

LegalShield LEGALSHIELD BUSINESS SOLUTIONS BRIEFING









USA



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







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





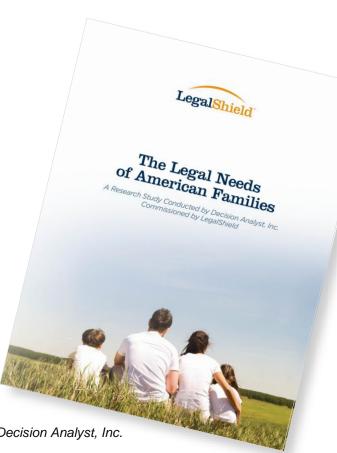
YOU NEED LEGALSHIELD

- 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.

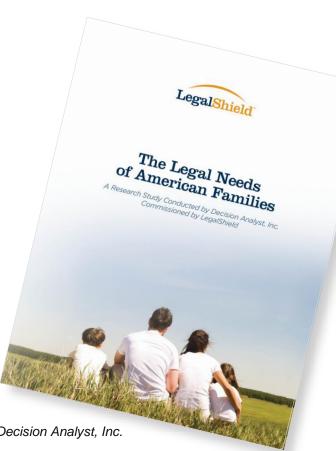


Source: The Legal Needs of American Families. A Research Study Conducted by Decision Analyst, Inc. Commissioned by LegalShield



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.













LEGAL PLAN

Family Pricing \$19.95/Group \$18.95/Large Group \$15.95

Our Services

- Personal Legal Advice on unlimited issues
- 24/7 Emergency Access for covered situations
- Letters/Calls made on your behalf
- Contracts/Documents
 Reviewed up to
 15 pages

- Online Legal Forms/Videos
- Lawyers Prepare
 - Your Will, Living Will, Health Care Power of Attorney
- Traffic-Related Issues
- IRS Audit Assistance
- Trial Defense
 - Pre-Trial
 - Trial

Family/Domestic Services*

- Uncontested Divorce
- Uncontested Adoption
- Uncontested Separation/Annulment
- Uncontested Name Change
- 25% Preferred Member Discounts**

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

\$10 Enrollment Fee waived on Group/Large Group pricing

- * No family benefits are available to individual plan members. Ask your Independent Associate for details.
- ** 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).







WHO'S COVERED

- The member
- The member's spouse
- Never-married dependent children, including full-time college students, under age 26 and living at home
- Dependent children under age 18 for whom the member is legal guardian
- Physically or mentally disabled children living at home



WHO'S COVERED - INDIVIDUAL LEGAL PLAN

Pricing \$17.95/Group \$16.95/Large Group \$14.95

- Enrollees who are not married
- Do not have domestic partners
- Do not have minor children or dependents







TAP. CALL. EQUAL ACCESS.

- YOUR Law firm
- YOUR IDShield advisor
- OUR member services
- 24/7/365 emergency access

(for covered items)















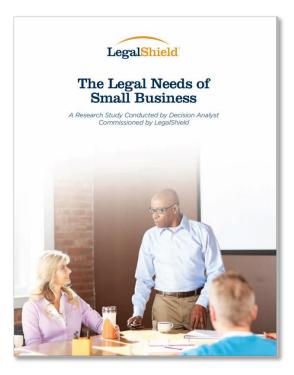
LS APP FEATURES

- "Snap" feature allows you to send speeding tickets directly to your LegalShield law firm
- Download your Will questionnaire
- Review your basic plan information
- Access your MEMBERPerks account





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





- 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?





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

	SmallBiz 10	SmallBiz 50	SmallBiz 100
Employees	10 or fewer	50 or fewer	100 or fewer
Monthly Price	\$39	\$89	\$149
Authorized Users	Up to 2	Up to 3	Up to 5
Legal Telephone Consultation	Unlimited	Unlimited	Unlimited
Legal Calls or Letters 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
Trial Defense	None	75 Total Hours up to 15 Pre-trial	75 Total Hours up to 25 Pre-trial
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.





