



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

August 2022

# DISCLAIMERS

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Certain statements in this presentation may be considered “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements generally relate to future events or Porch Group, Inc.’s (“Porch”) future financial or operating performance. For example, projections of future revenue, revenue less cost of revenue, gross written premium, Adjusted EBITDA (loss) and other metrics, business strategy and plans, and anticipated impacts from pending or completed acquisitions, are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as “may,” “should,” “expect,” “intend,” “will,” “estimate,” “anticipate,” “believe,” “predict,” “potential” or “continue,” or the negatives of these terms or variations of them or similar terminology. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such 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. When calculating average revenue per monetized services in quarter, “average revenue” is the average transaction 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](http://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 Group , the Vertical Software Platform for the home

Guidance as stated August 9, 2022

## Revenue

**\$290M**

2022E (from \$192.4M 2021)



**>28,700 Home Services Companies**

Generate strong SaaS + transaction revenue

## Robust Growth

**51%**

2022E YoY Revenue Growth



**Strong B2B2C Monetization**

Low-cost and early access to homebuyers

## Gross Written Premium<sup>2</sup>

**\$520M**

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<sup>(1)</sup>



**Valuable Proprietary Data about Properties**



**Proven Team with Strong Track Record**

History of operating at scale

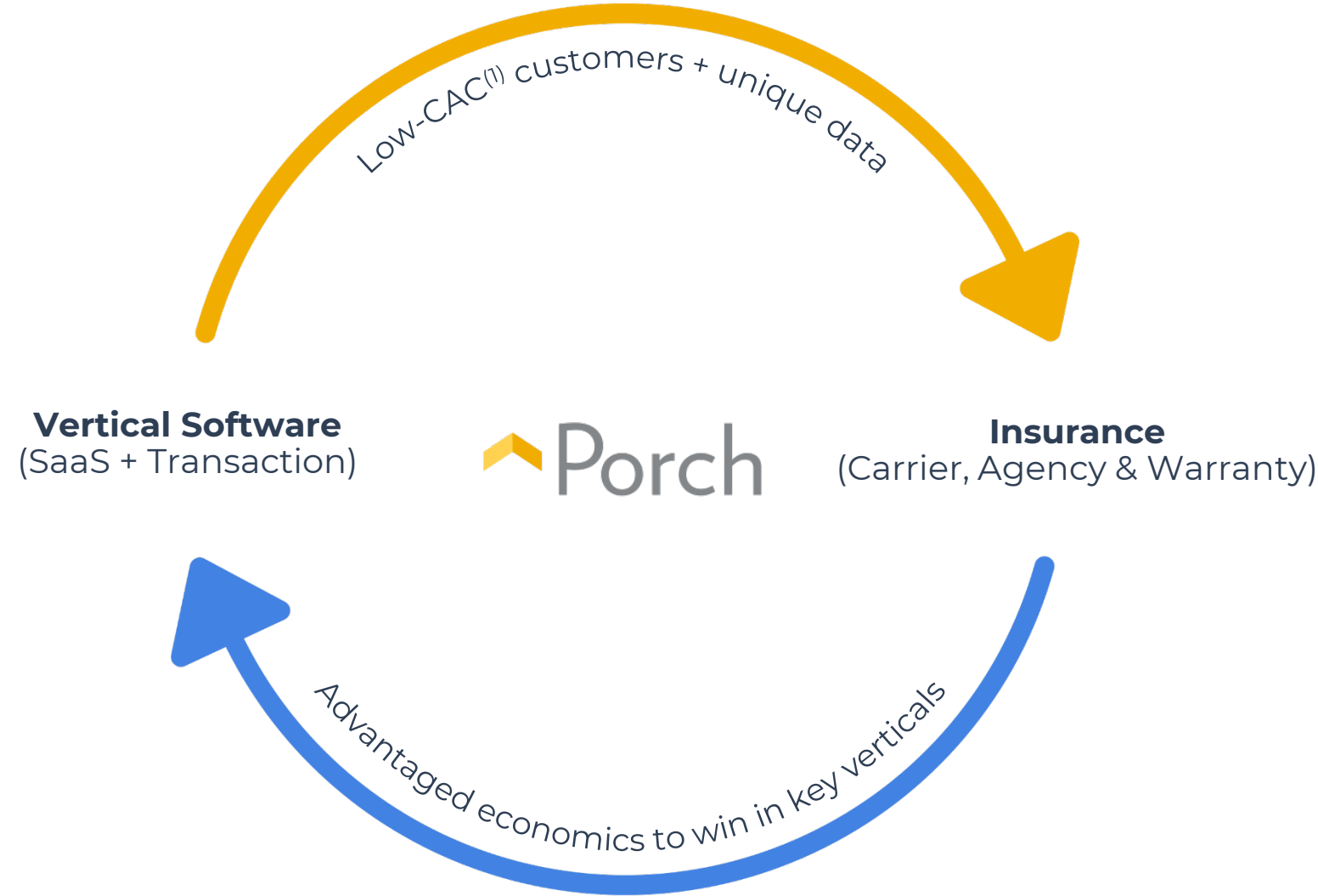
(1) See slide 28 for full calculation.

(2) 2022 Gross Written Premium ("GWP") guidance of \$520 is stated as the total premium written by Porch's insurance agency, Homeowners of America, and Porch's warranty products, before deductions for reinsurance and ceding commissions at year-end.

# Key Focus Areas for 2022

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

# Porch Group, the Vertical Software Platform for the Home

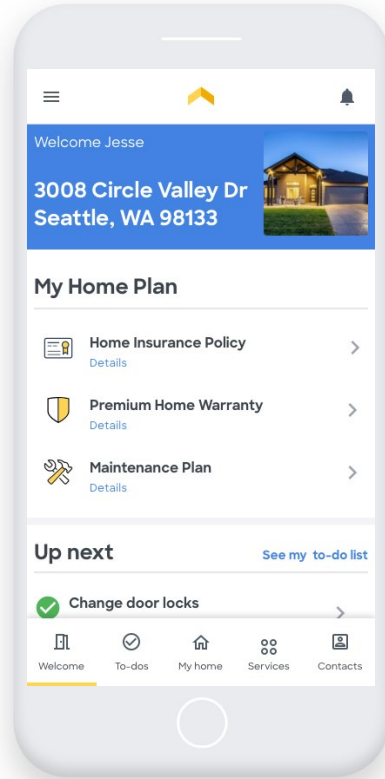


(1) Customer acquisition cost

# Porch Platform

## Consumer Experience

Embedded Transactions

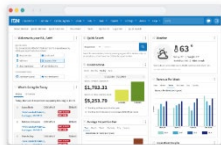


## Data Platform

Proprietary Insights



ISON Inspection Support Network



Flōify



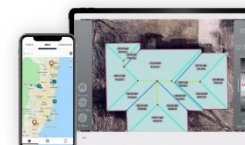
Rynoh



HIRE A HELPER



îROOFING





# Porch Has Early Access to High-Intent Homebuyers

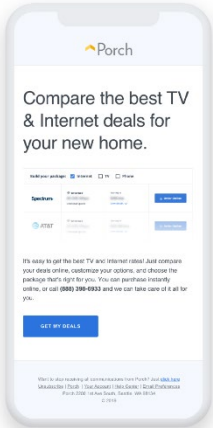
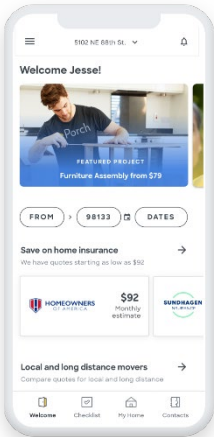
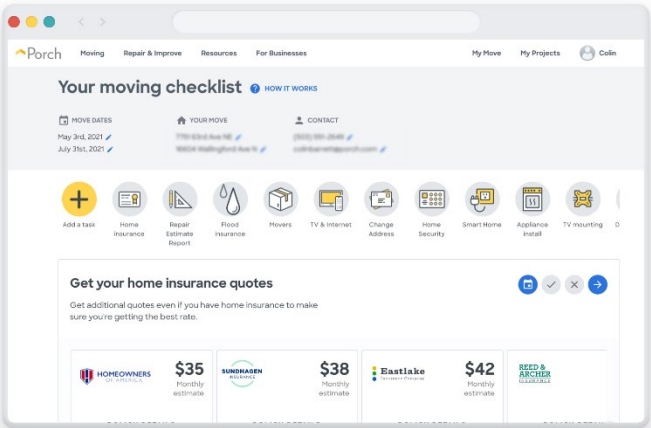


Everyone else

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 insurance.

## 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



vivint.



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.



