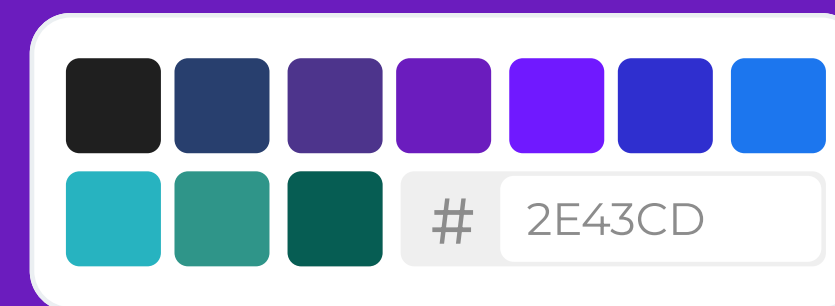


Boost engagement with plug-and-play insurance

eleos



 Pick a color



Extended illness or injury

Loss of work and income

A health scare or bereavement risks your customers' finances, engagement, and loyalty

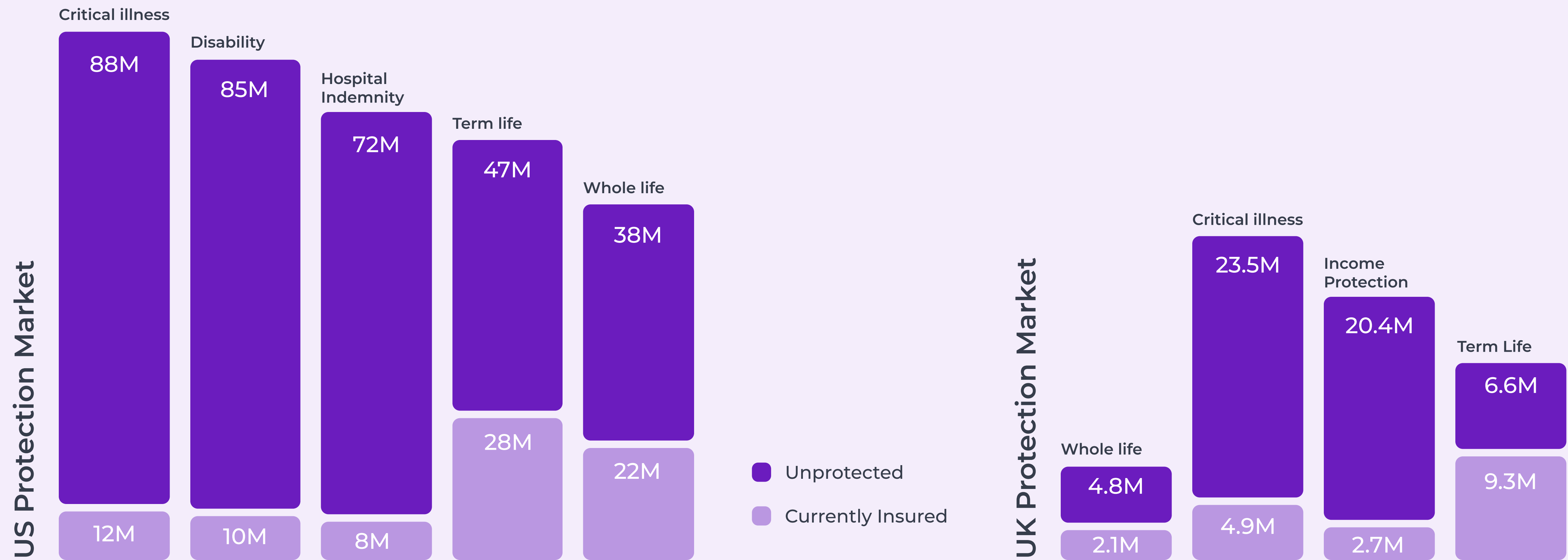
These pose major risks to a family's financial security, with long-term consequences for livelihoods and quality of life.

