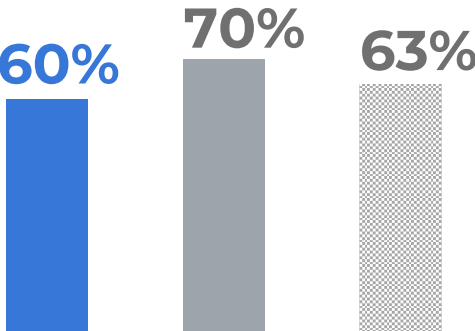
3) Represents median of peer company average for 2019, 2020 and 2021 Statutory Net Written Premium (NWP) / GWP

4) Represents HOAIC

We Have a Proven Track Record of Underwriting Results



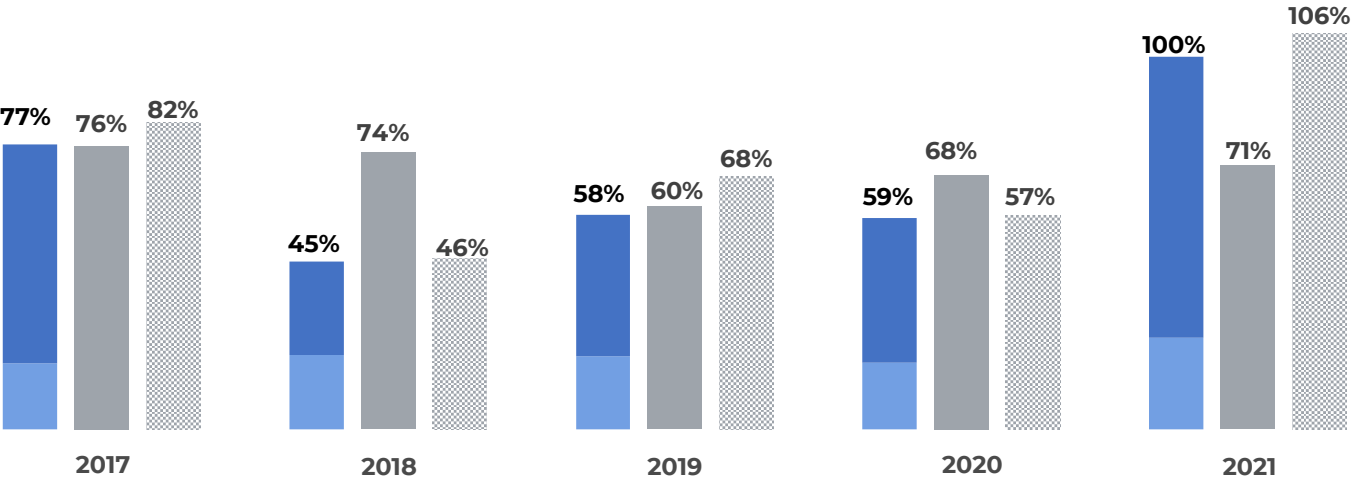
2017-2021
Average



2017-2020
Average

■ HOA Industry: ■ U.S ■ Texas

■ Attritional: Non-weather and non-catastrophe claims
■ All Other: Weather and catastrophe claims



Atypical weather events in Texas in 2021 drove outsized losses across the industry. Despite this, Porch insurance segment had 16% EBITDA margins in '21.

