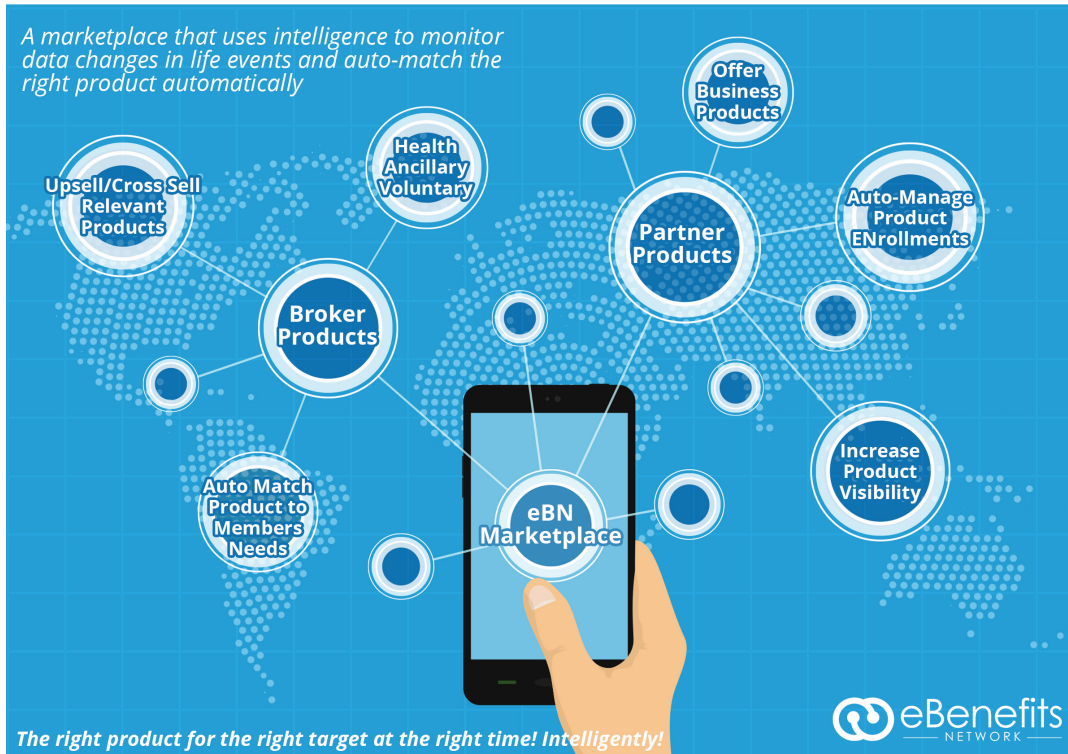


**The Solution:** A Central Nervous System that uses intelligent rules to match products with targets beneficiaries

A marketplace that uses intelligence to monitor data changes in life events and auto-match the right product automatically



## THE INDUSTRY'S FIRST INTELLIGENT BENEFITS & PERKS MARKETPLACE

eBN's Marketplace **reverses** the decades-long **inefficient** model with an intelligent model where **products find buyers**.

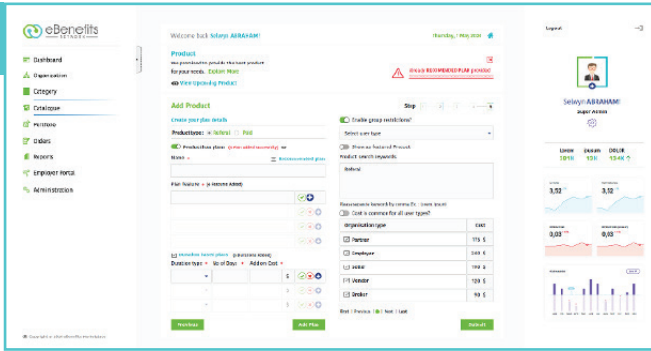
The marketplace is a system that uses intelligence to monitor demographics, life events and coverage changes in the employer's data and auto-matches the right product **automatically**. Simply load your products and eBN does the selling.

**The right product for the right prospect at the right time.... intelligently!**

**The industry's first intelligent Benefits Marketplace**  
Most marketplaces today are simply digitized catalogs of products & services, creating the time consuming task of searching for a product or service that meets your specific needs; OR often the user is unsure of a product or service they could opt into that would save them time, money & stress.

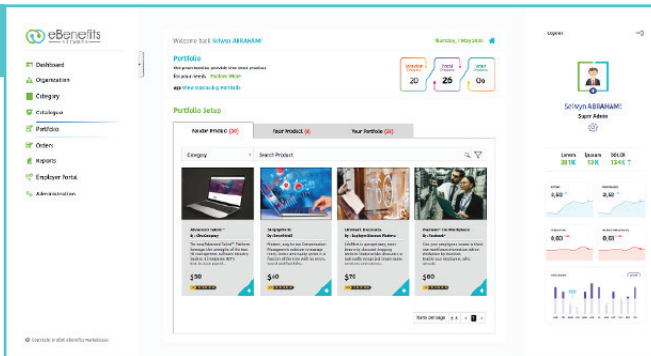
eBN's marketplace intelligently monitors changes in the data and captures life event changes. Based on the various changes, the system recommends products & services directly linked to what's occurring in an individual's life.





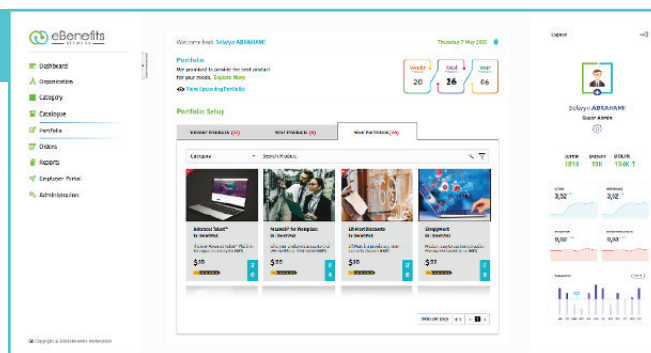
## FOR BENEFIT ISSUERS

- Reach millions of users across dozens of platforms
- Capture prospect needs real-time or through predictive logic
- Target prospects that match your product specifications



## FOR BROKERS

- Easily upload your products & customize pricing
- Create rules that match your products to target employer groups
- Monitor life-changing events to identify prospects for individual market products



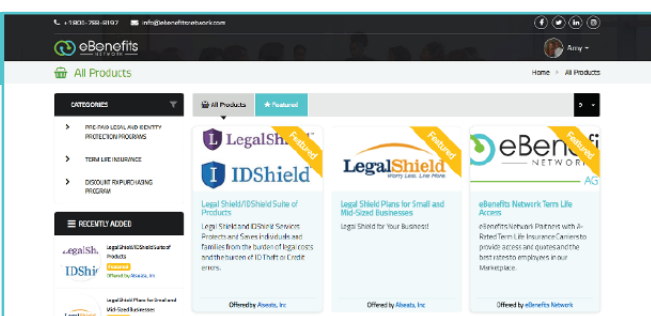
## FOR PARTNERS

- Control your product accessibility based on regional and/or other criteria
- Increase broker engagement with incentives for employer groups
- Monitor data to facilitate cross-selling products for employers & individuals



## FOR BENEFIT ISSUERS

- Offer employees access to a variety of benefit products
- Increase employee satisfaction with additional benefit options
- Auto-matches the right product, at the right time, to the right employee, **automatically**



## FOR EMPLOYEES

- Search for benefits with ease
- Be alerted to benefits that match your circumstance when you need them including those you didn't know existed
- Special pricing for eBN Marketplace users