

LegalShield LEGALSHIELD BUSINESS SOLUTIONS BRIEFING



NEW YORK



WHAT WE WILL COVER TODAY

- **1. WHO** we are
- 2. WHAT we do
- **3. WHY** so many people are joining us right now



LEGALSHIELD

- Established 1972
- Annual revenue approximately \$450 million
- 3.7 million covered lives across U.S.A. and Canada
- 2.1 million requests for legal assistance annually
- More than 650 employees based in Ada, Oklahoma including extensive in-house customer service representatives





- More than 200,000 personal identity consultations
- Nearly 10,000 individual identities restored
- Over 1 Million covered lives





DEDICATED BUSINESS SOLUTIONS DIVISION

- 34,000 Employee Benefit Accounts ("Groups")
- 47,000 Small Business Accounts
- 12,000 Commercial Driver Legal Plans



BUSINESS SOLUTIONS





OUR DIFFERENTIATORS

- We have a proprietary network of law firms covering 49 states and Canada
- Law firms paid on a per capita basis (over \$100M paid per annum).
- Service quality is guaranteed by LegalShield provider law firms quality control systems (including real-time monitoring).
- Comprehensive Identity Theft restoration services through licensed investigators.
- 24/7/365 access in covered emergency situations





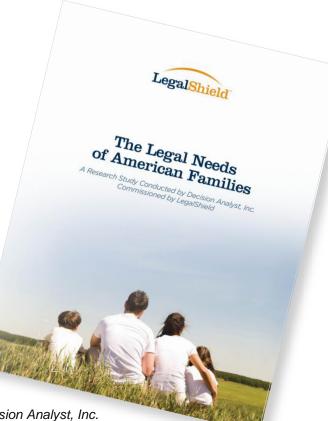
YOU NEED LEGALSHIELD

- LegalShield gives you the ability to talk to a lawyer on any personal legal matter without worrying about high hourly costs.
- For one flat monthly fee, you can access legal advice, no matter how traumatic or trivial the issue.
- Under the protection of LegalShield you and your family can live your life on your terms worry-free, every day, every night.



THE NEED IS THERE

- 93% of respondents believe lawyers charge too much.
- 76% of respondents said that they were hesitant to call a lawyer.
- 9 out of 10 respondents said if cost were more affordable, they would seek legal advice.

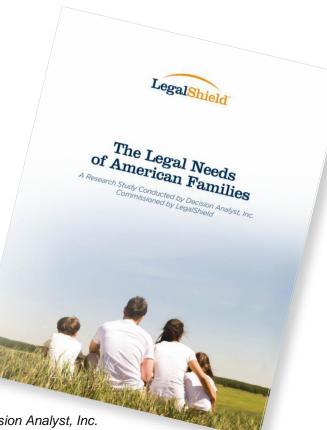


Source: The Legal Needs of American Families. A Research Study Conducted by Decision Analyst, Inc. Commissioned by LegalShield



THE MARKET IS READY

- Nearly 90% of Americans say they do not have any form of legal insurance or legal protection service.
- Two-thirds of Americans say they have never heard of any such plans or services.
- More than 60% reported they would be interested in purchasing legal protection.



Source: The Legal Needs of American Families. A Research Study Conducted by Decision Analyst, Inc. Commissioned by LegalShield





BOTTOM LINE FOR EMPLOYERS

Employee legal problems cost employers in terms of:

- Absenteeism
- Reduced Productivity
- Increased Health Insurance Costs



million full-time working Americans experienced at least one significant legal event in the past 12 months.

did not seek legal help or advice for their problems

Source: The Legal Needs of American Families. A Research Study Conducted by Decision Analyst, Inc. Commissioned by LegalShield



TIMING IS KEY

The three major divisions of the insurance industry have already achieved billions in market share.







HAVE YOU, YOUR EMPLOYEES OR CLIENTS EVER...

- Signed a contract or document?
- Been overcharged or treated unfairly?
- Received a traffic ticket?
- Known a victim of identity theft?
- Put your estate in order?