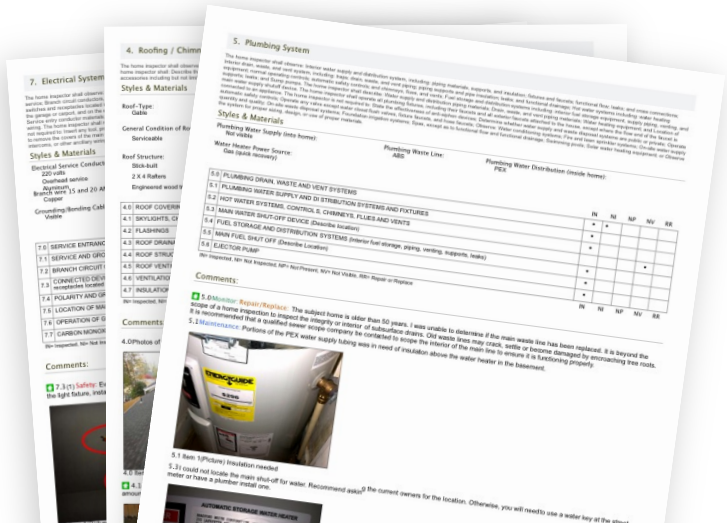
Approved! Porch data being used in insurance pricing

Water heater data

Water heater location:

- AZ, VA, GA: Filed and approved ✓
- Additional states: In-flight

Further data (such as system data) under evaluation



Additional data types under evaluation



Plumbing

Data Advantage: Type of piping and characteristics



Residents

Data Advantage: Number of dwellers and number of incomes



Roofing

Data Advantage: Up to date roof type, age and quality



Systems and appliances

Data Advantage: Systems make, model, serial number, age and characteristics



Other

Data Advantage: Foundation and siding condition, number of potential issues

Value of Proprietary Data for Claims Mitigation

Insurance Warranty



Wind & Hail
~34%⁽¹⁾ of industry loss

Example: Older roofs are more easily damaged; replacing can exceed **\$10K⁽²⁾**

✓ *Data Advantage:* Up to date roof type, age and quality



Water Damage
~29%⁽¹⁾ of industry loss

Example: Water heater failure typically costs **\$7.5K⁽²⁾**

✓ *Data Advantage:* Make, model, serial number, age of water heater



Fire & Lightning
~29%⁽¹⁾ of industry loss

Example: Appliance failure and faulty wiring are among key loss drivers

✓ *Data Advantage:* Quality of electrical; make, model, serial number, and age of appliances



Systems & Appliances
~95%+ of warranty losses⁽²⁾

Example: Avg. appliance loss – HVAC: ~**\$725+⁽²⁾**, washer: ~**\$350+⁽²⁾**

✓ *Data Advantage:* Make, model, serial number, and age of systems and appliances

Source: Insurance Information Institute

1) Insurance reflects percentage of losses incurred for 2019 per Insurance Information Institute;

