



Matt Zagula

The SMART Advisor Network
CEO & Founder

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iCover
Co-founder and COO

Product Highlights

DEBT-FREE PRINCIPLES

Client financial education
Itemize ALL debt + details
Prioritize most 'expensive' debt

WHOLE LIFE DIFFERENCES

Accrue cash with PUA riders
Use policy loan to pay debt
Risk Profile healthier demographic

PLATFORM & PROCESS

Sold as a 'digital-only' app
Processed on iCover's platform
Same experience + u/w



Market and Distribution

Debt is a Massive Market

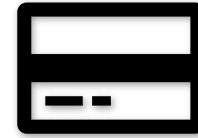
77% of Americans have DEBT



What Debts Are People Facing?



\$1.5 Trillion
Auto Loan



\$1.1 Trillion
Credit Card



\$1.8 Trillion
Student Loan



\$12.1 Trillion
Mortgage

Failed Solutions

Minimum Payments



Debt Snowball



DEBT FREE 4 LIFE™

A Modified Approach to Debt Snowballing

Debt Free 4 Life
Sponsored

To the 6-figure earner drowning in debt...

There's a better way.

At your income level, you have a luxury few others can afford...

The ability to move your money around in such a way that you can clear all ...




Tracey Spikes Debt Elimination & Wealth-Building Expert

JOINDF4L.COM
It's your money, keep more of it
This short presentation will forever change your financial future.

Learn More

1. DF4L Facebook Ad



PAY YOUR DEBTS OFF
YEARS SOONER AND LIVE

**DEBT FREE
4 LIFE™**

ON TAX FREE MONEY!

TRACEY SPIKES

2. In Sales Process



**DEBT FREE
4 LIFE**

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Donald Duck

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Section 3: Debt Free When?

Item	Debt Free When?	Debt Free When?	Debt Free When?
Item 1	12 months	12 months	12 months
Item 2	18 months	18 months	18 months
Item 3	24 months	24 months	24 months
Item 4	30 months	30 months	30 months
Item 5	36 months	36 months	36 months

Debt Free 4 Life™: You will pay off your debt 10-19.42 years faster using the DF4L™.

DF4L™ Action Plan And Timeline

3. Point Of Sale

VENABLE LLP

Review and counsel:
FTC, Advertising, Insurance, Regulatory



5. Policy In-force



iCover

4. Underwriting Process

**E-App
Administration**

- . Loans
- . Compensation Mgmt

NOT A Field Of Dreams



Submitted Since March 2023

- SMART - \$7,857,432
- Equis - \$11,503,544
- BCA - \$441,194
- Total= \$19,802,170

DISTRIBUTION STATS

- 1200 applications submitted
- 57% placed >>> increase to 65 – 70% with Instant Decision platform
- 300 cases pending at both LLIC & Ameritas
- Lafayette Life (new distributor) past 10 months submitted 675 apps
- Face Amount: \$86,098 (with 10yr term rider \$201,487)
- Monthly premium \$750
- Issue Age Average: 48
- Female 52% - Male 48%



MORE DISTRIBUTION STATS

- Face amounts \$201,734
- 43% female, 57% male
- Issue age average 44
- Base vs. PUA's, 56% PUA, 44% base
- Lapse ratio for 2023 = 1.65% 212 cases paid and 3.5 terminated
- Lapse ratio for 2022 = 2.45% 81.60 cases paid and 2 terminated



Risk Profile and Profit Drivers

DF4L has different risks and profit drivers that require new monitoring + increased collaboration across partners to validate key assumptions.

Risk/Profit Driver	'Traditional' PFA Product	DF4L Product
Mortality	Moderate/High	Low
Invs Yield / ALM	Moderate	High
Persistency	Moderate	Moderate
Expense Management	High	Moderate

Profitability and Solvency Guardrails

1

We have developed guardrails tailored to PFA's current capital position

2

Given Matt's control over distribution/volume, we have the luxury to direct a comfortable level of premium flow that won't cause solvency concerns

3

We're partnering with MunichRe to help with initial surplus strain and grow responsibly