# Second Quarter Results

## Q2 2021

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**\$51.3M**

Revenue

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**62%**

Revenue Less  
Cost of Revenue Margin

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**-20%**

Adj. EBITDA Margin<sup>(1)</sup>

## Q2 2022

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**\$70.8M**

Revenue

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**60%**

Revenue Less  
Cost of Revenue Margin

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**-20%**

Adj. EBITDA Margin<sup>(1)</sup>

<sup>(1)</sup> Adjusted EBITDA is a non-GAAP measure. See Porch's Q2 2022 earnings release for an explanation of all non-GAAP financial measures and reconciliations to the comparable GAAP measures.

# 2022E Guidance: 51% Revenue Growth YoY

Guidance as stated August 9, 2022

**~\$290M**

Revenue

Increase of 51% from \$192.4M in 2021

**~\$195M**

Revenue Less Cost of Revenue

Increase of 46% from \$133.7M in 2021

**~-10%**

Adj. EBITDA %

**>-\$30.0M**

Adj. EBITDA<sup>(3)</sup> \$

YoY improvements in total Adj. EBITDA <sup>(1)</sup>  
(Guiding to breakeven in 2H 2023 and FY 2024)

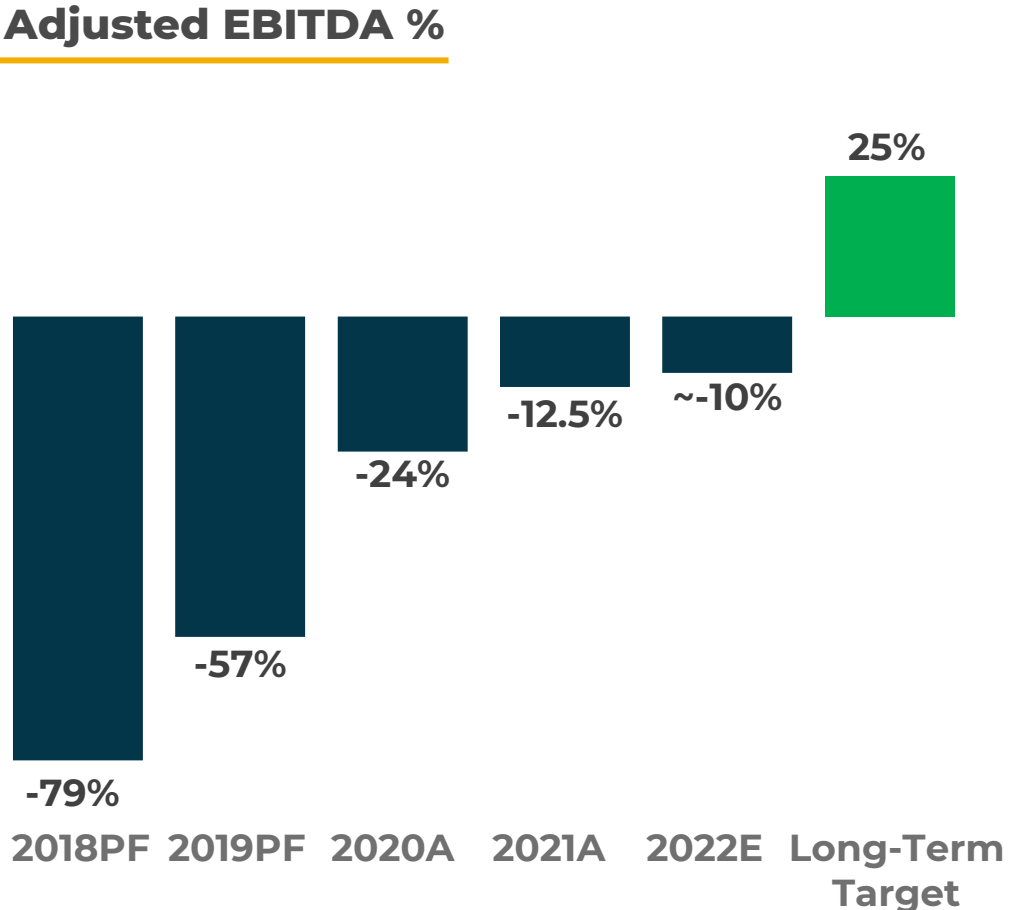
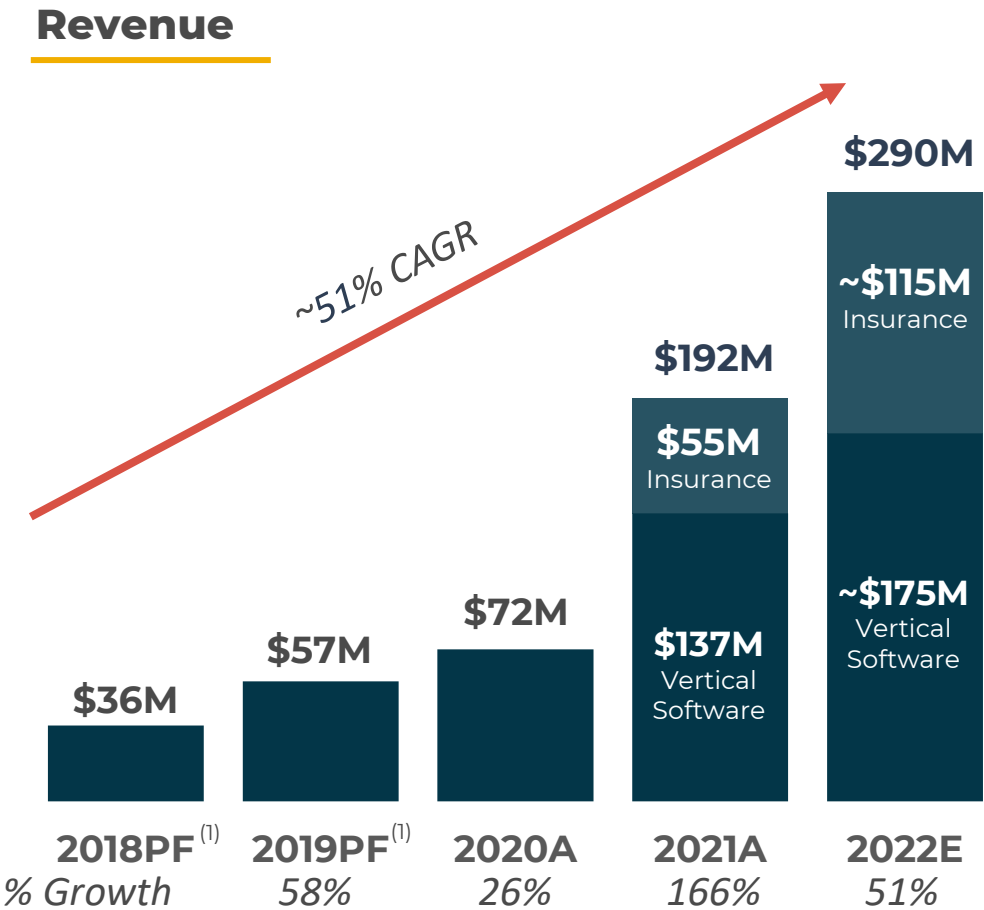
**~\$520M** <sup>(2)</sup>

Gross Written Premium

Increase of 71% 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 ("GWP") guidance of \$520 is stated as the total premium written by Porch's insurance agency, Homeowners of America, and Porch's warranty products, before deductions for reinsurance and ceding commissions at year-end  
(3) Adjusted EBITDA is a Non-GAAP number; See Porch's Q2 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

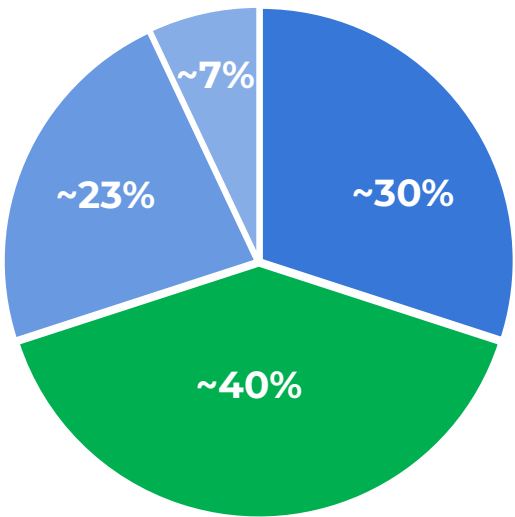
# Guidance: Strong Growth; Expects H2 '23 Adj EBITDA Profitability



Disclaimer: See Porch's Q2 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  
(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