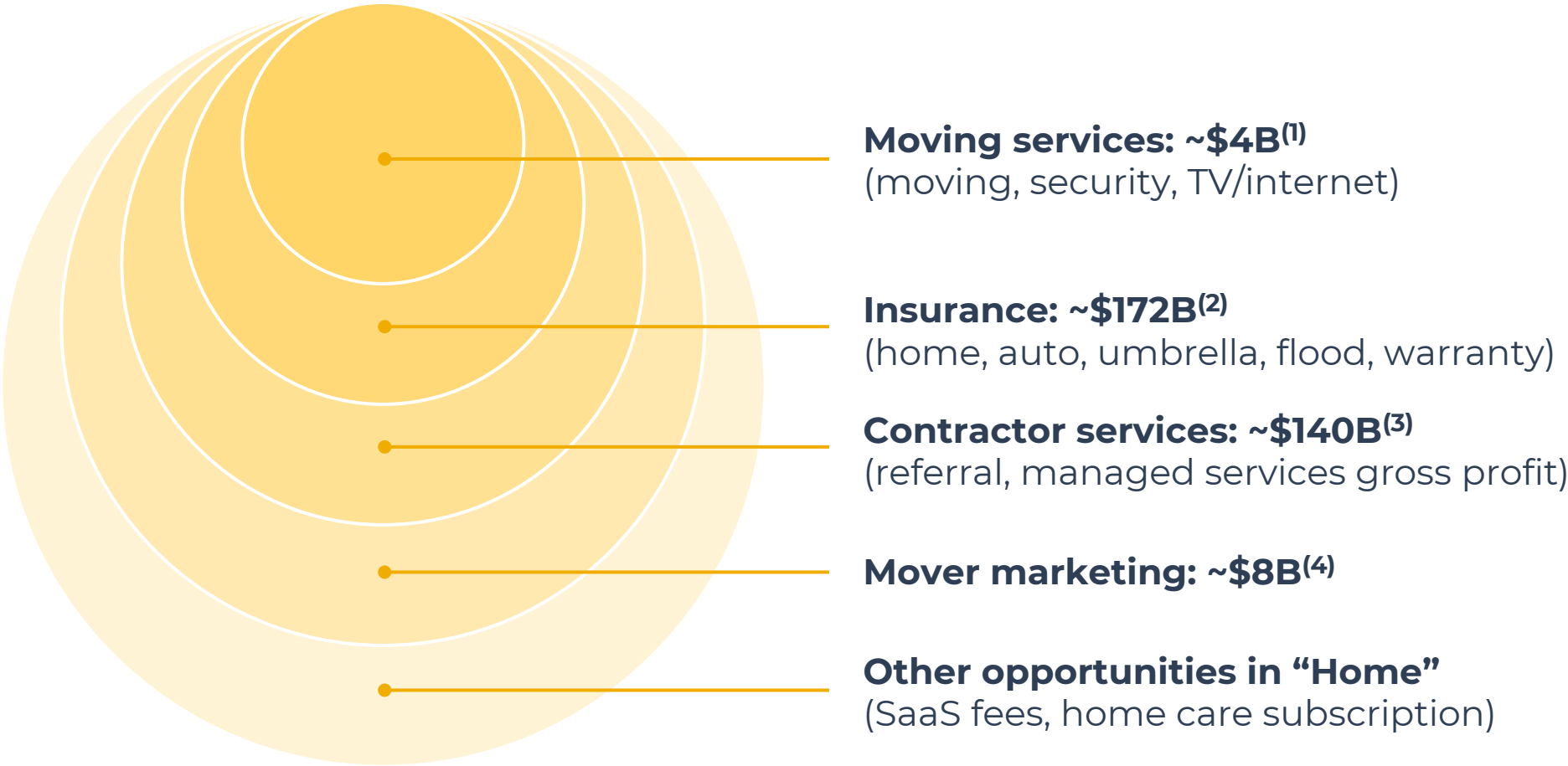
2) Represents management estimates based company experience

Thank You



Appendix

Massive TAM Of >\$320B Continues to Expand



(1) Moving Services: Comprised of Security, Moving, and TV / Internet installs. Security TAM of \$1.3B estimated based on \$220 net commission per security install multiplied by 6M home sales per year. Moving TAM of \$1.9B based on \$314 net commission per move multiplied by 6M moves per year. TV / Internet Installs TAM of \$684M based on \$114 net commission per install multiplied by 6M installs per year.

(2) Insurance: \$172B TAM based on U.S. home insurance annual revenues of \$104B plus U.S. auto insurance annual revenues of \$313B multiplied by a 20% broker commission (source: IBIS 2019 full year data). Umbrella and flood are incremental. Warranty calculated from IBIS World: Home Warranty Providers Industry in the US (2019) Home Plans estimate and utility service line estimate of combined \$4.5B.