High funeral costs

Death of a breadwinner

The current insurance market is not enough

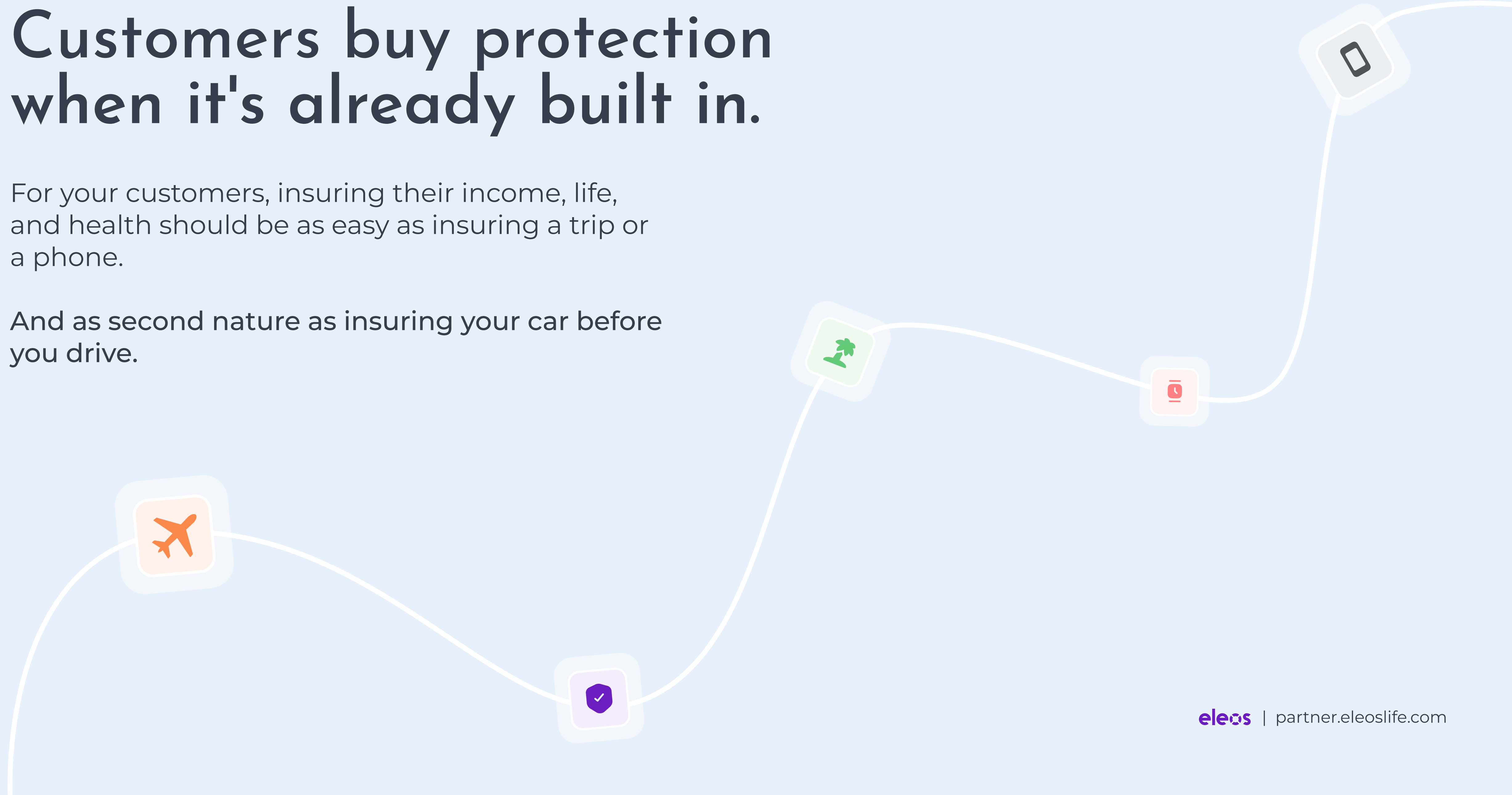
This untapped market presents a great opportunity for brands to explore new revenues while helping customers protect their finances.



