# HAGERTY For People Who Love Cars

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# Presenting today



#### McKeel Hagerty

#### Founder & CEO, Hagerty

Favorite car: 1967 Porsche 911S - owned since 1980



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#### Rob Kauffman

#### Chairman & CEO, Aldel Financial

Favorite car: 1931 Bugatti Type 51 - owned since 2017



#### Fred Turcotte CFO, Hagerty

Favorite car: 2021 Chevrolet Corvette C8 - owned since 2021





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# Introduction / Investment thesis



# Why the Aldel / Hagerty merger is an ideal combination





Hagerty is a leading specialty insurance provider focused on the automotive enthusiast market

Scaled player in fragmented market





vehicles insured<sup>1</sup>

# **43mm**

Total U.S. Insurable Collectible Cars<sup>2</sup>

2

Unique understanding of the enthusiast market



84 NPS<sup>3</sup>

>10 LTV / CaC<sup>4</sup>

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90% Retention<sup>1</sup>



Loss Ratio<sup>5</sup>

Profitable, growth oriented, and aligned



27% 2020-2025E revenue CAGR

2023E EBITDA

**\$40mm** 

sponsor commitment<sup>6</sup>

**\$172mm \Rightarrow \$322mm** 2025E EBITDA

64%

Founders' retention of holdings

52%

Founders' retention of company











# Aldel is a strategic partner

#### Rob Kauffman – Chairman & CEO of Aldel Financial



- Mr. Kauffman was a co-founder, principal and member of the board of directors of Fortress Investment Group LLC from its founding in 1998 until 2012
- Since his departure from Fortress in 2012, notable private automotive investments include:
  - RK Motors (large collector car reseller)
  - Speed Digital (collector car SAAS business)
- Top 100 Worldwide Ranked<sup>1</sup> personal car collection and a Hagerty client
- Mr. Kauffman has strong ties to the car community and professional auto racing:
  - Team owner, Chip Ganassi Racing (Indy, NASCAR, IMSA, Extreme E) •
  - Advisory board member of McLaren F1 LTD •
- Current affiliations include:



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Aldel Value Add



Mr. Kauffman is already a value added board member of Hagerty



Aldel team has experience with de-SPACs



Aldel has extensive public and capital markets knowledge and experience











#### Transaction summary

# Key highlights

Valuation	Pro forma firm value of \$3,134mm
Capital structure	\$306mm pro forma cash held on balance sheet <sup>1</sup>
Sponsor	<ul> <li>CEO investment: \$40mm</li> <li>Sponsor Shares: 3.4mm</li> <li>Sponsor Warrants:</li> <li>1.6mm warrants (0.5% of total shares at closing)</li> <li>17% granted if closing share price above \$15.00</li> <li>83% granted if closing share price above \$18.00</li> </ul>
PIPE warrants	<b>12.7m</b> warrants granted to PIPE investors

#### Pro forma valuation (\$mm)

Implied market capitalization	\$3,354
Plus: Net debt <sup>1</sup>	(220)
Implied firm value	3,134
2023E FV / EBITDA multiple	18.3x
2023E FV / Revenue multiple	2.8x

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<sup>1</sup> Pro forma for transaction, includes \$275mm of cash to balance sheet from the Aldel transaction and ~\$31mm of cash and cash equivalents from the most recent standalone auditor reviewed financials (as of 6/30/2021) excluding restricted cash and cash equivalents and advance premiums; <sup>2</sup> Includes \$1,150,000 funded in the trust over and above \$10 SPAC IPO price, which will go towards payment of transaction expenses, note cash in trust is estimated and subject to change based on exact date of de-SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC Trust proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE proceeds combined with the SPAC and prevailing interest rates; <sup>3</sup> The PIPE prevailing interest rates; <sup>3</sup>

#### Sources and uses (\$mm)

Sources		Uses	
Aldel Financial - cash in trust <sup>2</sup>	\$116	Equity consideration to Hagerty stockholders	\$2
PIPE proceeds <sup>3</sup>	704	Cash consideration to Hagerty stockholders	
Hagerty stockholders rollover	2,500	Cash to Hagerty balance sheet	
		Transaction expenses <sup>4</sup>	
Total Sources	\$3,320	Total Uses	\$3

#### Expected pro forma ownership at close



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Investment highlights



Large and growing total addressable market (TAM)