LEGAL PLAN FOR INDIVIDUALS/EMPLOYEES NY - STANDARD PLAN

Pricing \$15.95 month

Our Services

- Legal Advice on unlimited issues
 Traffic-Related Issues
- Letters/Calls made on your behalf
- Contracts/Documents Reviewed up to 10 pages
- Online Legal Forms/Videos
- Lawyers Prepare
 - Your Will, Living Will, Health Care Proxy

- 24/7 Emergency Access for covered situations
- 25% Preferred Member Discounts*



If you were my lawyer, what would you charge for these services?

* Up to 90% of member inquiries are covered by the plan with no additional fees. All other requests for service are entitled to a 25% discount on the law firm's hourly rate (including pre-existing issues).

Review the membership contract for the plan selected and state of residence for full details on benefits, limits and exclusions as legal advice is subject to the provider attorney's independent professional judgment.



THE NEW YORK COMPREHENSIVE PLAN INCLUDES...

Standard Plan plus...

- Trial Defense Services*
- IRS Audit Legal Services*
- Warranty Assistance
- Review Leases & Documents
- Assistance in Contacting Government Agencies

- Personal Financial Alternatives Review
- Legal Advice on Settlement of an Estate
- Tenant Review and Advice
- Small Claims Court Advice
- Consumer Protection Benefits

^{*}These services available at \$49 per hour.

Review the membership contract for the plan selected and state of residence for full details on benefits, limits and exclusions as legal advice is subject to the provider attorney's independent professional judgment.



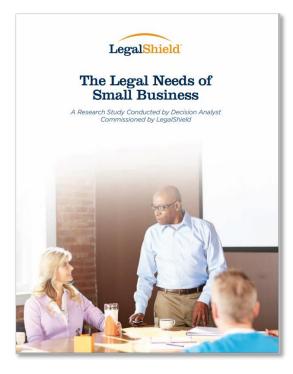


WHO'S COVERED

- The member
- The member's spouse
- Never-married dependent children under age 21 and living at home
- Dependent children under age 18 for whom the member is legal guardian
- Full-time college students up to age 23; never-married, dependent children
- Physically or mentally disabled children living at home



SMALL BUSINESS FACTS



- Nearly 60% of small businesses have experienced significant legal events in the past two years
- Those who experienced a legal event in the past two years reported **not hiring an attorney** to help them citing high costs as the reason
- Owners reported spending an average of \$7,600 in legal expenses per year



AS A SMALL BUSINESS OWNER HAVE YOU OR THOSE YOU EMPLOY EVER...

- Hired or fired employees?
- Had issues with debt collections?
- Been in a situation where you thought the advice of a lawyer might be useful?
- Been in a dispute with a vendor?



SMALL BIZ 10, 50, AND 100 NEW YORK, NEVADA

Small Biz Plan Benefits — Business must be for-profit and cannot be publicly traded

	Small Biz 10	Small Biz 50	Small Biz 100
Employees	10 or fewer	50 or fewer	100 or fewer
Monthly Price	\$39	\$79	\$149
Authorized Users	Up to 2	Up to 3	Up to 5
Legal Correspondence per year	20.	30	40 .
Legal Document Review (up to 15 pages/doc) per year	20	30	40
Debt Collection Letters per month	5	10	15
Reduced Contingency Fee	25%	25%	25%

Rates vary in certain States. **Small Business Plan Cost NV and NY without Trial Defense:** SmallBIZ50= \$79/month, SmallBIZ100= \$139/month. **In HI:** SmallBIZ 10= \$49/month, SmallBIZ 50= \$109/month, SmallBIZ 100 = \$179/month. These plans are available in Canada please see Canadian presentation for details on Canadian plan.



goSmallBiz

\$14.95 per month + Business Plan

Business Consultation

Unlimited Business
 Consultation

Sales & Marketing

- DIY Website Builder
- Digital Marketing Dashboard
- Customer Relationship Manager
- Expert Web Analysis

Human Resources

• HR Document Builder

Online Learning Center

- Mentoring with Fran Tarkenton
- Online Learning Courses
- Weekly Business Updates

Tax & Accounting

Transaction Tracker

Legal Resources

- Business and Legal Forms
- Corporate Minutes Writer
- Risk Assessment

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Coloral Excitation Index



COMMERCIAL DRIVERS LEGAL PLAN

Why offer Commercial Drivers Legal Plan to your drivers? Because it means increased profits for you...

