



Insurify completes acquisition of Compare.com

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Insurify, Inc. ("Insurify"), America's top-rated virtual insurance agent to compare, buy and manage insurance, has completed the acquisition of Inspop USA, LLC and its subsidiary, Compare.com Insurance Agency, LLC ("Compare.com"), a pioneer in the U.S. online auto insurance comparison market.

Compare.com was founded by Admiral Group, plc ("Admiral"), one of the UK's leading auto insurers and a member of the FTSE 100, which retains a minority stake in Insurify and continues to serve as a strategic shareholder.

"We are thrilled to welcome the talented Compare team, and the well-established brand, and proven technology into Insurify. This combination allows Insurify to realize the benefits of the respective brands, platforms, and operations to effectively deliver next-generation solutions to consumers and carrier partners. Together, our complimentary insurance capabilities will continue to strengthen Insurify's market position as we build the preeminent and most trusted digital insurance agent," said Snezhina Zacharia, founder and CEO of Insurify.

Costantino Moretti, Head of International Insurance, Admiral Group said, "I'm really proud of everything that Compare.com has achieved over the last decade. This acquisition is a positive outcome, but it's always sad to see valued colleagues leave the Admiral family. On behalf of Admiral, I would like to thank our Compare.com colleagues for their contribution to the Group and their unwavering commitment to customers - and wish them all the best as they enter this new phase."

This transaction does not impact Admiral's U.S.-based insurance business, Elephant, which is an entirely distinct business.

Perella Weinberg Partners LP served as financial advisor and Clifford Chance US LLP served as legal advisor to Admiral. Morgan, Lewis & Bockius LLP served as legal advisor to Insurify.

About Insurify

Based in Cambridge, MA, Insurify, America's top-rated virtual insurance agent, provides expert advice and empowers customers to securely compare, buy, and manage their auto and home insurance policies from the largest selection of accurate quotes. With more than 70 million quotes served and \$200B in insurance coverage, Insurify has won several insurance industry awards, including Forbes NextBillion Dollar Startups of 2022, WPO's 50 Fastest Growing Women-Owned and -Led Companies 2022, Inc.'s 5,000 fastest-growing private companies in America of 2022 and 2021, Forbes Fintech 50 List for 2021, Stevies' Gold International Business Award for a Medium-Sized Insurance Company 2021, EY's 2021 New England Entrepreneur of the Year, and Insurtech Insights' Future 50 2021.

For more information, visit www.insurify.com.

About Compare.com

Compare.com is an online comparison platform that allows consumers to receive side-by-side comparisons on auto insurance quotes with real prices from more than 60 of the country's top carriers. Since its launch in 2013, Compare.com has helped more than 7 million customers switch and save on their auto insurance, putting over \$300 million back in US consumers' wallets. Headquartered in Richmond, VA, Compare.com was founded by Admiral Group, plc, one of the UK's leading auto insurers and a member of the FTSE 100. For more information, visit www.compare.com.

About Admiral Group:

Admiral Group plc is an FTSE100 global financial services company offering motor, household, travel and pet insurance as well as personal lending products. Established in 1993 in the UK, the Group now has offices in Canada, France, Gibraltar, India, Italy, Spain, and the U.S.

Media Contact:

For Insurify:

Press Contact: press@insurify.com
Insurify, Inc.

For Admiral:

Press Contact: addy.frederick@admiralgroup.co.uk +4474 3603 5615
Addy Frederick
Admiral Group, plc