# 2022E Revenue: Growth Across Existing Businesses

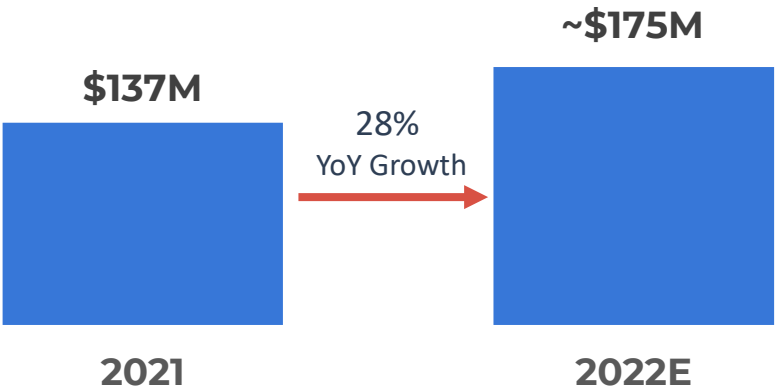
FY 2022E Guidance Revenue Distribution



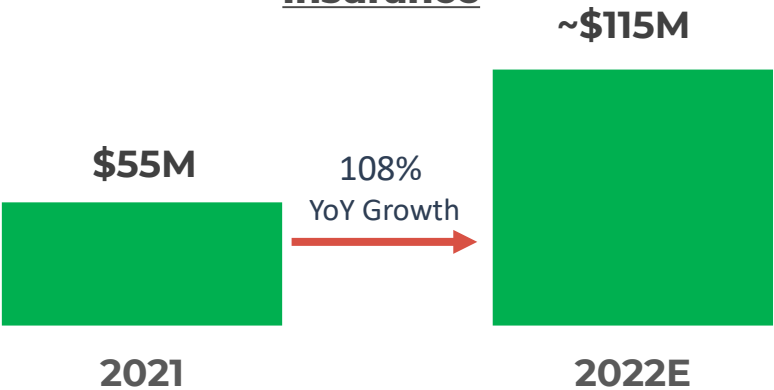
- Software & Services Subscriptions (~30%)<sup>(1)</sup>**  
B2B Recurring Fees From Companies
- Move-Related Services – Excl. Insurance Segment (~23%)<sup>(2)</sup>**  
B2B2C Transaction Revenue via Companies (Reoccurring)
- Post-Move Services (~7%)<sup>(3)</sup>**  
Transaction Revenue
- Insurance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

Segment Revenue Growth

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

# Segment Information

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# Segments: Q2 2022 Financials

## Vertical Software Segment

**\$42.8M**

Revenue

**72%**

Revenue Less  
Cost of Revenue Margin

**14%**

Adj. EBITDA Margin<sup>(1,2)</sup>

## Insurance Segment

**\$28.0M**

Revenue

**41%**

Revenue Less  
Cost of Revenue Margin

**-18%**

Adj. EBITDA Margin<sup>(1,3)</sup>

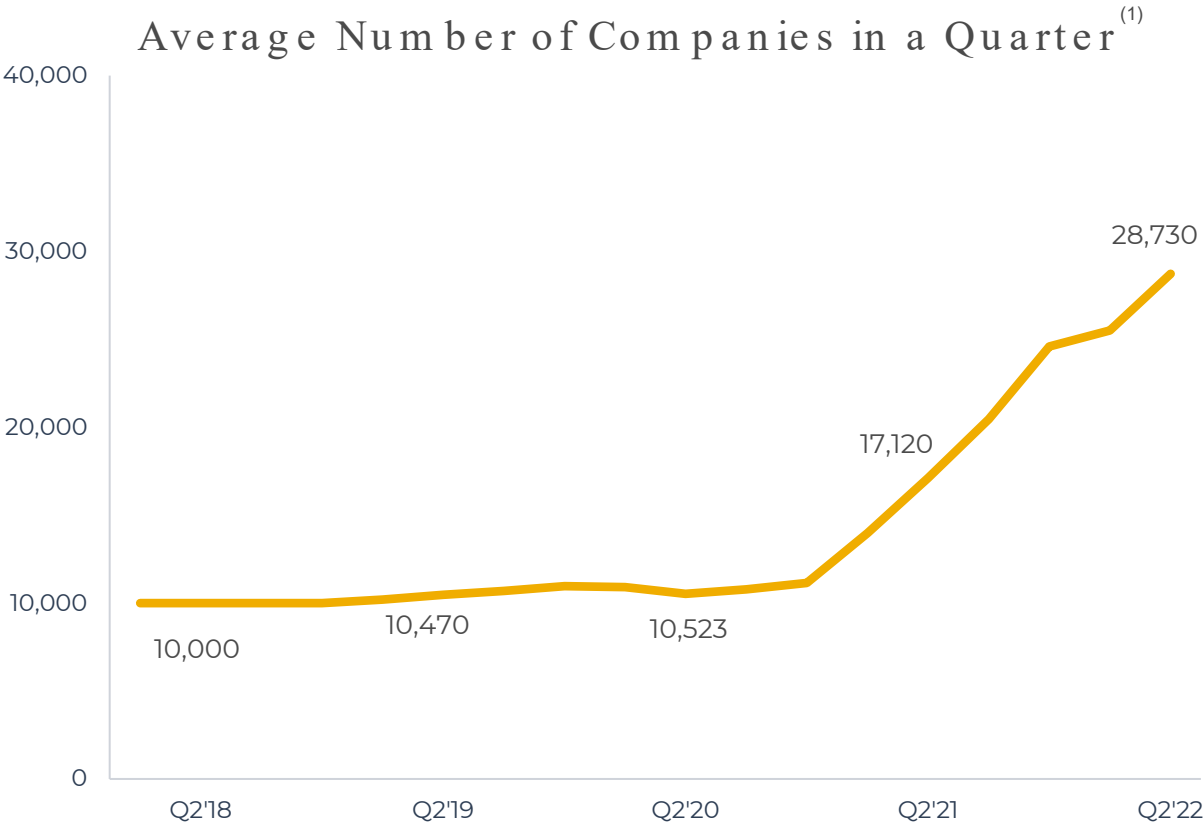
(1) Adjusted EBITDA is a non-GAAP measure. See Porch's Q2 2022 earnings release for an explanation of all non-GAAP financial measures and reconciliations to the comparable GAAP measures.

(2) Impact of preliminary estimate of shared allocation of corporate expense would indicate 7% Adjusted EBITDA (loss) as a percentage of revenue in the quarter

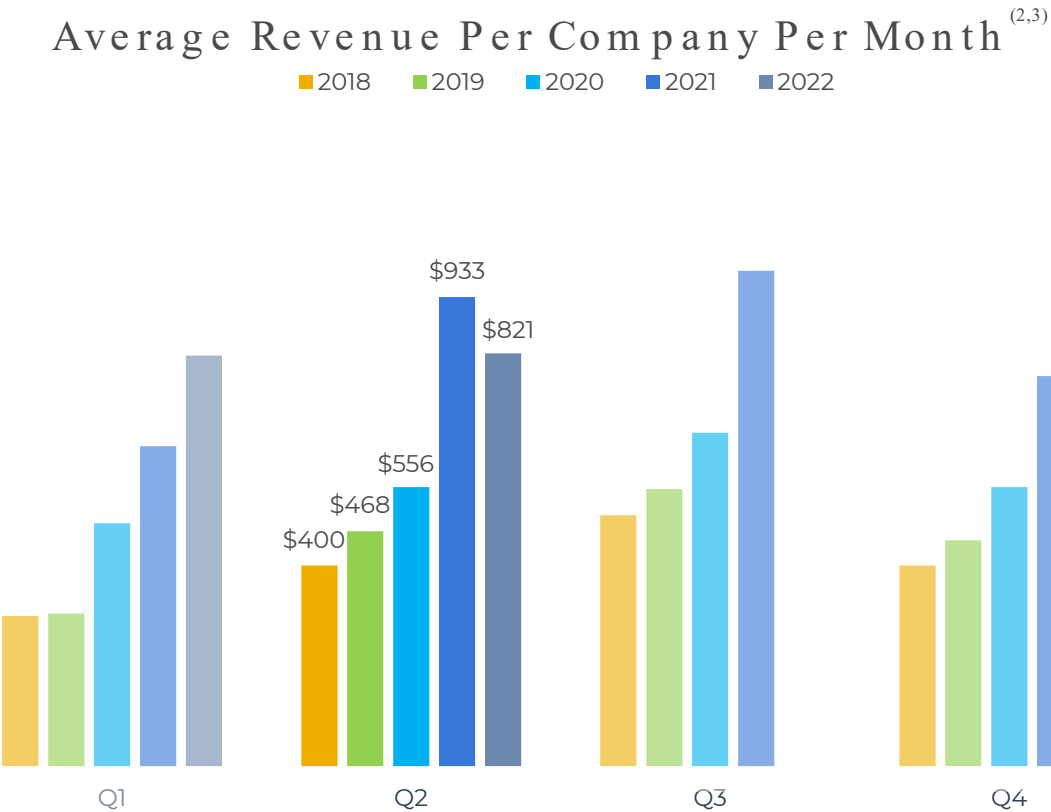
(3) Impact of preliminary estimate of shared allocation of corporate expense would indicate -20% Adjusted EBITDA (loss) as a percentage of revenue in the quarter;