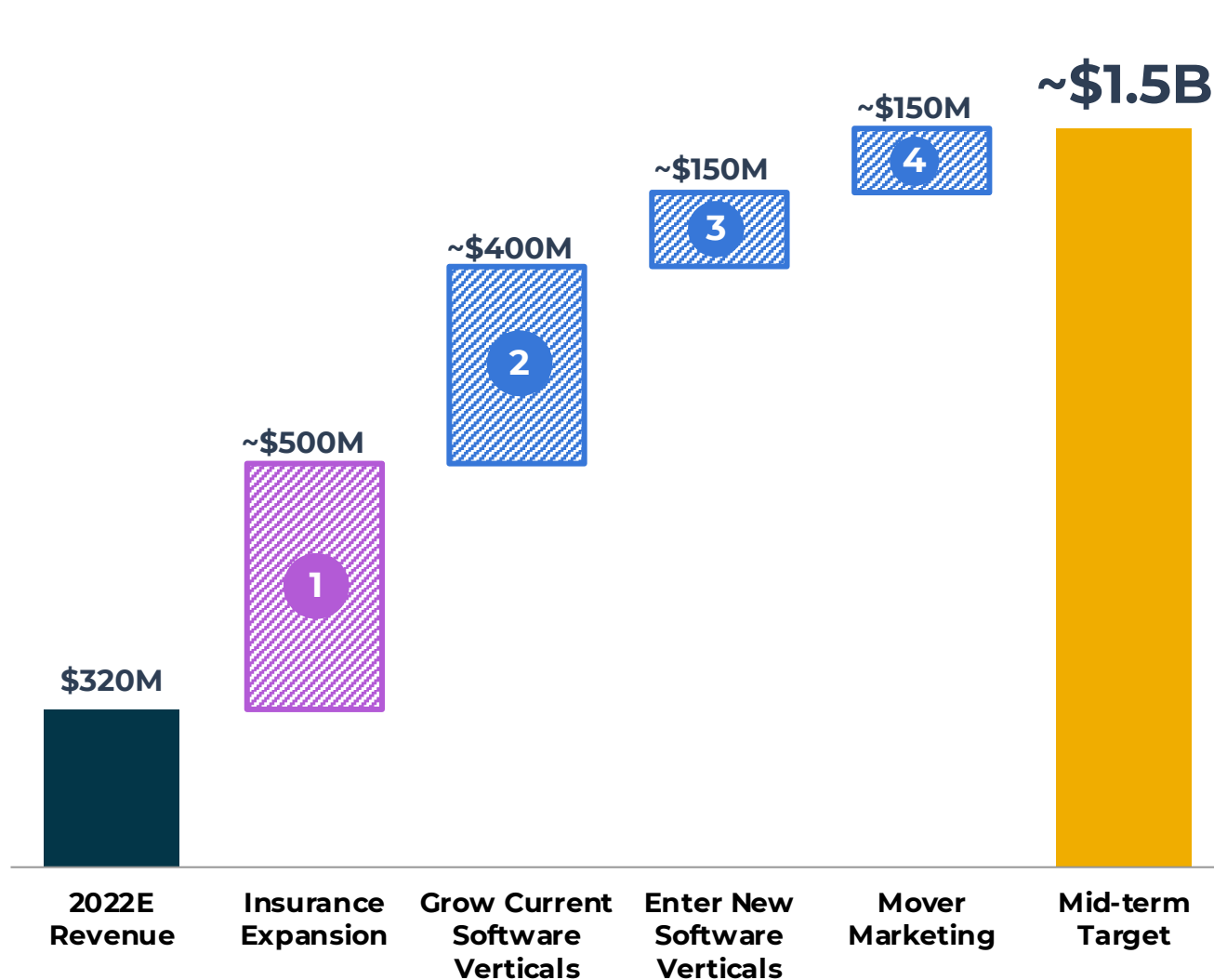
(3) Contractor Services: TAM of \$140B is composed of Managed Services and Referral Services. Managed services TAM of \$104B based on home services spend of \$460B (source: GM Insights 2018 full year data) with 50% of projects managed at a 45% gross margin. Referral services TAM of \$35B based on home services spend of \$470B with 50% referral projects at a 15% referral fee.

(4) Mover Marketing: 6M homebuyers yearly with \$9K avg. spend in first 3-6 months (Epsilon 2012 New Mover Report). Of this \$54B spend, management est. that 15% will be spent on marketing to these consumers based on observations in the industries it serves.