Visionary thought leadership, culture and management team

**Industry leading business** 

**Omni-channel distribution** 

- insurance industry average<sup>3</sup>

- spend)

**Financial track record of** success and primed for continued growth

model

strategy

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Source: Hagerty company reports based on aggregated data of various sources, LexisNexis, SNL Financial, NAIC, Insurance Information Institute; <sup>1</sup> Represents Hagerty's current share of U.S. collectible vehicle premium TAM, per Hagerty company reports based on aggregated data of various sources; <sup>2</sup>As of 12/31/20; <sup>3</sup> SNL Financial, NAIC, Insurance Information Institute, P&C private auto industry average over 2018-2020FY and Hagerty average over 2018-2020FY

#### • Large TAM – 43mm U.S. collectible vehicles

 Average annual premium of ~\$300 implies a ~\$12-15bn U.S. market size; Hagerty's current share is ~4%<sup>1</sup> • Hagerty's size is a **multiple of many of its competitors** 

#### • Over three decades of Hagerty family leadership Management is as passionate as its members about cars

• Very high NPS scores – 84 vs 39 auto insurance industry average<sup>2</sup>

Loss ratios significantly better than auto insurance industry average – Hagerty loss ratio 41% vs >70% auto

 Membership strategy results in sticky, happy members – 90% retention vs ~80% auto industry avg. • Captive reinsurer allows Hagerty to participate in the entire value chain

 Investment to build platform and scale – Hagerty has already invested over \$100mm over the past three years to build its partners, agency, and DTC and membership platforms (out of a planned ~\$250-300mm targeted)

 Data drives more accurate pricing and allows marketing utilizing big data analytics and AI Powerful new member acquisition engine – LTV/CAC ratio of >10x

• 29% revenue CAGR 2018-2020; future growth underpinned by long-term contracts Revenue / earnings growth underpinned by solid building blocks and strategic partnerships **Potential growth beyond base plan** fuelled by organic growth, innovation and acquisitions



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Key performance indicators (KPIs)

# Scale

\$626

2021E Revenue

Total insured value<sup>1</sup>

# Growth + Profitability

29% 27% 90%

2018-2020 revenue CAGR

2020-2025E revenue CAGR

41%-42% 1.8<sub>mm</sub>

2018-2020 average loss ratio 2020-2025E projected loss ratio



Brand loyalty

Members<sup>2</sup>

Retention<sup>2</sup>

Valuation

2.8x

FV / 2023E Revenue

18.3x

FV / 2023E EBITDA



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# Company overview

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#### What we do

#### **DISTRIBUTION + INSURANCE SERVICES**

- Ownership of the pricing model
- Steady fee-based income

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- Direct to consumer
- Agent distribution

#### SUBSCRIPTION + **MEMBERSHIP**

- Creates multiple points of economic capture
- Recurring revenue
- Ability to reach all enthusiasts
- Promotes the passion

#### REINSURANCE

- Efficient participation in underwriting economics
- Harnessing stable
- membership

By combining all three elements, we believe we can make the insurance buying process enjoyable, win customer loyalty, and collect data

underwriting performance

• Monetizes investments in

#### Who we are

Hagerty is a leading specialty insurance provider focused on the automotive enthusiast market.

#### **Our customers**

There are tens of millions of auto lifestyle enthusiasts for which Hagerty is uniquely positioned to provide a scalable platform for their enjoyment, passion and protection.

#### Our purpose

Our purpose is to save driving and car culture for future generations.



# The Hagerty Flywheel

We think and act long-term, put members at the center of our strategy and create a culture built on

improving each and every day.

#### Automotive **Enthusiast Brand**

#### Drive deep engagement

1. Informative and Growth entertaining content 2. Impactful purpose Mindset Culture Ο 3. Network effect Invest in bar-raising leaders 1. Attract 2. Grow 3. Retain Purpose Integrated Save driving Ο Ο Membership and car Engine culture Offerings Recurring revenue Member bundle **Create lifelong fans** 1.Tailored to enthusiasts Digitally Best at 2. Valuable Authentic community 3. Enticing Driven engagement O Design thinking С based innovation 1. User-experience centric Long-term Partnerships Agile, 2. flexible, **Over deliver and build trust** resilient 1. Hospitality is our H-factor 3. Business 2. Win-win relationships transformative 3. Spirit of collaboration 