# Number of Companies & Average Revenue Per Company



**28,730 companies in Q2 2022**



**\$821 revenue per company per month in Q2 2022**

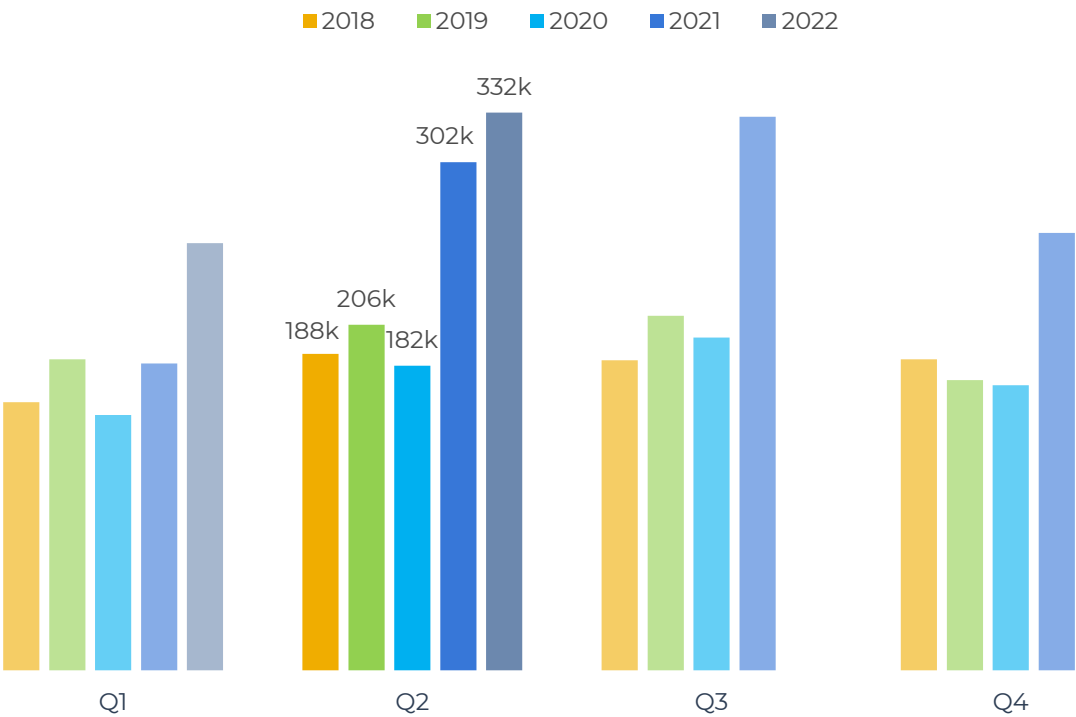
(1) Porch management defines average companies in a quarter as an average of the end of period number of companies with the beginning of period number, inclusive of all companies across Porch's home services verticals that (i) generate recurring revenue and (ii) generated revenue in the quarter. For 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 Q2' 22 10Q for average revenue reconciliation.

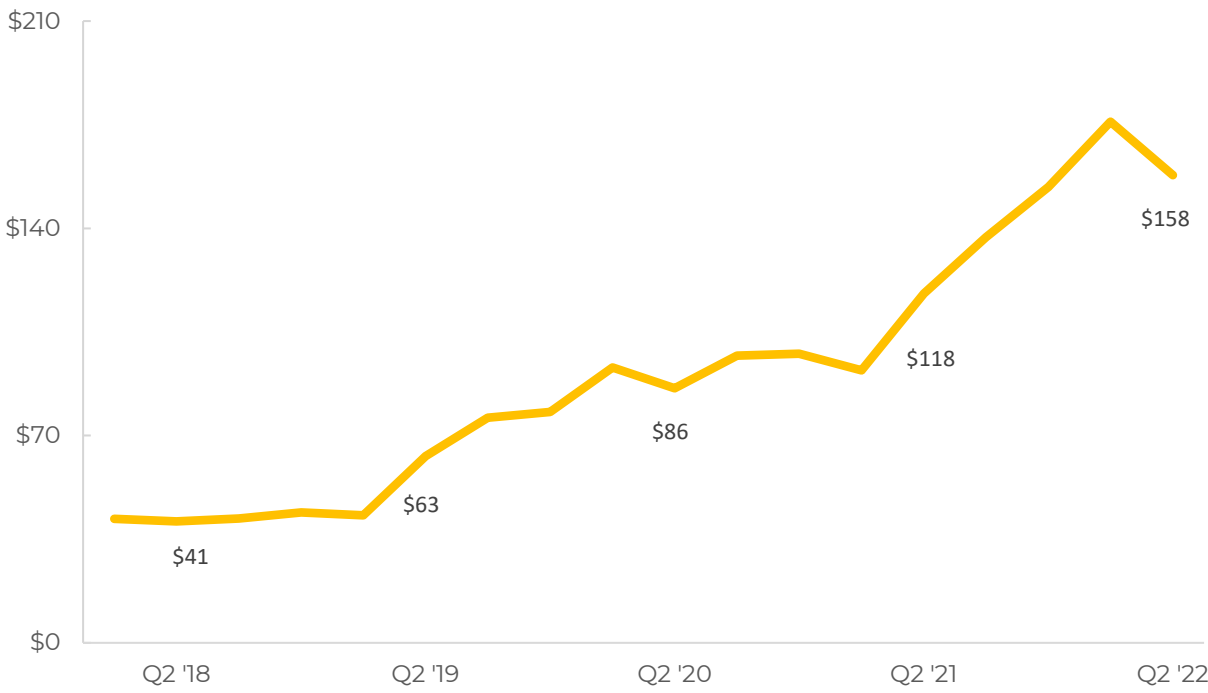
# Monetized Services & Average Revenue Per Monetized Service