Company Benefits

- Helps reduce costs associated with driver turnover
 - Recruiting
 - Training
 - Cost of unused equipment
 - Loss of revenue from unused equipment
- Helps protect the company from DOT fines by protecting drivers



Review the membership contract for the plan selected and state of residence for full details on benefits, limits and exclusions as legal advice is subject to the provider attorney's independent professional judgment.



COMMERCIAL DRIVERS LEGAL PLAN

Why offer Commercial Drivers Legal Plan to your drivers? Because it means increased profits for you...

Driver Benefits

- Helps protect family assets in the event of a tragic accident
- Helps protect driver's ability to earn a living
- Driver and spouse are covered in lower 48 States; driver covered in any type of Motor Vehicle.
- Product availability is determined by the State where the driver is standing when the product is purchased.



Review the membership contract for the plan selected and state of residence for full details on benefits, limits and exclusions as legal advice is subject to the provider attorney's independent professional judgment.



ROAD AMERICA COMMERCIAL DRIVERS LEGAL PLAN

Pricing \$35.95/mo., \$25 enrollment fee Group \$32.95/mo., no enrollment fee

Covers Driver and Spouse

- Tragic Accident Representation
- License Reinstatement
- Moving Violations
- DOT and Non-Moving Violations
- CSA Consultations
- Property Damage and Personal Injury Collection
- 25% Discount on all other Transportation Related Legal Work
- Bail Bond Service
- Arrest Bond Protection
- Motor Club Services

Basic Commercial Drivers Legal Pla

When you call your Provider Law Firm, they will locate an attorney to act on your behalt. You Law Firm has the support of qualified attorneys across the country who will help you protect anywhere in the U.S.

Basic Commercial Drivers Legal Plan Benefits

If you or your spouse is charged with a criminal act because of a You an serious traffic accident, a Commercial Drivers Legal Plan attorney will defend you in the court of original jurisdiction for the following charges:
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onitects issued by: Pre-Paid Legal Services, Inc. and subsidiaries; Pre-Paid Legal Casualty³⁸, Inc.; Pre-Paid I c. of Florida; In VA: Legal Service Plans of Virginia, Inc.; and PPL Legal Care of Canada Corporation



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Road America Plan only available in New York and New Jersey. Review the membership contract for the plan selected and state of residence for full details on benefits, limits and exclusions as legal advice is subject to the provider attorney's independent professional judgment.





Identity Theft is a major problem in America.



IMPACT OF IDENTITY THEFT IN AMERICA

Widespread

16.6M

people, or 7% of all U.S. residents age 16 or older, were victims of one or more incidents of identity theft

Financial

24.7**B**

direct and indirect losses

Emotional



people—36% of identity theft victims—reported moderate or severe emotional distress as a result





Kroll

- World's leading risk consulting firm
- Fortune 500 clientele
- Prepaid and ready to advise
- Unmatched service since 2003
- The most comprehensive identity theft program in the market
- Founded 1972



IDENTITY THEFT

Identity theft is repeatedly the #1 consumer complaint category in America.

Identity theft manifests itself in many different ways:

- Credit fraud
- Social Security fraud
- Driver's License fraud
- Medical fraud
- Criminal/Character fraud
- Tax Return fraud







We Monitor What Matters

- Your Privacy
 Your Security
 - SSN
 - Date of Birth
 - DMV
 - Passport
 - Address
 - Email
 - Web persona
 - And more!

- - Bank accounts
 - Credit card
 - Loans
 - And more!





We Care

- Always Here for You
 - 24/7/365 emergency hotline
 - Unlimited non-emergency consultation
 - Free mobile app





We Restore Your Identity

- Team of Licensed Private Investigators
 - Do whatever it takes
 - As long as it takes
 - Clear your records for life
- \$5 Million Service Guarantee

Kroll provides these identity theft services exclusively to IDShield members

Kroll Licensed Private Investigator





- Security monitoring
- Privacy monitoring
- Quarterly credit score tracking
- Unlimited Identity Theft consultation
- Comprehensive Identity Restoration
- \$5 million service guarantee

Exclusions and limitations apply. Services and benefits vary by state/province. See www.legalshield.com/fullplandetails [and select your state/province] for specifics . Please review plan details for complete terms, conditions and exclusions before purchase.