## Our customers and our market

#### Age groups & demographics



Late Teens / 20's



50's



High Net Worth Individuals



30's



60's



Hobbyists at home



40's



70's & beyond



Industry Professionals

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Source: Hagerty company reports based on aggregated data of various sources;

<sup>1</sup> Per Facebook analytics, Facebook members who have expressed an interest in or 'Liked" automobiles or associated interests ; <sup>2</sup> Policies in force of 1.2mm as of July 2021





U.S. Car Enthusiasts

69<sub>mm</sub>

U.S. Insurable Collectible Cars



Hagerty Members<sup>2</sup>







Massive and growing total addressable market \$12-15bn premium TAM (targeting "non-daily drivers")

Туре	Total market (cars, mm)	Hagerty penetration				
Pre-1981 classics	10.8	11.9%				
Post-1980 collectibles	32.2	1.3%				
Total	~43.0	3.9%				

#### Collectible vehicles by year<sup>1</sup>

#### Collectible vehicles by sub-category<sup>1</sup>

Ту	/pe	Total market (cars, mm)	Hagerty penetration
	Supercars / Exotics	>0.1	12.9%
	4x4 / Off-road	3.5	2.3%
	Modified	8.6	2.8%

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Source: Hagerty company reports based on aggregated data of various sources; <sup>1</sup> Represents solely U.S. TAM, as of 6/30/21

#### Secular growth drivers

- ✓ Early 2000s cars becoming modern collectibles
- Increasing focus on collectible cars as an asset class
- Baby boomer retirements / millennial household formations
- Continued expansion of automotive subcultures
- Premium luxury cars are being built in greater numbers than ever before



## Unique membership subscription model appeals to car enthusiasts

Philosophy – Be the "Go-To" source





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<sup>1</sup> As of July 2021; <sup>2</sup> Represents membership revenue CAGR from 2020-2025E

# Results

- Media >330mm YouTube views<sup>1</sup>
- Print 2nd largest automotive magazine by audited circulation
- Events >2,500 events annually
- 76% of new insurance policy buyers purchase a membership<sup>1</sup>





# Omni–channel distribution unlocks the entire TAM, allowing Hagerty to interact with members

#### **National insurance partners**

Value proposition: Enhance service, minimize exposure – true partner, no channel conflict

- 9 of the top 10 auto insurers<sup>1</sup>
- Each of our top 5 partners reports doubledigit growth and segment acceleration
- Recent new partnerships

#### Agency and broker channel

Value proposition: Enhance service, increase efficiency

- Over 45,000 agents
- 10 of the top 10 brokers by revenue<sup>2</sup>



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<sup>1</sup> Per SNL Financial, by auto premiums written; <sup>2</sup> Per Business Insurance; Note: The reported growth and segment acceleration of our top 5 partners is historical and not necessarily representative of the growth and acceleration of all our partners, and past performance is not a reliable indicator or guarantee of future results.



45%

Value proposition: Belonging, comradery, understanding, admiration, joy

• Membership model drives significant percentage of new business flow











# Strong economic model

#### Illustrative insurance economic model<sup>1</sup>



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Source: SNL Financial, NAIC, Insurance Information Institute; <sup>1</sup> Does not include membership or fee-based revenues, Loss ratios represents results of auto insurance industry, homeowners insurance industry, and Hagerty average from 2018-2020; <sup>2</sup> P&C industry average over 2018-2020FY

#### Loss ratios







Illustrative economics of a Hagerty insurance policy

Average Hagerty vehicle insurance policy (\$300 / year)<sup>1</sup>

Loss ratio Expense ratio Underwriting profit



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<sup>1</sup> Excludes membership revenue, \$300 based on average Hagerty insurance policy for one vehicle, an average Hagerty policy is greater than \$300 due to multiple vehicles within a policy, ratios reflect Hagerty average operating results from 2018-2020; <sup>2</sup> Currently retained by carrier



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# Financial overview



## Revenue is driven by a combination of organic and contractual growth

Hagerty Total Revenue (\$mm)



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<sup>1</sup> Represents total revenue CAGR from 2020-2025E; <sup>2</sup> Project Pershing represents expanded business relationships with a select National Insurance Partner

- Strong organic growth in  $\checkmark$ commissions and fees
  - **Organic growth is** • expected to deliver ~78% of total revenue in 2025E
- ✓ Higher share of profit through contractual capture of additional premium through quota share
- ✓ State Farm and Project **Pershing** expected to drive incremental growth beginning in 2022<sup>2</sup>
- Growth underpinned by  $\checkmark$ **10-year average** customer life