Number of Monetized Services in Quarter <sup>(1)</sup>



**331,889 monetized services in Q2 2022**

Average Revenue per Monetized Service <sup>(2,3)</sup>

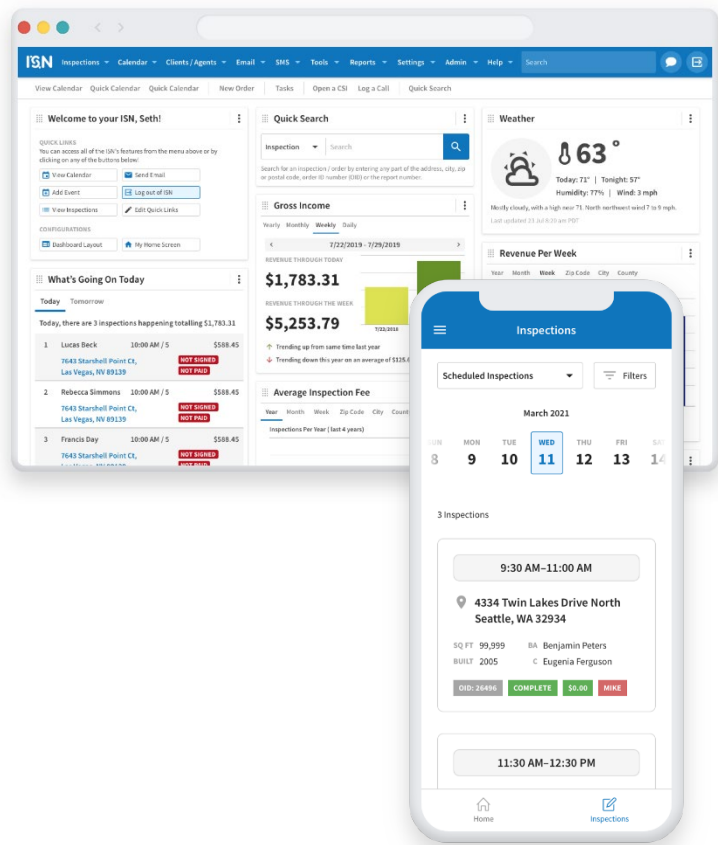


**\$158 revenue per monetized service in Q2 2022**

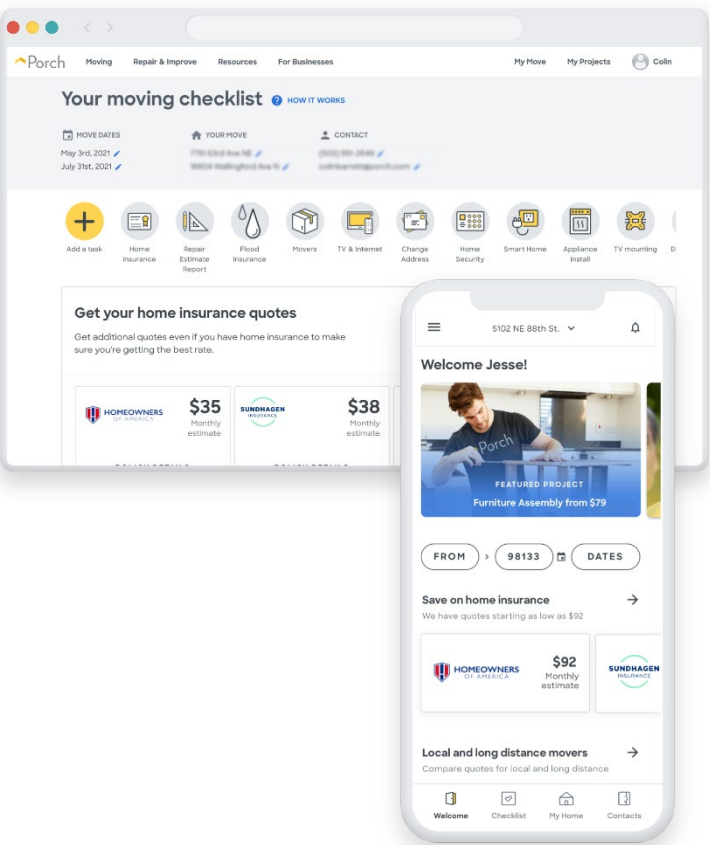
(1) Monetized Services per Quarter is defined as the total number of unique consumer services from which Porch generated revenue, including, but not limited to, new and renewing insurance customers, completed moving jobs, security installations, TV/internet installations or other home projects, measured over a quarterly period.  
(2) When calculating Average Revenue per Monetized Service in quarter, "average revenue" is defined as total quarterly service transaction revenues generated from monetized services.  
(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 Q2' 22 10Q for average revenue reconciliation.

# Porch Value Proposition to Software Companies

## Best-in-Class Vertical Software



## Differentiated Value Prop



## Demand Generation



# Extending Leadership Position in Home Inspection Industry

Porch Group is now monetizing <sup>(1)</sup> ~40%  
of all home inspections across the U.S



**2.2+ Million**

Home Inspection Transactions Processed Annually



**10,000+**

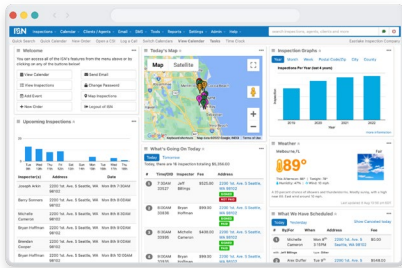
Home Inspection Companies

## Announcing: Home Inspector Pro Acquisition

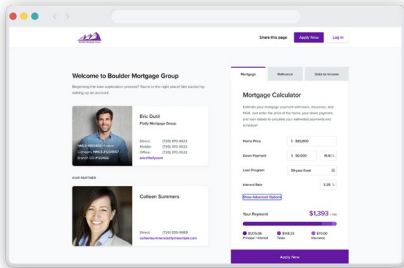
- ✓ Considered a leading home inspector software solution
- ✓ Enhances Porch's inspector offerings:
  - Best-in-class report writer; simple CRM
  - Complimentary marketing and back-office services
  - Brings approx. 1,500 new inspectors to Porch
- ✓ Synergy opportunities for '23:
  - Helping consumers with services for their new home
  - Integrating Pay At Close for inspectors
  - Providing inspectors more modules and services



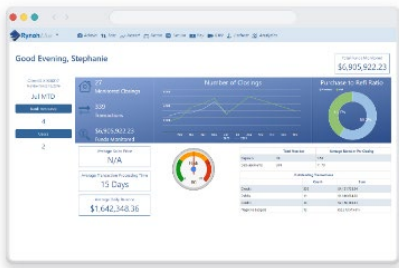
# Net Promoter Score (NPS) Update



#1 Inspector  
ERP / CRM<sup>(1)</sup>



Leading SMB mortgage  
automation and point-of-  
sale solution



#1 transaction management  
software for title companies<sup>(1)</sup>



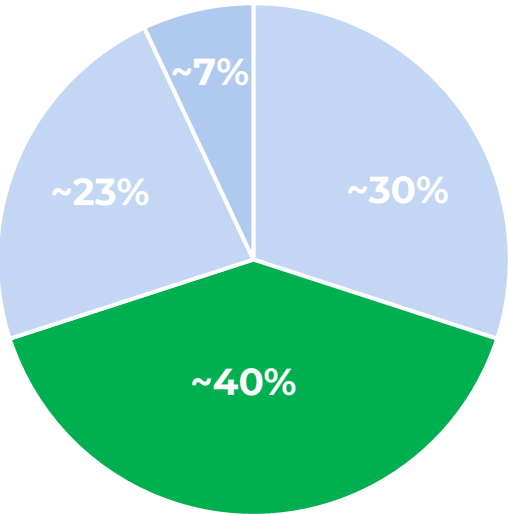
H1 2022  
NPS Score:

<sup>(1)</sup> Based on Porch management estimates of relative market monetization

# Insurance: Long-Term Fundamental Advantages

## FY 2022E Revenue Guidance Distribution

Guidance as stated August 9, 2022



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

2022 Guidance:  
**~\$115M revenue**  
**~\$520M GWP<sup>(1)</sup>**

## Key Offerings



**Elite Insurance Group**  
A Porch Company



**RESIDENTIAL WARRANTY SERVICES, INC.**

## 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) 2022 Gross Written Premium ("GWP") guidance of \$520 is stated as the total premium written by Porch's insurance agency, Homeowners of America, and Porch's warranty products, before deductions for reinsurance and ceding commissions at year-end



# Insurance Segment: High-Value Protection Products



## Agency

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

## Capital-Light InsurTech

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- Operate a capital-light model, ceding vast majority of premiums to reinsurers
- Writing in 20 states