IDSHIELD FAMILY PLAN -

Family Pricing \$19.95/Group \$18.95

Who's Covered

- The member
- The member's spouse
- Up to 8 dependent children up to the age of 18





IDSHIELD INDIVIDUAL

Pricing \$9.95/Group \$8.95/Large Group \$8.45

Who's Covered

• Covers the individual member only





TAP. CALL. EQUAL ACCESS.

- YOUR Law firm
- YOUR IDShield advisor
- OUR member services
- 24/7/365 emergency access (for covered items)



Download for free at the App Store or Google Play.



WHAT'S RIGHT FOR YOU? NY

At LegalShield it's simple, you choose which plans work best for you and your family:

Product	Price Per Month	Group/Large Group Standalone	Group/Large Group Bundled
Family Legal Plan	\$15.95	\$15.95	\$15.95/\$15.95
Family IDShield	\$19.95	\$18.95/\$15.95	\$14.95/\$12.95
Total	\$35.90		\$30.90/28.90



FAMILY LEGALSHIELD + INDIVIDUAL IDSHIELD NY

At LegalShield it's simple, you choose which plans work best for you and your family:

Product	Price Per Month	Group/Large Group Standalone
Family Legal Plan	\$15.95	\$15.95
Individual IDShield	\$9.95	\$8.95/\$8.45
Total	\$25.90	\$24.90/24.40



MEMBERPERKS

LegalShield MEMBERPERKS



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MEMBERPERKS

BENEFITS FOR EMPLOYERS

Monthly cost of LegalShield and I	DShield Far	nily Plan:
	\$39	.90
LegalShield MEMBERPERKS	Avg. Cost Per Mo.*	Avg. Savings Per Mo.*
Cell Service	\$130	\$10
Auto/Home Insurance	\$155	\$36
Average monthly savings opportun	ities with Me	mberPerks:
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- It's expensive for a business to provide a discount program to its employees.
- LegalShield gives employers the ability to extend discounts and perks normally reserved for employees at large corporations.
- Included with a LegalShield or IDShield membership!
- No additional cost to employer.



THE OPPORTUNITY IS HERE ...

We have:

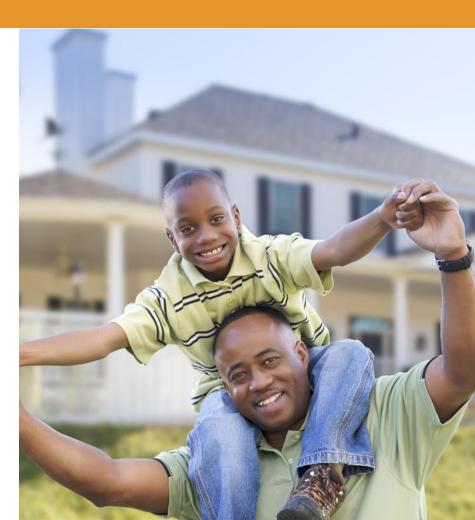
- Unique and difficult to duplicate products
- Few competitors
- Clear advantages





4 WAYS TO EARN

- 1. Personal Sales Volume
- 2. Build a Sales Team
- 3. Residual Income
- 4. Incentives





BUSINESS PLAN 1-50

Sales Title Personal Sales Volun	ne/Counters		
Executive Director	50/mo.	\$425.11	44.8%
Sr. Director	25/mo.	\$349.20	36.8%
Director	100	\$288.47	30.4%
Sr. Manager	50	\$242.92	25.6%
Manager	15	\$212.56	22.4%
Sr. Associate	7	\$182.19	19.2%
Associate		\$151.83	16.0%

\$79/mo. 2 Counters

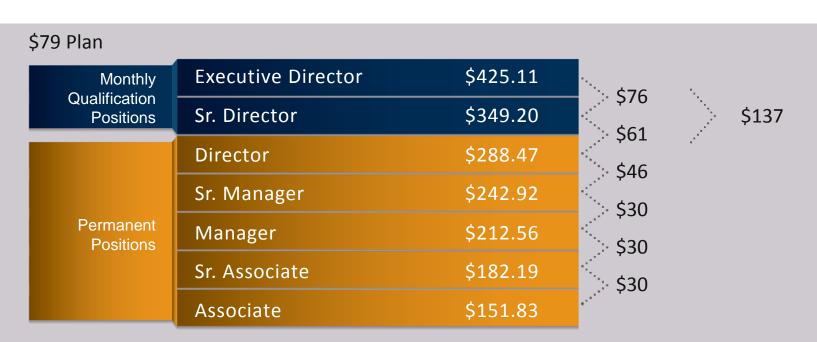


GROUP LEGAL PLAN + IDSHIELD (FAMILY)