#### EBITDA

Investing for growth

- Hagerty has been in discussions with State Farm and **Project Pershing** for ~2 years, and began investing in the necessary infrastructure in advance
  - Investments include technology and IT staff,  $\bullet$ and an increase in sales staff and support
- Incremental revenue starts to drive margin expansion in 2022, and margin continues to expand in 2023
- After 2023, margin expansion normalizes

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<sup>1</sup> Defined as income before taxes plus D&A and interest expense. Please reference reconciliation on Pg. 33; <sup>2</sup> Please reference Pg. 34 for additional detail; <sup>3</sup> Represents EBITDA CAGR from 2018-2020; <sup>4</sup> Represents EBITDA CAGR from 2020-2025E

#### EBITDA and EBITDA margin (\$mm)<sup>1</sup>





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# Operating benchmarking and comparables



Superior financial profile and attractive initial valuation relative to high-growth peer group Note: Public companies employ analyst estimates for projections

# **High growth distribution**



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Source: FactSet, company filings, I/B/E/S estimates, equity research; Note: Market data as of 8/16/2021



# Hagerty's exceptional rate of growth "buys down" the EBITDA multiple quickly

Note: Public companies employ analyst estimates for projections

Hagerty pro forma transaction implied FV / EBITDA



#### Discount to peers widens materially over the projection period, leaving room for upside if growth aspirations are met

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Source: FactSet, company filings, I/B/E/S estimates, equity research; Note: Market data as of 8/16/2021; <sup>1</sup> 2022E EBITDA excludes \$36mm of operating expenses related to infrastructure scaling investments (see Pg. 34); <sup>2</sup> Represents inverse of corresponding transaction multiple





# Hagerty investment highlights

Large and growing total addressable market

Visionary thought leadership, culture and management team

## Omni-channel distribution strategy

Industry leading business model

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Financial track record of success and primed for continued growth



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# Appendix

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## Total revenue

- Majority of revenue is tied to premiums;
   premium growth assumptions are underpinned by:
  - Consistent double digit growth in policies in force (excluding new partnerships)
  - ~7% annual increase in price as Hagerty continues to insure more modern cars
  - Additional growth from State Farm and Project Pershing
- Membership revenue continues to become a significant percentage of revenue

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<sup>1</sup> Represents total revenue CAGR from 2018-2020; <sup>2</sup> Represents total revenue CAGR from 2020-2025E





# Collectible vehicles are a sleeping giant, representing a differentiated approach to serving a massive TAM



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Source: Company investor presentations, Polk, National Ski Areas Association, Outdoor Foundation, Statista, MRI; Note: Bubbles represent estimated number of participants; <sup>1</sup> U.S. only



# Strong US presence bolstered by significantly more international upside ahead

~19mm collectible vehicles in key international markets

#### HAGERTY CANADA (4mm TAM)



Established in 2009, our policies are underwritten by a leading global underwriter, Aviva.

Insurance and membership offerings

Growing market position

Available in ten provinces

Memorable events and engagements

#### HAGERTY UK (3mm TAM)



Insurance and membership offerings

Premier classic car valuation tool

Engaging automotive content

Memorable events and engagements

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Source: Hagerty company reports based on aggregated data of various sources, IHS, Markit, Government agencies;

Established in 2006, Hagerty UK offers comprehensive classic car insurance and more in the UK

#### CLASSICANALYTICS.DE – EU (12mm TAM)



A leading classic valuation tool in Germany offers the perfect EU launch.

Insurance offerings

Classic car prices

Exclusive auction database

**Respected ratings & evaluations** 





# Hagerty Re – architecting the economic capture

Reinsurance model + distribution enables greater share of profit, capital efficiency and ecosystem leverage