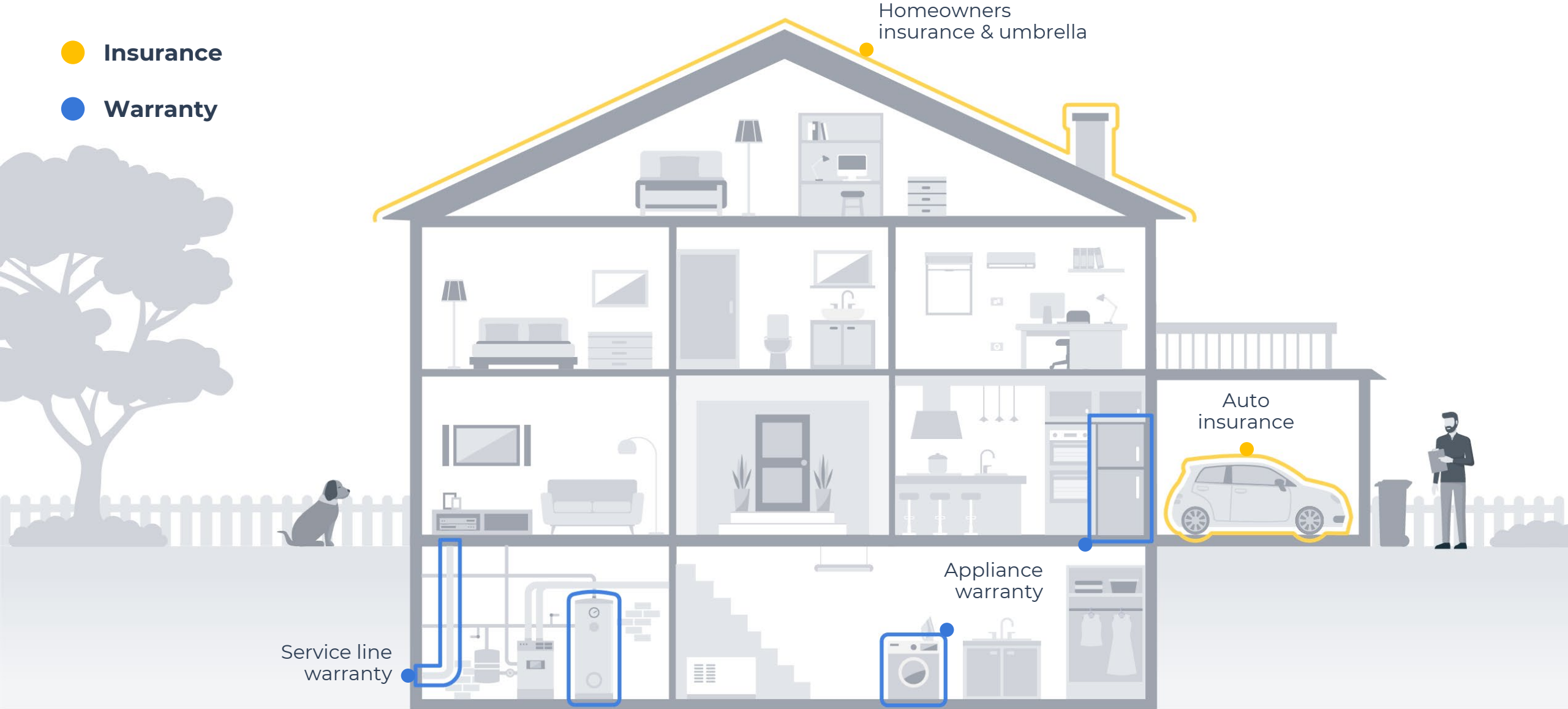
## Home Warranty

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- Live in 48 states
- Offer innovative 3-year policy structure
- Also offer short-term warranties designed for home inspector offerings

# Porch Protects Homeowners with Insurance & Warranty

- Insurance
- Warranty



# Insurance Segment: Q2 2022 Performance

Q2 GWP<sup>(1)</sup>

## Policies

## Customer Retention<sup>(3)</sup>

Annualized Revenue Per Policy<sup>(2)</sup>

A map of the United States showing state-level results from the 2008 presidential election. States are colored either green or blue. Green states include Montana, Wyoming, Colorado, New Mexico, Arizona, Nevada, California, Oregon, Washington, Idaho, Utah, Nebraska, Kansas, Oklahoma, Texas, Missouri, Illinois, Indiana, Ohio, Pennsylvania, Maryland, Delaware, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Kentucky, Tennessee, West Virginia, and Alaska. Blue states include Washington, Oregon, California, Nevada, Arizona, New Mexico, Colorado, Wyoming, Montana, Idaho, Utah, Nebraska, Kansas, Oklahoma, Texas, Missouri, Illinois, Indiana, Ohio, Pennsylvania, Maryland, Delaware, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Kentucky, Tennessee, West Virginia, and Alaska.

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

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

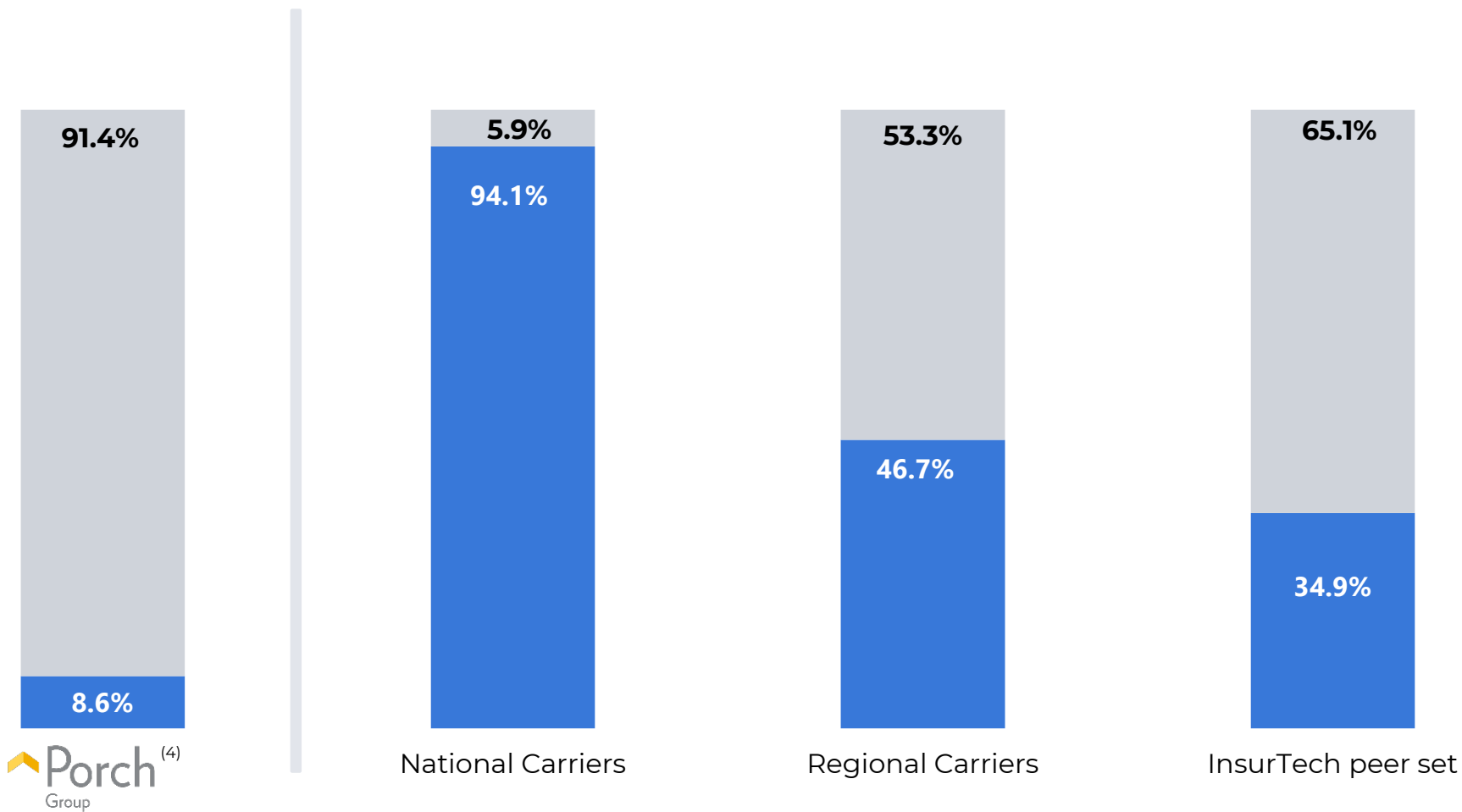
(2) Includes quarterly revenue for the segment divided by the number of policies in the segment multiplied by four

(3) Represents rolling 12 months ending June 2022 for HOA

# Porch Runs a Scaled (~\$520M GWP<sup>(1)</sup>) and Profitable (16% Adj EBITDA margin<sup>(2)</sup>) InsurTech

3 Year Average<sup>(3)</sup> Statutory NWP / GWP

Ceded to 3<sup>rd</sup> 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

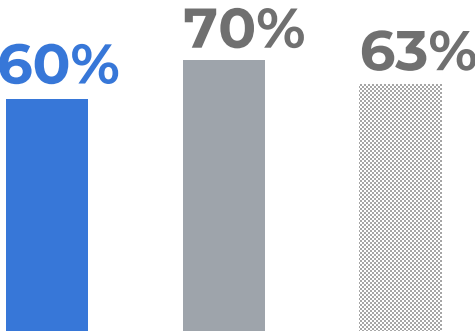
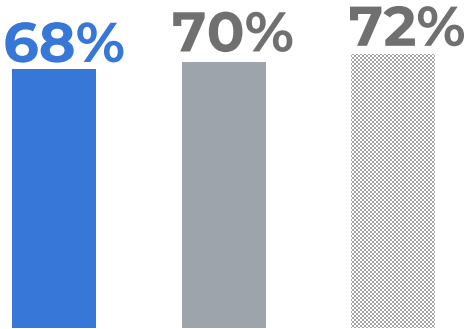
<sup>1)</sup> Represents Porch estimated GWP at year-end 2022

<sup>2)</sup> Adjusted EBITDA is a Non-GAAP number; See Porch's Q2 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. 2021 EBITDA margin calculated as Insurance Segment Adjusted EBITDA divided by Insurance Segment revenue for FY2021; Adjusted EBITDA is a Non-GAAP number