Sales Title Personal Sales Volu	me/Counters	_		
Executive Director	50/mo.	\$216.84	58.4%	
Sr. Director	25/mo.	\$178.12	48.0%	
Director	100	\$147.14	39.6%	\$30.90/mo.
Sr. Manager	50	\$123.91	33.4%	
Manager	15	\$108.42	29.2%	1 Counter
Sr. Associate	7	\$92.93	25.0%	
Associate		\$77.44	20.8%	

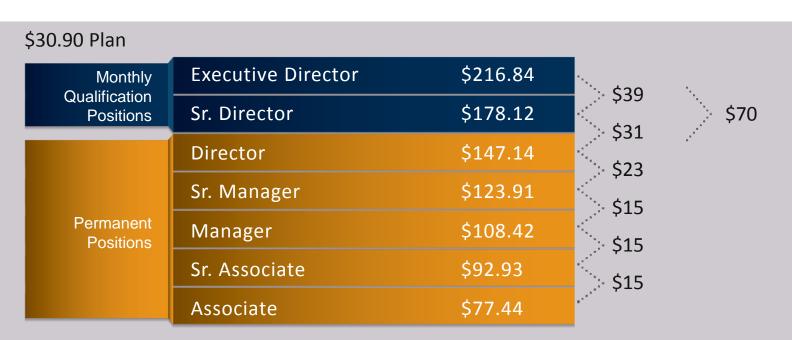


BUILD A SALES TEAM TO EARN OVERRIDES





BUILD A SALES TEAM TO EARN OVERRIDES





RESIDUAL INCOME

- Residual Income rates range from 1.3% to 18.7%
- Residual income earned after first 12 months of membership
- Residual varies based on Commission Level at time of sale and Monthly Retention Rate of all memberships sold in that calendar month



Month after Month Year after Year

for the life of the membership



INCENTIVES

Fast Start qualification is not only your jump start to your LegalShield career but also your first month of qualifying for the Performance Club.

Continue earning 5 points each month

- Month 1 Fast Start Qualify* Month 4 - Special Recognition* Month 8 - \$150 One-Time Bonus*
- Month 12 \$300 Monthly Bonus*



*See Performance Club brochure for all details and requirements.





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ENJOY ALL THE REWARDS OF THE PERFORMANCE CLUB.

You are eligible to increase your monthly bonus to \$500 if you purchase or lease a qualifying BMW.



Each year LegalShield sends its top Associates on an exclusive trip to fantastic destinations.

The company also provides special contests and promotions through the year.



Dedicated B2B Operations Team			
Group	Small	Broker	
Services	Business	Services	

B2B & CDLP Certification Training and Licensing Fees may also apply

START UP FEE (YOU CHOOSE)

Option 1: \$99

- Associate Portal
- Comprehensive Training
- Newsletter
- Onboarding Program
- Associate Perks
- Leadership Team
- Plus \$20/month for <u>LegalShield</u> <u>Advantage</u>

Option 2: \$249

- Associate Portal
- Comprehensive
 Training
- Newsletter
- Onboarding Program
- Associate Perks
- Leadership Team
- Includes first 12 months of <u>LegalShield</u> <u>Advantage</u>





LegalShield Advantage

- Personalized Professional Websites
- Enhanced Associate Portal
- Lead/Contact Management System
- FranklinCovey® Personal Development Courses
- Contests and Incentives

LegalShield Advantage fees are \$19.95 per month (bank draft) or \$20.95 per month (credit card)



BROKER/AGENCY CONTRACT AND COMMISSION OPTIONS

Are you an Insurance Professional?

Contract and Commission Options are available for you, see a Broker Certified Associate for details.





THANK YOU

LegalShield

The information contained in this material is for illustrative purposes only and is not a contract. It is intended to provide a general overview of the legal plan benefits. Please remember that only the plan contract can give actual terms, coverage, amounts, conditions, and exclusions. Check benefit availability in your state/province.

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BUSINESS SOLUTIONS