Fees and commissions shared with Agents and Brokers<sup>1</sup>

•••••

Underwriting income shared with National Insurance Partners<sup>1</sup>



# Public trading comparables (for reference)

			_	Firm valu	ie <sup>2</sup> to:	Firm valu	ue <sup>2</sup> to:	Price	e to:	PEG		2023E	financial and	l operating p	orofile	
	8/16/2021 Price	Mkt. cap.¹	Firm value	2022E Revenue	2023E Revenue	2022E EBITDA <sup>3</sup>	2023E EBITDA <sup>3</sup>	2022E Earnings <sup>4</sup>	2023E Earnings⁴	2023E <sup>5</sup>	Revenue growth	Organic growth	EBITDA growth	EBITDA margin	Premium growth	
Hagerty	-	\$3,354	\$3,134	3.7x	<b>2.8x</b>	<b>25.9x</b> <sup>6</sup>	18.3x	114.1x	38.2x	<b>0.2x</b>	30.6%	30.6%	1 <b>02.</b> 1%	15.4%	33.9%	
High-growth distribution																
Goosehead Insurance BRP Group	\$134.90 34.88	\$4,964 3,477	\$5,010 3,751	23.7x 5.8	16.5x 4.5	96.5x 26.6	62.6x 19.3	154.1x 30.3	97.0x 22.1	1.1x 0.5	43.4% 25.9	(34.5%) 12.3	54.2% 35.1	26.4% 23.3	NA NA	
Median				14.7x	10.5x	61.6x	40.9x	92.2x	59.6x	0.8x						
High-growth carriers																
Kinsale Palomar	\$180.77 82.41	\$4,167 2,151	\$4,082 2,126	5.1x 6.4	4.3x 5.2	NA NA	NA NA	33.4x 27.9	28.7x 23.7	1.7x 1.4	19.1% 24.2	NA NA	NA NA	NA NA	24.5% 11.2	
Median				5.7x	(4.8x)	NA	NA	30.7x	26.2x	(1.5x)						
Traditional distribution																
Marsh & McLennan	\$153.53	\$78,761	\$88,802	4.3x	4.1x	15.9x	15.0x	21.7x	20.0x	2.0x	5.4%	4.1%	6.1%	27.6%	NA	
Aon	279.67	63,765	70,064	5.5	5.2	17.2	16.2	21.1	18.9	0.9	5.0	4.0	6.2	32.2	NA	
Arthur J. Gallagher	142.93	29,551	32,300	4.0	3.7	13.7	12.1	20.3	19.5	4.2	8.0	4.4	13.0	30.9	NA	
Brown & Brown	56.38	15,877	17,089	5.3	5.0	16.5	15.6	22.4	21.2	4.1	6.4	3.5	6.3	32.1	NA	
Median				4.8x	4.6x	16.2x	15.3x	21.4x	19.8x	3.1x		$\bigcirc$				
Traditional personal lines carriers																
Progressive	\$97.10	\$56,978	\$62,276	1.2x	1.2x	NA	NA	18.6x	17.5x	1.5x	7.5%	NA	NA	NA	NA	
Allstate	136.54	41,413	48,723	1.2x	1.0x	NA	NA	11.0	9.9	NM	11.2	NA	NA	NA	NA	
Intact Financial	138.82	24,444	25,970	1.2	NA	NA	NA	19.9	17.8	2.5	NM	NA	NA	NA	NM	
Hanover Insurance	140.97	5,202	5,877	1.1	1.1	NA	NA	13.6	12.9	1.7	NA	NA	NA	NA	NA	
Mercury General	59.32	3,285	3,279	0.8	0.8	NA	NA	17.7	NM	NM	NA	NA	NA	NA	NA	
Horace Mann	40.84	1,719	2,105	1.5	NA	NA	NA	12.2	11.5	NM	NM	NA	NA	NA	NA	
Safety Insurance	83.01	1,252	1,199	NA	NA	NA	NA	18.9	17.7	NM	NA	NA	NA	NA	NA	
Median				1.2x	1.1x	NA	NA	17.7x	15.2x	(1.7x)						

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Source: FactSet, SNL, company filings, equity research; Note: Market data as of 8/16/2021; <sup>1</sup> Represents latest share price multiplied by diluted shares outstanding for public companies; <sup>2</sup> Calculated as market capital raises for future or pending acquisitions per management commentary and analyst research estimates for public companies; <sup>3</sup> Analyst estimates for public companies; <sup>4</sup> For "Distribution" companies, represents analyst estimates adjusted for projected amortization; <sup>5</sup> Represents 2023E ERITDA excludes \$36mm of operating expenses related to infrastructure scaling investments (see Pg. 34)



# Reconciliation of non-GAAP metrics - EBITDA

(\$mm)

Insurance and affinity revenue Membership revenue Total revenue (GAAP)

Income Before Taxes Interest expense Depreciation Amortization EBITDA

Certain operating expense investments EBITDA excluding operating expenses supporting new partnerships

