



*Insurance brokerage for the digital age*

Investor Presentation – September 2021

Nasdaq: RELI

# Safe Harbor

---

*This presentation contains forward-looking statements that involve substantial risks and uncertainties. In some cases, you can identify forward-looking statements by the words “may,” “might,” “will,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “objective,” “anticipate,” “believe,” “estimate,” “predict,” “project,” “potential,” “continue” and “ongoing,” or the negative of these terms, or other comparable terminology intended to identify statements about the future, although not all forward-looking statements contain these words. These statements relate to future events or our future financial performance or condition and involve known and unknown risks, uncertainties and other factors that could cause our actual results, levels of activity, performance or achievement to differ materially from those expressed or implied by these forward-looking statements. These forward-looking statements include, but are not limited to, statements about:*

*Investors are cautioned to read the “Risk Factors,” in the Company’s Form S-1 as amended, with the understanding that actual results may differ materially from what we expect as expressed or implied by our forward-looking statements. Furthermore, if our forward-looking statements prove to be inaccurate, the inaccuracy may be material. In light of the significant uncertainties in these forward-looking statements, you should not regard these statements as a representation or warranty by us or any other person that we will achieve our objectives and plans in any specified time frame, or at all.*

*These forward-looking statements represent our estimates and assumptions only as of the date of this presentation. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise. All subsequent forward-looking statements attributable to us or any person acting on our behalf are expressly qualified in their entirety by the cautionary statements contained or referred to herein.*

# First-in-Class Offering

---



Online & Offline

Wholesale & Retail

Home

Auto

Health

Business

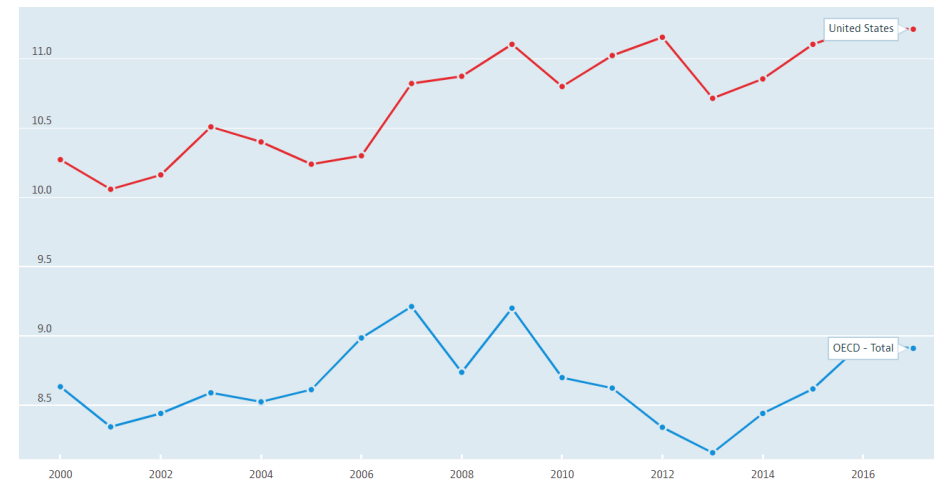
Combining traditional agency model with disruptive technologies



# Insurance Agency Market

- Insurance agencies act as intermediaries between insurance carriers and consumers
- Unlike carriers, agencies do not bear insurance risk
- The U.S. insurance broker and agency industry generated revenue of \$164 billion in 2018
  - The market has grown steadily over the past 5 years due to macroeconomic growth, beneficial legislation, and positive trends within the insurance sector

Insurance spending (2000-2017: Global vs. U.S. Total, % of GDP)



Source: OECD

(Source: IBISWorld's *Insurance Brokers & Agencies Industry in the US*, December 2018)