\$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

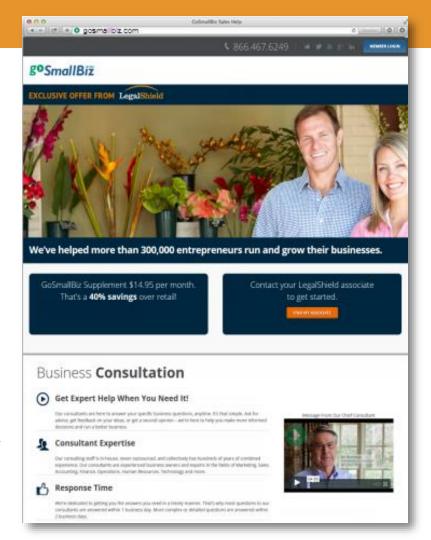
- Mentoring with Fran Tarkenton
- Online Learning Courses
- Weekly Business Updates

Tax & Accounting

Transaction Tracker

Legal Resources

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





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





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.





COMMERCIAL DRIVERS LEGAL PLAN

Pricing \$32.95/mo., \$25 enrollment fee Group \$29.95/mo., no enrollment fee

Driver Benefits

- 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



Not available in HI, MA, NV, NJ, NY





Identity Theft is a major problem in America.

- 781 breaches in 2015*
- 169 million people* compromised

*Source: http://www.idtheftcenter.org/ITRC-Surveys-Studies/2015databreaches.html



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**

24.7B

direct and indirect losses

Emotional

6.0M

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

- - SSN
 - Date of Birth
 - Drivers License
 - Passport
 - Address
 - Email
 - Phone Number/Name
 - And more!

- Your PrivacyYour Security
 - 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





- 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/Large Group \$15.95

Who's Covered

- The member
- The member's spouse
- Up to 8 dependent children up to the age of 26

^{*} Dependents who fall into the category of 18-26 under this will receive unlimited consultation and complete restoration by Kroll licensed private investigators. Note that monitoring is not available for dependents in this category.





IDSHIELD INDIVIDUAL

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

Who's Covered

Covers the individual member only

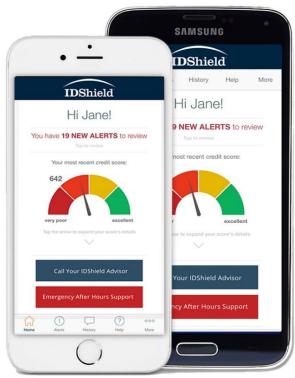


IDSHIELD APP FEATURES!

- 1. Alerts
- 2. Push Notifications
- 3. Credit Score Member's most recent credit score will be displayed on home page of app
- 4. Easy Login
- 5. Monitored
- 6. View your case and call history
- 7. Updated App Design













Product	Price Per Month	Group/Large Group Standalone	Group/Large Group Bundled
Family Legal Plan	\$19.95*	\$18.95/\$15.95	\$18.95/\$15.95
Family IDShield	\$19.95	\$18.95/\$15.95	\$14.95/12.95
Total	\$39.90		\$33.90/\$28.90

^{*}Your first month's payment will include a \$10 enrollment fee. This fee is waived for Group pricing.







Product	Price Per Month List Rate	Group/Large Group Standalone
Individual Legal Plan	\$17.95*	\$16.95/\$14.95
Individual IDShield	\$9.95	\$8.95/\$8.45
Total	\$27.90	\$25.90/\$23.40

^{*}Your first month's payment will include a \$10 enrollment fee. This fee is waived for Group pricing.



MEMBERPERKS





MEMBERPERKS

BENEFITS FOR EMPLOYERS

Monthly cost of LegalShield and IDShield Family 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 opportunities with MemberPerks:

\$46.00

- 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:

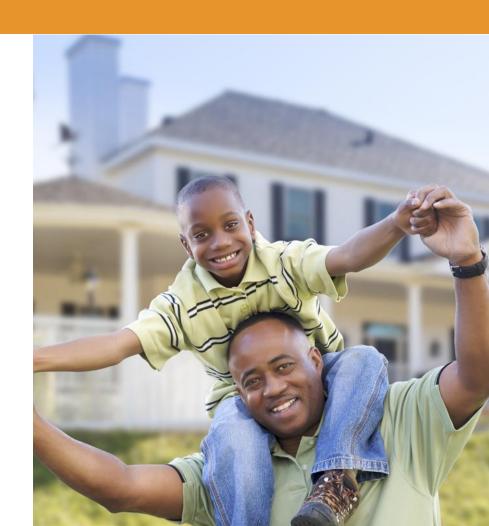
- Unique and difficult to duplicate products
- Few competitors
- Clear advantages