EBITDA margin EBITDA margin excluding operating expenses supporting new partn

	2020	2021E	2022E	2023E	2024E	
	\$463	\$581	\$790	\$1,028	\$1,249	\$
	37	45	63	86	108	
	\$500	\$626	\$853	\$1,114	\$1,357	\$
	\$15	\$12	\$39	\$117	\$185	
	2	4	2	2	2	
	9	18	40	49	50	
	3	5	3	3	4	
	\$28	\$38	\$85	\$172	\$240	
	_	\$36	\$36	_	_	
S	\$28	\$74	\$121	\$172	\$240	
	6%	6%	10%	15%	18%	
nerships	6%	12%	14%	15%	18%	









#### Operating expense supporting new partnerships

#### 2021E breakdown (\$mm)



#### Summary

- New partnership leaders / transformation management (\$2.0mm)
- Increase in sales professionals / marketing (\$4.4mm)
- Increase in service professionals (\$4.1mm)
- Increase in technology professionals outsourced (\$9.5mm)
- Increase in technology professionals Hagerty (\$12.0mm)
- Increase in hardware / software spend (\$4.4mm)



# Hagerty 6/30/21 balance sheet summary

Hagerty capitalization (\$mm)

Cash & cash equivalents<sup>1</sup>

Debt outstanding

Market value of equity

Implied firm value

Memo: Select balance sheet items (\$mm)

Restricted cash and cash equivalents

Provisions for unpaid claims

Unearned premiums

Due to insurers

Equity

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#### 6/30/21 PF for Aldel Transaction

Description
Reinsurance company assets / customer funds
Loss reserves
Premiums collected upfront but earned over the y
Contractual arrangements with carriers
"Capital-lite" model leverages third party carriers



# Hagerty consolidated income statements

#### **(\$**mm)

#### **Revenues:**

Commission and fee revenue Earned premium Membership and other revenue **Total revenues** 

#### **Operating expenses:**

Salaries and benefits Ceding commission Losses and loss adjustment expenses Sales expense General and administrative services Depreciation and amortization

#### **Total operating expenses**

#### **Operating income**

Other (expense) income

#### Income before income tax expense

Income tax expense

#### Net income

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2018FY	2019FY	2
\$174	\$202	
97	157	
30	38	
\$302	\$397	
\$97	\$114	
47	76	
41	64	
70	84	
31	39	
8	9	
\$293	\$386	
\$9	\$11	
(0)	1	
\$9	\$11	
0	7	
\$8	\$4	







\$16



\$15

<u>5</u> **\$10** 

# Hagerty consolidated balance sheets

Assets (\$mm)	12/31/19	12/31/20	Liabilities and equity (\$mm)	12/31/19
Current assets:			Current liabilities:	
Cash and cash equivalents	\$22	\$38	Accounts payable	\$7
Restricted cash and cash equivalents	199	261	Losses payable	17
Accounts receivable	20	34	Provision for unpaid loss and loss adjustment expenses	33
Premiums receivable	42	53	Unearned premiums	99
Commission receivable	46	55	Commissions payable	36
Prepaid expenses and other assets	11	15	Due to insurers	40
Deferred acquisition costs—net	47	59	Advanced premiums	12
			Accrued expenses	28
Total current assets	\$388	\$513	Deferred tax liability	6
			Contract liabilities	17
Property and equipment—Net	\$16	\$26	Other current liabilities	1
Long-term assets:			Total current liabilities	\$295
Prepaid expenses and other assets	\$18	\$20		
Intangible assets—net	17	47	Long-term liabilities:	
Goodwill	4	5	Accrued expenses	\$6
			Contract liabilities	_
Total long-term assets	\$39	\$72	Long-term debt	26
			Other long-term liabilities	5
Total assets	\$443	\$611		
			Total long-term liabilities	\$37
			Total liabilities	\$333
			Equity:	
			Members' equity (Shares authorized 100,000;	
			issued and outstanding 100,000)	\$113
			Accumulated other comprehensive loss	(3)
			Total members' equity	110
			Non-controlling interest	_
			Total equity	110
			Total liabilities and equity	\$443