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

<sup>4)</sup> Represents HOAIC

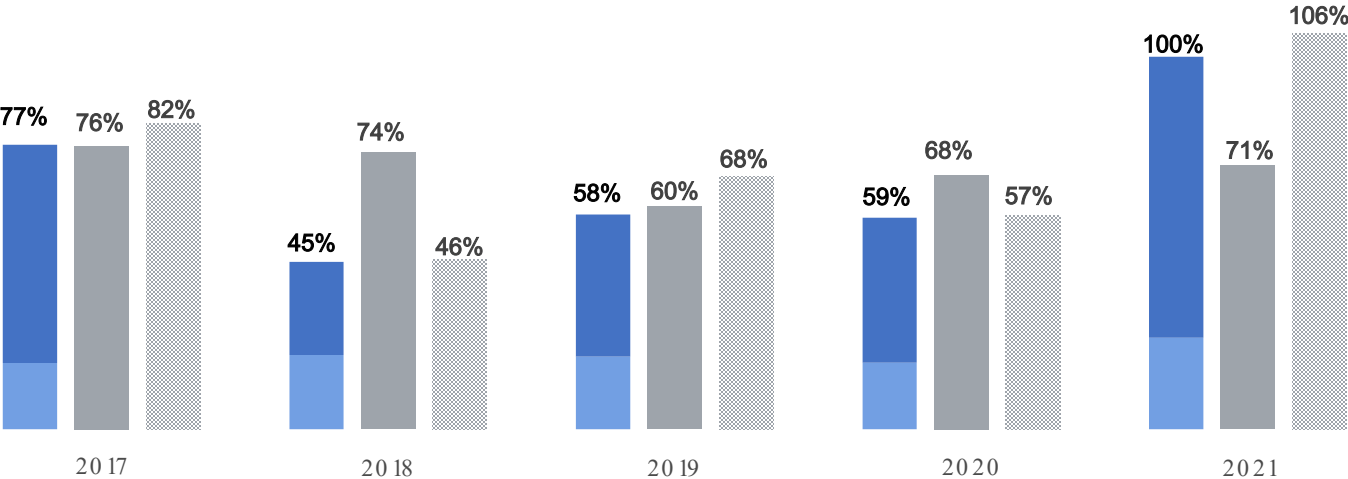
# We Have a Proven Track Record of Underwriting Results



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 for FY '21.

Source: SNL Financial; Porch includes HOAIC; Industry represent SNL Homeowners Multiple Peril for total industry in the US and Texas respectively

1. Adjusted EBITDA is a Non-GAAP number; See Porch's Q2 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; 2021 EBITDA margin calculated as Insurance Segment Adjusted EBITDA divided by Insurance Segment revenue for FY2021

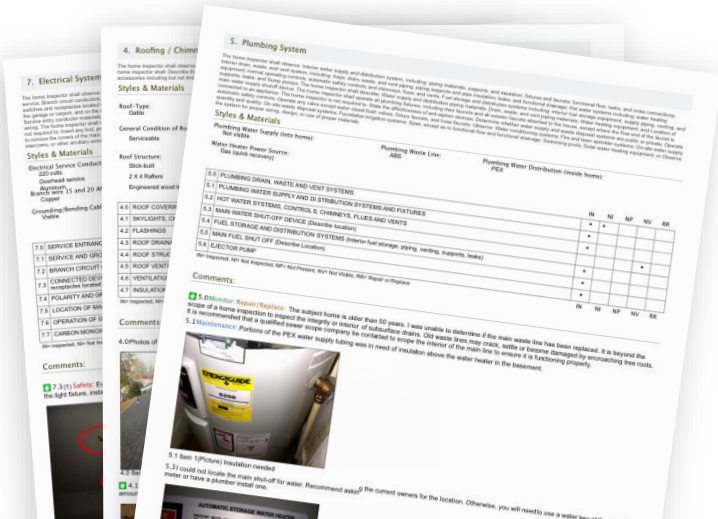
# Approved! Porch data being used in insurance pricing

## 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%<sup>(1)</sup> of industry loss

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

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



**Water Damage**  
~29%<sup>(1)</sup> of industry loss

*Example:* Water heater failure typically costs **\$7.5K<sup>(2)</sup>**

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



**Fire & Lightning**  
~29%<sup>(1)</sup> 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<sup>(2)</sup>

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

✓ *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 on company experience

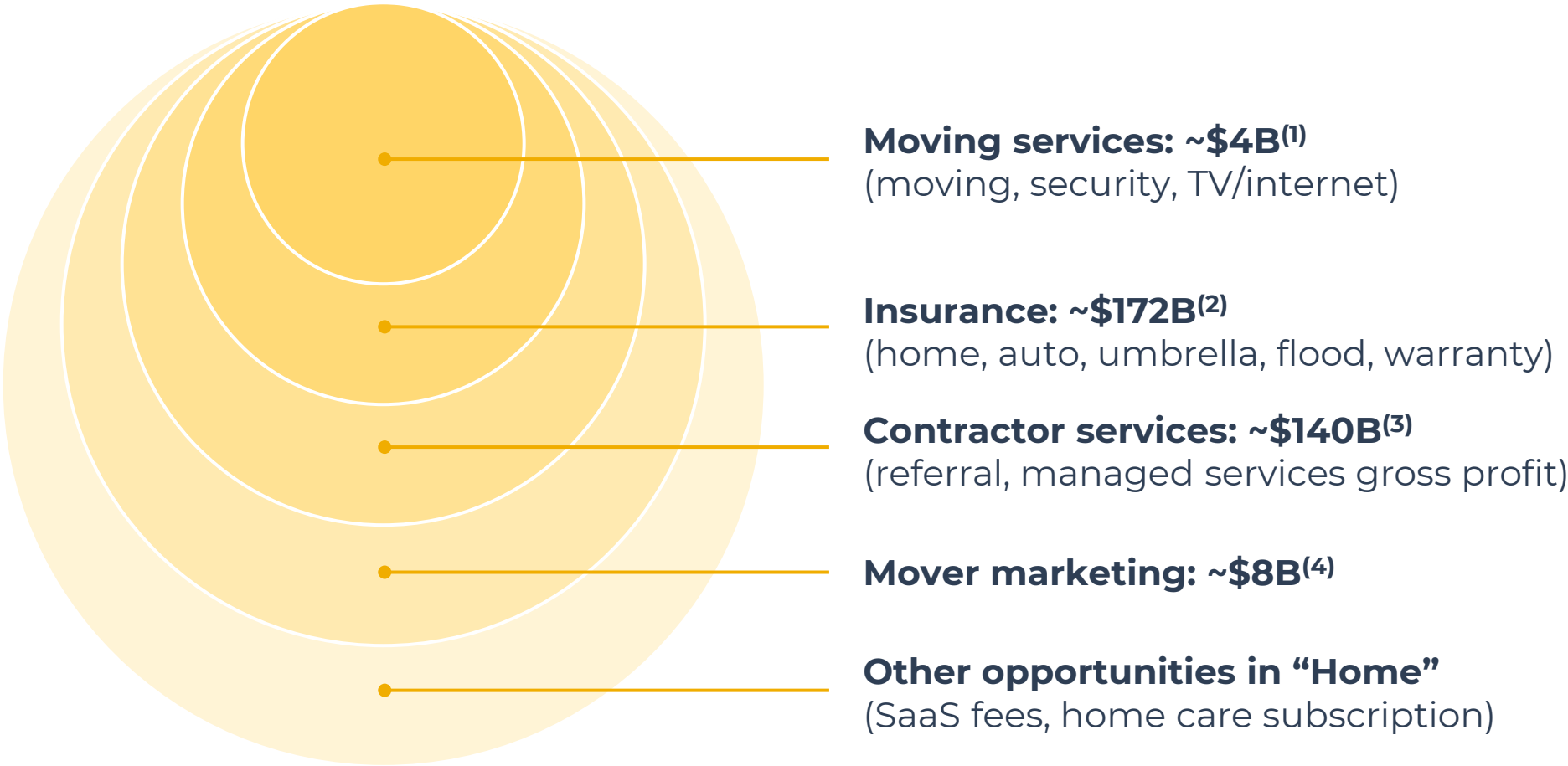
# Thank You

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# Appendix

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# 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.