4 WAYS TO EARN

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





SMALLBIZ 50

Sales Title Personal Sales Volu	me/Counters	_		
Executive Director	50/mo.	\$478.92	44.8%	
Sr. Director	25/mo.	\$393.40	36.8%	
Director	100	\$324.98	30.4%	\$89/mo.
Sr. Manager	50	\$273.67	25.6%	
Manager	15	\$239.46	22.4%	2 Counters
Sr. Associate	7	\$205.25	19.2%	
Associate		\$171.04	16.0%	



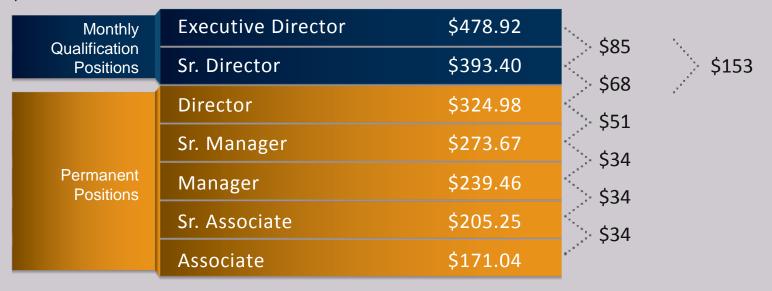
GROUP LEGAL PLAN + IDSHIELD (FAMILY)

Sales Title Personal Sales Volu	ime/Counters	_		
Executive Director	50/mo.	\$237.89	58.4%	
Sr. Director	25/mo.	\$195.41	48.0%	
Director	100	\$161.43	39.6%	\$33.90/mo.
Sr. Manager	50	\$135.94	33.4%	
Manager	15	\$118.95	29.2%	1 Counter
Sr. Associate	7	\$101.95	25.0%	
Associate		\$84.96	20.8%	



BUILD A SALES TEAM TO EARN OVERRIDES

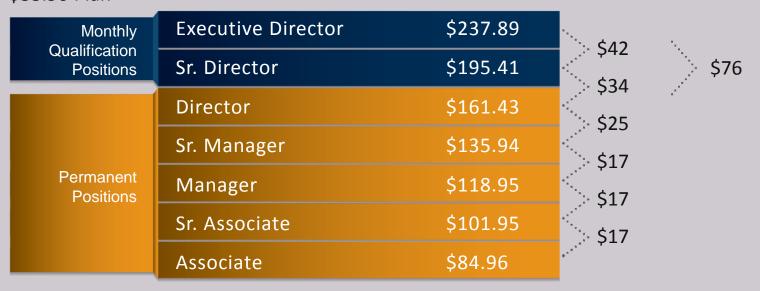
\$89 Plan





BUILD A SALES TEAM TO EARN OVERRIDES

\$33.90 Plan





RESIDUAL INCOME

- Residual Income rates range from 1.34% to 21.28%
- 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

\$33.90

plan sold as a Director with retention rate of 76% earns 10.1%



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.



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.



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>Advantage

Option 2: \$249

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





LegalShield Advantage■

\$20/month* (1st month Free!)

- Personalized Professional Websites
- Enhanced Associate Back Office



- FranklinCovey® Personal Development Courses
- Branded Professional Communications
- Contests and Incentives

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





Corporate Offices: One Pre-Paid Way Ada, OK 74820 * www.LegalShield.com 800-654-7757

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.

Broker/Agency Application

To represent LegalShield as a broker/agency you must currently operate as a licensed insurance broker/agency with a minimum of 500 lives covered.

Company Information

Name Company	
DBA (must match IRS records) SSN/Tax ID#	
Address Line O- Years establish	
Address Line Two	
City	
CityStateZipPhone	
Phone	
Contact name and title of producer week.	-
or less than 500, producer/agency is not eligible to participate in our broker/agency program. Please talk to the person who invoduced you to LegalShield about a direct sales position.) Current products offered: Life/Health Property/Casualty Other voluntary employee benefits Other Do you market to: Individuals Groups Both In what states do you market?	
List of licenses:	
• Are you: Captive Independent	
Independent Is this brokerage/agency or any of its producers currently or ever been an Associate of LegalShield? If yes, please provide that	



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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PPL Legal Care of Canada, Inc.





BUSINESS SOLUTIONS