# Diverse and Growing Portfolio

---



# Successful Insurance Agency Acquisitions

---

- In October 2018, announced first two acquisitions: **Employee Benefits Solutions** and **U.S. Benefits Alliance**
  - Michigan-based agencies specializing in the sale of health insurance products in the wholesale and retail industry
- In December 2018, acquired **Commercial Coverage Solutions, LLC**
  - Commercial property and casualty insurance company specializing in commercial trucking and transportation insurance
- In September 2019, transferred ownership of two agencies from Reliance Global Holdings, LLC, a private company affiliated with Reliance Global Group
  - **Southwestern Montana Insurance**, a group health insurance agency providing personal and commercial lines of insurance
  - **Fortman Insurance Agency, LLC**, an agency providing multiple lines of insurance in the property/casualty and life/health insurance sectors
- In September 2019, acquired **Altruis Benefit Consulting**
  - Serves customers throughout the entire State of Michigan, specializing in providing individual and group health insurance
- In September 2020, acquired the assets of UIS Agency, LLC (UIS), a premier regional insurance agency serving the commercial transportation industry
- In May 2021, we acquired J.P. Kush and Associates, Inc., a premier healthcare insurance agency with operations in 10 states, headquartered in Troy, Michigan

# Insurance Agency Acquisition Strategy

---

- Numerous acquisition targets within a highly fragmented market
  - Reliance's access to capital supports the growth of the acquired companies
- Ownership and management remain engaged
- Focus on acquiring growing and profitable businesses, for below-market prices
  - Ability to leverage cash flow of acquiree through low-cost debt financing and provide earnouts as part of consideration
- Economies of scale through first class technology infrastructure and national sales/marketing platform
  - Few insurance agencies have the size and scale to compete at a national level
- Management expertise in acquisitions, operations, and financial management

# Digitizing 'Bricks & Mortar' Agencies

---

- Capitalizing on consumer shift to 'online'
  - More and more customers search for insurance online, but consumers prefer the personal touch of an agent
- Proprietary backend processing technology to support Reliance's agency business
- Strategy to acquire traditional 'offline' home and auto agencies, and utilize technology to more cost effectively service the acquired policies
- By implementing artificial intelligence, robotic process automation (RPA) and automatic shopping for best rates at renewals, Reliance can:
  - ✓ Dramatically reduce cost
  - ✓ Allow agents to focus on selling new policies,
  - ✓ Create a digitally empowered and scalable insurance agency model
- Ability to rapidly expand Reliance's agency network nationwide and drive margin expansion through the combination of digital backend and continued M&A of cash flow positive and accretive acquisitions



# 5MinuteInsure.com



## Driving **online traffic** to our agencies and affiliate agents

- ▶ 5minuteinsure.com will be utilized in conjunction with current and planned agency acquisitions, as well as affiliated agencies
- ▶ Today, there is growing competition among insurance agents to attract referrals from a limited pool of realtors, mortgage bankers, mortgage brokers, and auto dealers throughout the US
- ▶ 5minuteinsure.com is a new and proprietary tool being developed by Reliance Global Group to tap into the growing number of online shoppers to drive traffic to our insurance agents and affiliates
- ▶ 5minuteinsure.com utilizes artificial intelligence and data mining, to provide competitive insurance quotes within 5 minutes, with minimal data input
- ▶ **Approved to offer insurance products from a total of 13 carriers and approved in 46 states**
- ▶ **On track to formally launch 5MinuteInsure.com this summer following successful beta test**

### Get your 5 Minute Insure quote and buy insurance in just 5 easy steps!

Trust us—if you can drive a car, you can do this!

1

#### Enter your information

Tell us a bit about yourself. We need this information to give you an accurate and personalized quote! Instantly, the power of AI will display your vehicles.

2

#### Select your vehicles and drivers

Review your information. Then select which vehicles and drivers in your household need to be covered in your quote.

3

#### Review your available discounts

Are you a safe and/or experienced driver? These are just some ways you can save. We'll show what discounts are available to you.

4

#### Compare and review your online quotes

Instantly, you'll get the best insurance quotes with three different levels of coverage (lowest price, best value, super coverage).