#### 12/31/20

#### \$385

\$493

\$119 (2) 117 0 117

#### \$611



# Hagerty consolidated statements of cash flows

<u>(</u> \$mm)\$	2018FY	2019FY	2020FY		2018FY	2019FY
Operating activities:						
Net income	\$8	\$4	\$10	Investing activities:		
Adjustments to reconcile net income to net cash				Purchases of property and equipment and software	(\$8)	(\$9)
from operating activities:				Business combinations and asset acquisitions		
Depreciation and amortization expense	\$8	\$9	\$12	-net of cash acquired	-	(11)
Provision for deferred taxes	-	6	1	Purchase of other assets	(1)	(0)
Loss (gain) on disposals of equipment, software, and other assets	0	(0)	3	Proceeds from sale of intangible assets	-	-
Other	0	1	1	Proceeds from sale of property and equipment	0	0
Accounts receivable	(5)	(10)	(14)			
Premiums receivable	(9)	(17)	(10)	Net cash used in investing activities	(\$8)	(\$21)
Due from member	8	-	-			
Commission receivable	(6)	(4)	(8)			
Prepaid expenses and other assets	(10)	(8)	(9)			
Deferred acquisition costs	(9)	(19)	(12)	Financing activities:		
Accounts payable	(0)	0	5	Payments on long-term debt	\$0	(\$75)
Losses payable	5	5	5	Proceeds from long-term debt	10	26
Provision for unpaid losses and loss adjustment expense	11	14	22	Repayments of notes receivable related parties	(0)	(0)
Unearned premiums	20	41	26	Contribution from minority interest	-	-
Commissions payable	8	15	8	Contributions from members	2	-
Due to insurers	5	5	9	Distributions to members	-	-
Advanced premiums	2	2	2	Debt issuance costs	-	-
Accrued expenses	7	4	13	Newly issued units less transaction costs	0	89
Contract liabilities	2	3	22			
Other current liabilities	1	0	(1)	Net cash from financing activities	12	40
Net cash from operating activities	\$46	\$50	\$85	Effect of foreign currency exchange rates on cash	(1)	0
				Net increase in cash, cash equivalents and restricted cash and cash equivalents	\$49	\$69





#### (\$47)





the consolidated financial statements included in the Form S-4 Registration Statement.

# Investing in our common stock involves a high degree of risk. You should carefully consider the risk factors on the following slides, which will apply to our business and operations following the completion of the Business Combination, together with the other information included in our Form S-4 Registration Statement filed with the Securities and Exchange Commission. These risk factors are not exhaustive and investors are encouraged to perform their own investigation with respect to the business, prospects, financial condition and operating results of Aldel and Hagerty. We may face additional risks and uncertainties that are not presently known to us, or that we currently deem immaterial, which may also impair our business, prospects, financial condition or operating results. The following discussion should be read in conjunction with our financial statements and the consolidated financial statements of Hagerty and notes to





# General Risks Related to Hagerty's Business

- Hagerty's future growth and profitability may be affected by new entrants into the market or current competitors developing preferred offerings.
- them could have an adverse effect on the company.
- Hagerty may not be able to prevent, monitor, or detect fraudulent activity, including transactions with insurance policies or payments of claims.
- materially decline.
- profitability from these newer products as quickly as the company anticipates or at all.
- Hagerty is subject to payment processing risks which could adversely affect the company's results of operations.
- condition.
- Hagerty may not find suitable acquisition candidates or new ventures in the future.

• As of June 2021, a large percentage of Hagerty's products and services are distributed through a few relationships and the loss of business provided by any one of

• Hagerty has experienced significant member growth over the past several years, and the company's continued business and revenue growth are dependent on its ability to continuously attract and retain members and the company cannot be sure they will be successful in these efforts, or that member retention levels will not

• Some of Hagerty's membership products are newer and have limited operating history, which makes it difficult to forecast operating results. Hagerty may not show

• Future acquisitions or investments contain inherent strategic, execution, and compliance risks that could disrupt Hagerty's business and harm the company's financial







# Risks Related to Hagerty's Insurance Services

- connection with the development and filing of new products before revenue is generated from new products.
- associated with compliance requirements, some of which cause Hagerty to make judgment calls that could have an adverse effect on the company.
- arrangements may adversely affect the company's results of operations and financial condition.
- effect on the company's business, financial condition, and prospects.
- which could result in adverse findings, enforcement actions, require payments of fines or penalties, and necessitate remedial actions.
- capacity and unfavorable premium rates, which could adversely affect Hagerty's business.
- Catastrophe and excess of loss reinsurance that HagertyRe currently purchases may be unavailable at current coverage terms, limits, or pricing.
- have a material adverse effect on the company's financial condition and operation.
- Unexpected increases in the frequency or severity of claims may adversely affect Hagerty's operations and financial condition.
- Severe weather events, catastrophes, and unnatural events are unpredictable, and Hagerty may experience losses or disruptions from these events.