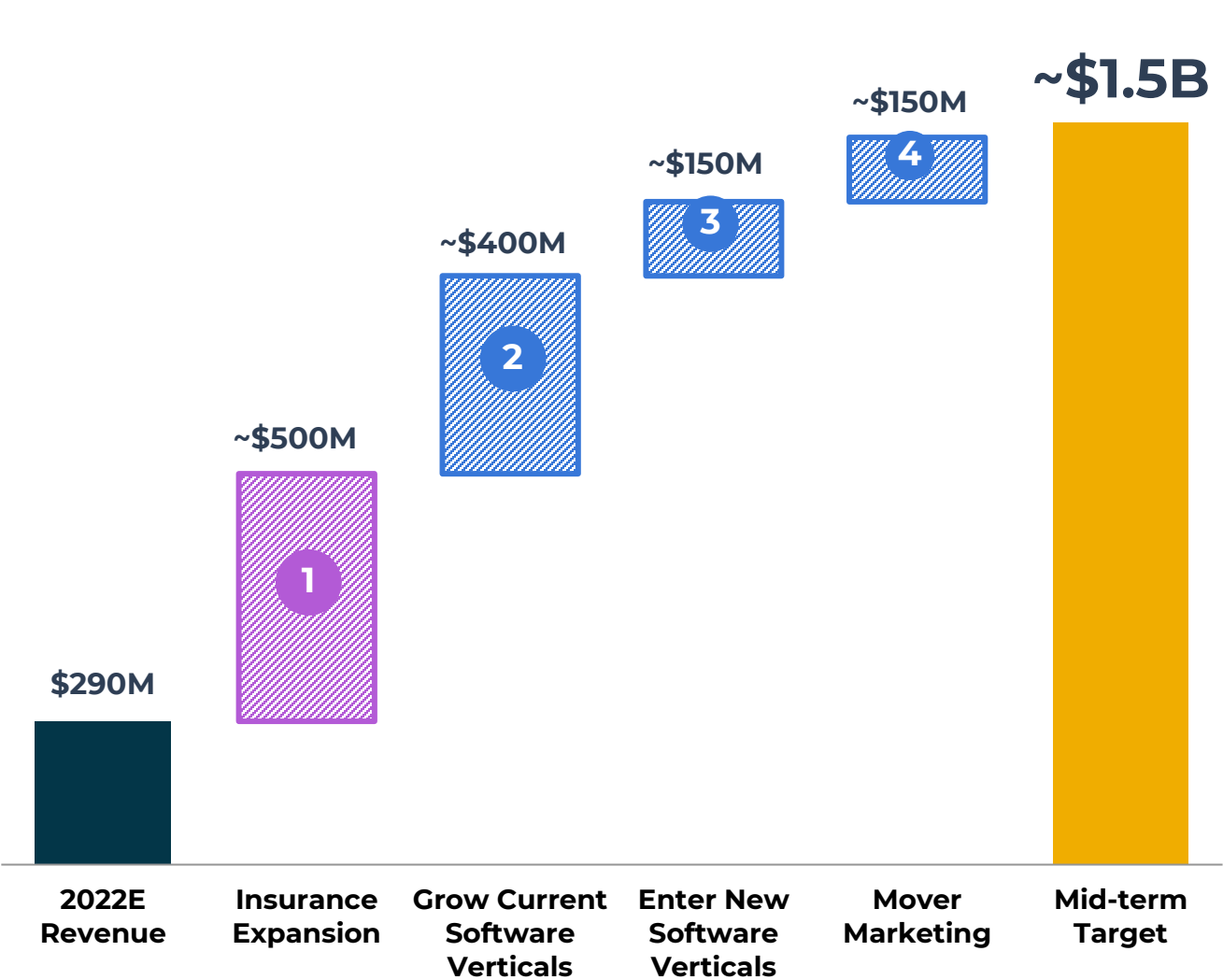
(3) Contractor Services: TAM of \$140B is composed of Managed Services and Referral Services. Managed services TAM of \$104B based on home services spend of \$460B (source: GM Insights 2018 full year data) with 50% of projects managed at a 45% gross margin. Referral services TAM of \$35B based on home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



**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*



**Janet Zimmerman**  
*VP of People*



**No Jerks / No Egos**



**Care Deeply**



**Be Ambitious**



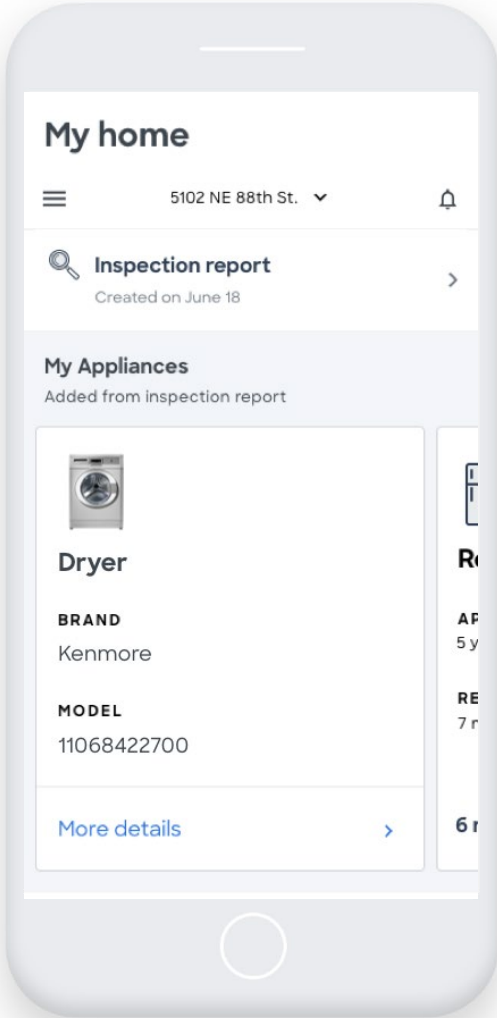
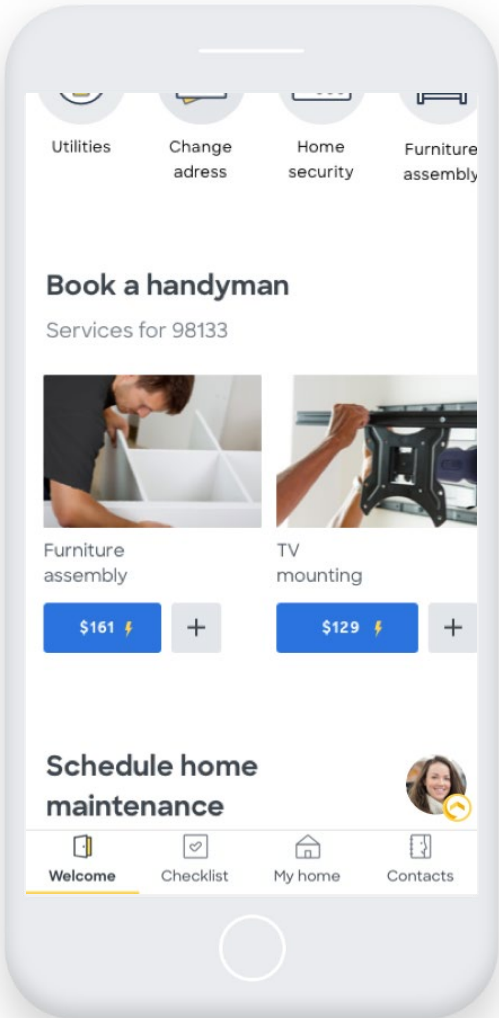
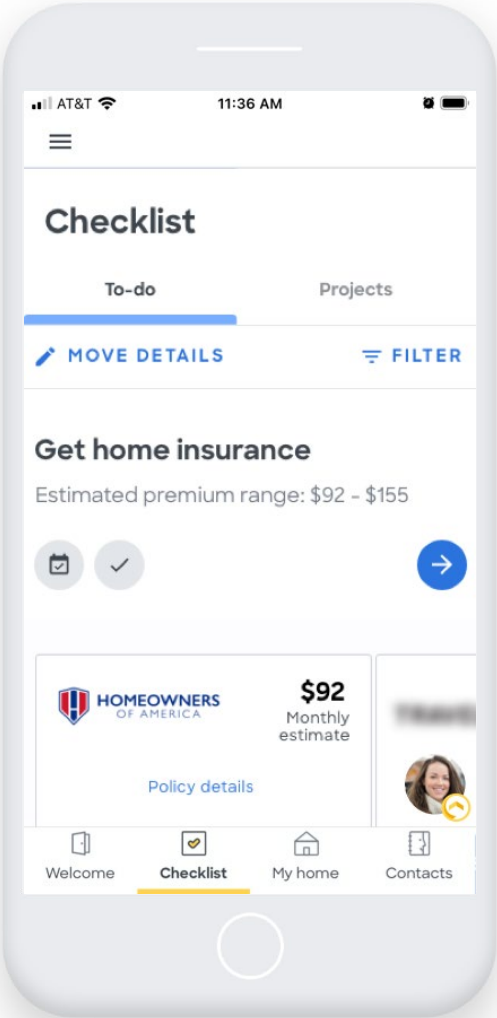
**Together We Win**



**Solve Each Problem**

# Consumer App Demo

## Welcome



# Looking Ahead: The App for your Home