5

#### Purchase insurance or set up payments

Select your quote and get covered instantly. You can purchase your auto insurance in full or set up a payment plan.

# Financial Highlights

---

- In 2020, revenue increased **63%**, reflecting continued growth and execution of the business model
- Revenue for the second quarter of 2021 increased by approximately **33%** to \$2.2 million versus \$1.6 million for the same period last year
- Year-over-year growth reflects the continued execution of the insurance agencies
- Agencies continue to generate positive cash flow on a standalone basis
- Ended the second quarter of 2021 with over \$6.8 million of cash and restricted cash
- Solid balance sheet to execute on the growth objectives, both organic and through acquisitions
- Anticipated launch of 5MinuteInsure.com expected to generate operating savings at the agency level by reducing back office expense

# Over 100 Years of Combined Industry Experience

---

**Ezra Beyman, Chairman & CEO**, brings nearly three decades of entrepreneurial experience in real estate and fifteen years in insurance. His portfolio of commercial and residential properties at one point consisted of more than 40,000 residential units, as well as several insurance companies. In 1985, he founded his first mortgage brokerage, which rapidly grew into the third largest licensed mortgage brokerage in America by 2008. He also expanded to real estate acquisition, having grown his portfolio to over three billion dollars.

**Scott Korman, Director**, serves as President of Nashone, Inc., a private equity firm, which he founded in 1984. In this role, Mr. Korman is involved in financial advisory, M&A, and general management assignments. He is a founder and Managing Member and CEO of Illumina Radiopharmaceuticals LLC, CEO of Red Mountain Medical Holdings, Inc. Mr. Korman previously served as Chairman of Da-Tech Corporation, a Pennsylvania based contract electronics manufacturer and as Chairman and CEO of Best Manufacturing Group LLC, a leading manufacturer and distributor of uniforms, napery, service apparel, and hospitality and healthcare textiles. Mr. Korman also served as President and CEO of Welsh Farms Inc., a full-service dairy processor and distributor of milk, ice cream mix and ice cream products.

**Ben Fruchtweig, Director**, brings decades of executive experience in accounting and financial services. He has served as Chief Comptroller/Financial Analyst at national financial services and investment companies. He received his NYS C.P.A license in 1987 and has worked at Deloitte Haskins and Sells and other leading accounting firms. Currently, Mr. Fruchtweig lectures on a variety of topics including business ethics. He also serves on a voluntary basis as a trustee of a non-profit private foundation, which serves to provide the needed financial support, services and guidance to qualifying individuals and families.

# Over 100 Years of Combined Industry Experience

---

**Sheldon Brickman, Director**, has over 25 years of M&A advisory and business development experience, totaling more than \$40 billion in deal value. He has worked for numerous multibillion-dollar insurance carriers, including assignments for such companies as AIG, Aetna and National General. Sheldon has assisted international companies (UAE, UK, Asia and Latin America), start-up operations, and regional insurance carriers. Mr. Brickman's experience covers the property casualty and life/health markets, including working with insurance carriers, managing general agencies, wholesalers, retailers and third-party administrators.

**Alex Blumenfrucht, CPA, Chief Financial Officer**, Prior to joining Reliance, Mr. Blumenfrucht served as an Audit & Assurance Professional at Deloitte & Touche, LLP where he successfully led audit teams on both public and privately held corporations. He brings extensive experience in internal controls, financial analysis and reporting for both private and publicly traded companies.

**Yaakov Beyman - Executive Vice President, Insurance Division**, Mr. Beyman oversees the overall insurance operations of Reliance, including strategy and developing/implementing operational tools. He holds insurance licenses in most of the continental United States, and is involved heavily in marketing, maintaining state of the art technological models, financial management and distributions, and entity creation and maintenance.



**RELIANCE**  
GLOBAL GROUP INC

*Thank you!*

**Investor Contact:**

Crescendo Communications, LLC

Tel: 212-671-1021

Email: [RELI@crescendo-ir.com](mailto:RELI@crescendo-ir.com)