• The insurance products that Hagerty develops and sells for our underwriting carriers are subject to regulatory approval, and Hagerty may incur significant expenses in

• As a managing general agency/underwriter, Hagerty operates in a highly regulated environment for the company's insurance product distribution and face risks

• A regulatory environment that requires rate increases to be approved and that can dictate underwriting and pricing and mandate participation in loss sharing

• Hagerty relies on external data and the company's digital platform to collect and evaluate information that the company utilizes in producing, pricing, and underwriting insurance policies (in accordance with the rates, rules, and forms filed with regulators, where required), managing claims and customer support, and improving business processes. Any future legal or regulatory requirements that might restrict the company's ability to collect or utilize this data could potentially have an adverse

• The underwriting companies that Hagerty works with, and Hagerty's insurance agencies, are periodically subject to examinations and audits by insurance regulators,

• The insurance business, including the market for property and casualty insurance, is historically cyclical in nature, and there may be periods with excess underwriting

• The reinsurance that HagertyRe purchases to protect against catastrophic and large losses may be unavailable at current coverage terms, limits, or pricing.

• Reinsurance subjects HagertyRe to counterparty risk where reinsurers fail to pay or timely pay claims due to insolvency or otherwise fail to honor their obligations. • Unexpected changes in the interpretation of coverage or provisions, including loss limitations and exclusions, in the insurance policies Hagerty sells and services could







# Legal, Regulatory and Political Risks

- company. Extensive regulation and potential further restrictive regulation could increase Hagerty's operating costs and limit the company's growth.
- could have an adverse effect on the company's business model, financial condition, and operations.
- Future regulatory changes could limit or impact Hagerty's business model.
- impacted.
- core insurance model and company purpose.

• The legal and regulatory requirements applicable to Hagerty's business are extensive. If the company is not able to comply, it could have an adverse effect on the • New legislation or legal requirements impacting the internet and the applicable use of mobile applications may affect how Hagerty communicates with customers and

• Hagerty's intellectual property rights are extremely valuable and if they are not properly protected, the company's products, services, and brand could be adversely

• New legislation or legal requirements impacting the use of petroleum-based and/or supporting autonomous vehicles could significantly challenge and impact Hagerty's





# Risks Related to an Investment in Hagerty

- could negatively impact its business, financial condition and results of operations.
- company after the Business Combination is consummated could negatively impact its business.
- compare Hagerty's performance to the performance of other public companies.
- incur significant expense, hinder execution of business and growth strategy and impact its stock price.
- Because Hagerty does not anticipate paying any cash dividends in the foreseeable future, capital appreciation, if any, would be your sole source of gain.
- all other stockholders.

- influence the outcome of important transactions, including a change in control.

• Following the consummation of the Business Combination, Hagerty will incur significant increased expenses and administrative burdens as a public company, which

• Hagerty's failure to timely and effectively implement controls and procedures required by Section 404(a) of the Sarbanes-Oxley Act that will be applicable to the

• Hagerty will qualify as an "emerging growth company" within the meaning of the Securities Act, and if the company takes advantage of certain exemptions from disclosure requirements available to emerging growth companies, it could make Hagerty's securities less attractive to investors and may make it more difficult to

• Hagerty's business and operations could be negatively affected if it becomes subject to any securities litigation or shareholder activism, which could cause Hagerty to

• Future offerings of debt or offerings or issuances of equity securities by Hagerty may adversely affect the market price of Hagerty's Common Stock or otherwise dilute

• Hagerty will qualify as, and intends to elect to be treated as, a "controlled company" within the meaning of the NYSE listing standards and, as a result, the company's stockholders may not have certain corporate governance protections that are available to stockholders of companies that are not controlled companies.

• The dual class structure of Hagerty's common stock may adversely affect the trading market for its Class A common stock following the closing of the transaction. • The dual class structure of Hagerty's common stock will have the effect of concentrating voting power with the Hagerty's Equityholders, which will limit your ability to

• Pursuant to the Tax Receivable Agreement, Hagerty may be required to pay Hagerty Equityholders for certain tax benefits, which amounts could be substantial.









# Never Stop Driving

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