Customers buy protection when it's already built in.

For your customers, insuring their income, life, and health should be as easy as insuring a trip or a phone.

And as second nature as insuring your car before you drive.



Why should brands care?



Building trust

Today's customers prize authenticity above all else. They want brands that genuinely care about them — and offer products that prove this.



Financial hardship means lost customers

A serious illness or bereavement creates a ripple effect: lost income, cancelled subscriptions, reduced spending.



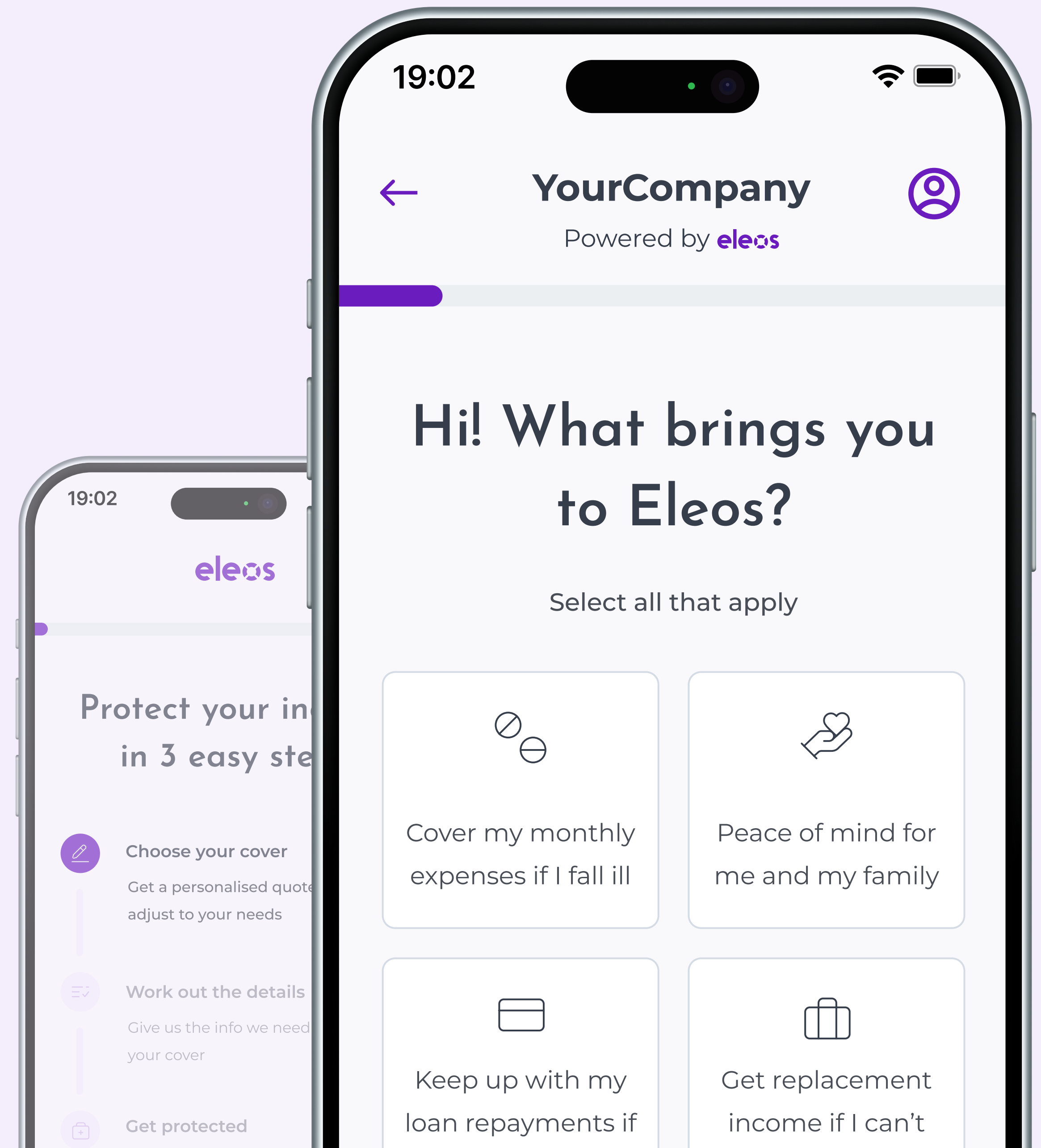
Untapped revenue

Embedding insurance unlocks a new, recurring revenue. Every day it's not offered is money left on the table — for someone else to capture.

Cue Eleos

Help your customers protect what REALLY matters — life, health & income.

Eleos embeds essential protection into trusted consumer brands, starting with life and disability insurance.

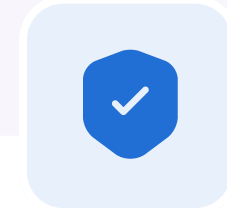


Offer customers two ways to protect themselves



Life Insurance

It provides financial security for loved ones and dependents if the policyholder passes away.



