

Assurant Renters Overview Affinity Market Opportunity



More U.S. households are renting than at any point in the last **55 years**

The nation's **44 million** renters make up more than a third of all U.S. households



Only **55%** of renters carry renters insurance

45% or
19,800,000
renters without coverage

84% of apartment companies require residents to buy renters insurance

31%

don't have renters insurance because they never thought about it or it was *never offered to them*

Renter Demographics



65.9% of young adults below the age of 35 live in rentals



Between **2020** and **2040**, the number of renters will increase twice as fast as the number of homeowners

32%

of rental households are headed by someone ages 30 – 44



17% of rental households are headed by those 65 or older

58%

of Black household heads and **52%** of Hispanic household heads rent their homes

35%

of U.S. homes are rentals



38.1% of renters live alone

Renters Insurance Coverage



\$14 to \$25

per month is the average cost of renters insurance in the U.S. depending on where you live and how much coverage you buy

Assurant Partner Benefits



Drive ancillary revenue



Customer entanglement



API integration and embedded workflow for higher conversions



Marketing and promotion support (traditional and digital)

Assurant Renter Benefits

Simple: No credit checks or lengthy questions

Affordable: Comprehensive coverage and budget-friendly deductible options



Fast: 30 seconds to quote, 2 minutes to purchase

Why Assurant?



Innovating for more than **125 years**

30 years of Multifamily Housing expertise and innovation



Committed to investing in **innovation**

\$100M+ invested in disruptive, early-stage startups since 2015



Insight into more than **300M** consumers

3M renters trust us to protect them and their belongings



6 of the top 10 global brands

4 of the top **5 PMCs** in the U.S.



Fortune 500 company #384

NYSE: AIZ



AM Best rated A+ for financial strength*

Ward's 50 Top Performing P&C Companies

As the underwriter of all of our products, we have the expertise, solid cash flow, and financial strength to create the solutions you need.

*As of December 31, 2023; Investment grade ratings for holding company senior long-term debt by S&P and Moody's Information has been sourced from Multifamily Housing industry research (i.e., NMHC, Multifamily Executive, Rental Housing Journal, Harvard, Nerdwallet, U.S. Census Bureau, Pew Research Center) and internal Assurant consumer studies.