Porch Group Investment Highlights

- 1 Vertical software leader to key home service companies with low churn and high NPS**
- 2 Large and ideal consumer audience provided via software companies, with low acquisition costs**
- 3 Unique, substantial, and valuable property data**
- 4 Large insurance operation with CAC, pricing, data, and value prop advantages**
- 5 Proven team with strong track record**
- 6 Massive and expanding addressable TAM**
- 7 Strong financial results with fast revenue growth as well as strong and improving margins**
- 8 Positioned for long-term leadership in the home: SaaS, insurance, warranty, moving, and homeownership**

Porch's Path To \$1.5 Billion Mid-Term Revenue Target



1

Expand our insurance business: Enter new states, grow our product offerings, and convert at a higher rate to Porch customers

2

Grow in current software verticals: Sell software and services to more companies in existing verticals and increasing both B2B SaaS and B2B2C transaction revenue

3

Enter new software verticals: Expand software offering to new home service verticals either organically or via M&A

4

Enhance and expand mover marketing offering:

Continue to develop new products and services to brands to help them effectively reach movers

Providing software & services to home service companies

Inspectors



Inspection companies utilize Porch’s ISN software and provide Porch access to homebuyers

Mortgage



Mortgage companies and loan officers companies utilize Porch’s Floify software to simplify the mortgage application process and close more loans

Moving



Moving companies use Porch’s HireAHelper software and provide Porch access to homebuyers

Roofing



Roofing contractors and raw materials providers use iRoofing to estimate and complete roof repairs and replacements

Title



Title agents utilize Porch’s Rynoh software to monitor and audit an agents escrow accounts, improving business practices and reducing costs

Utilities



Utilities provide a white-labeled Porch Moving Concierge to their customers to increase customer satisfaction

Real Estate



Porch provides agents with inspection booking tools and a Repair Estimate Report and Moving Concierge

