

Get to Know Us

Pie Insurance is leveraging technology to transform how small businesses buy and experience commercial insurance, with the goal of making it affordable and as easy as pie. Pie's intense focus on granular, sophisticated pricing and data-driven customer segmentation enables Pie to match price with risk accurately across a broad spectrum of small business types, which allows Pie to offer more affordable insurance to small business owners. Compared to traditional insurance, Pie's use of advanced analytics enables quotes in 3 minutes and savings of up to 30% for small businesses. Pie auto-decides 73% of class codes so partner agents can save time finding coverage for their clients.

Key Stats

Founded

2017
(First policy sold in 2018)

Headquarters

Denver, CO
and
Washington, DC

Employees

400+
Full-time
Pie-oneers

Structure

Managing
general agent for
Sirius America

Market

38 states
and
Washington, DC

Funding

\$300M total. Investors include Allianz X, Acrew Capital, Greycroft, SVB Capital, SiriusPoint, Aspect Ventures, Elefund, Gallatin Point Capital, and Moxley Holdings.

Recent Company News

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|---|--|---|--|
| February 2023 <u>Pie Insurance Secures A-Excellent Credit Ratings from AM Best and Completes Transition to a Rated, Full-Stack Carrier</u> | November 2022 <u>Ford Credit Plans Commercial Vehicle Insurance for Ford Pro Customers Powered by Pie Insurance</u> | November 2022 <u>Pie Insurance Announces Strategic Hires of VP of Underwriting, VP of Marketing, and VP of Claims Operations</u> | October 2022 <u>Pie Insurance Announces Winners of 2022 Upper Crust Customer Awards</u> |
| September 2022 <u>Pie Insurance Announces \$315 Million Series D Round of Funding</u> | August 2022 <u>Pie Insurance Appoints Ekta Aggarwal to Chief Product Officer and Erin Mesick to Vice President of Finance</u> | August 2022 <u>Pie Insurance Announces Partnerships with Bold Penguin, Talage, and Tarmika</u> | June 2022 <u>Pie Insurance Expands Coverage to Alabama and Oregon</u> |

Leadership



John Swigart – Co-founder and CEO

John has been responsible for overseeing all aspects of Pie since its establishment in May 2017. He brings over 20 years of experience in tech-enabled insurance and financial services businesses. Prior to Pie, John served on the Esurance executive team for 13 years, where he initially led all of the financial functions from 2000-03 and then became the company’s first Chief Marketing Officer. Under John’s leadership of the marketing team, Esurance premium volume grew from \$50 million in 2003 to \$1.3 billion in 2013. Esurance was sold to Allstate in 2011 for \$1 billion. John holds a B.A. in Economics from Haverford College.



Dax Craig – Co-founder and President

Dax is responsible for overseeing Pie’s sales, business development, engineering, underwriting, product, and analytics functions. Prior to Pie, Dax was Co-founder and CEO of Valen Analytics, where he oversaw the company’s growth and 2017 sale to Insurity. During his time as a graduate student, he also founded Xertex Technologies, ultimately selling to Centurion Wireless. Dax holds an M.B.A. from the University of Colorado Boulder and a B.S. from the University of Tulsa Collins’ College of Business, where he serves as a member on the Advisory Board. Dax is a proud and long-term member of the Young Presidents’ Organization.

Recognition