Proven Porch Management Team Has Built a Culture-Driven Business



Matt Ehrlichman
CEO, Chairman, & Founder



Matthew Neagle
Chief Operating Officer



Marty Heimbigner
Chief Financial Officer



Walter Ruddy
*Head of Investor Relations
and Treasury*



Nicole Pelley
*SVP of Product
and Technology*



Adam Kornick
*President,
InsurTech Division*



Matt Cullen
*General Counsel and
Secretary*



Malcolm Conner
*VP and Group GM,
Home Services*



Mike Glanz
*VP and Group GM,
Moving President,
HireAHelper*



Joshua Steffan
*VP and Group GM,
Inspection and
Real Estate*



No Jerks / No Egos



Care Deeply



Be Ambitious



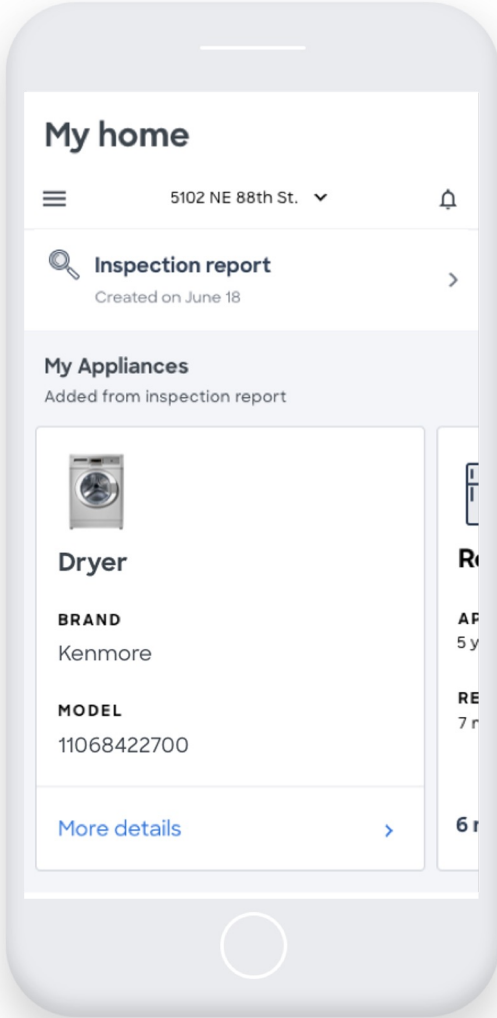
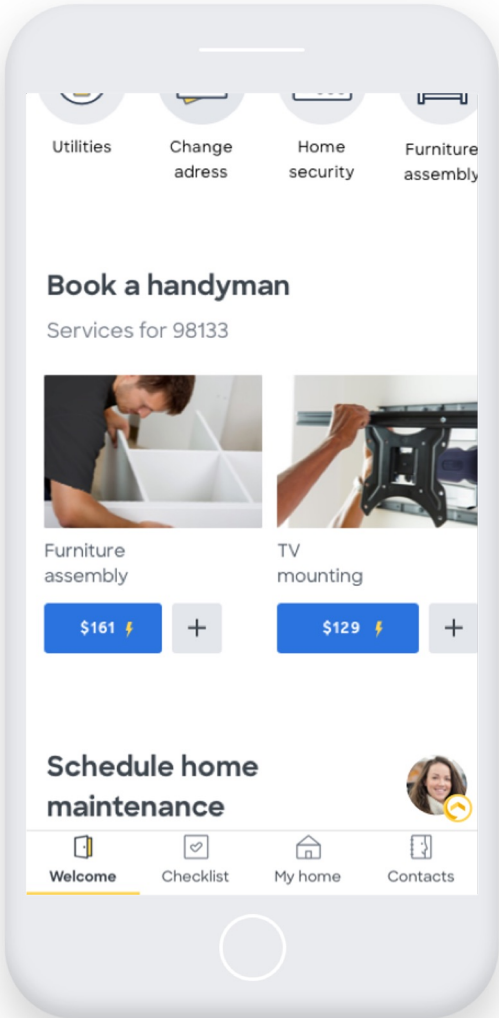
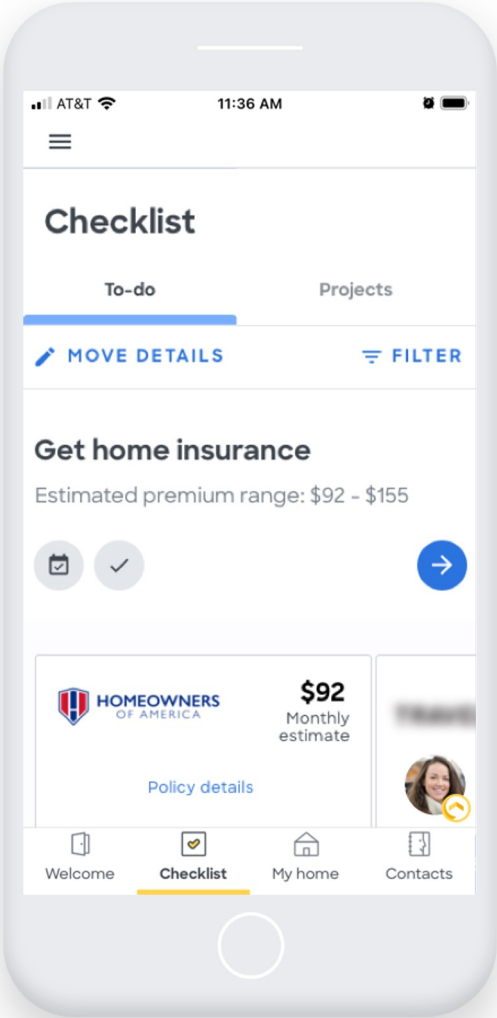
Together We Win



Solve Each Problem

Consumer App Demo

Welcome



Looking Ahead: The App for your Home