Disability Insurance

Provides replacement income if you become unable to work due to illness or injury.

Become synonymous with financial security by offering your customers peace of mind — right on your platform, just a few clicks away!



Nutrition advice

Virtual primary care

Engage customers with free wellness perks from day one!

Online workouts

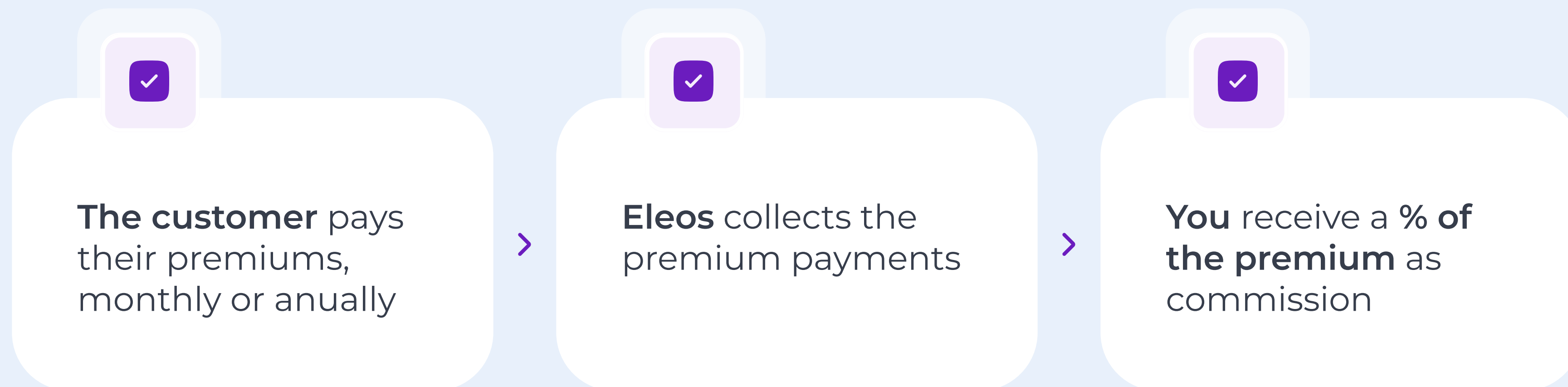
We don't want insurance to be something that only adds value when the worst happens. That's why we bundle it with FREE wellbeing perks policyholders can use from day one!

Remote physiotherapy

Mental health counseling



Earn up to \$1,000 in LTV from each customer



How it works!

1

You choose how to embed.

It's white labeled to match your brand and every policy is customizable to their needs.

2

Your customers access insurance.

It's white labeled to match your brand and every policy is customizable to their needs.

3

Eleos handles the insurance part.

Collecting payment, creating documents, and handling claims — we take care of it all.

4

You earn commissions.

Earn commission for every policy sold, exploring a new revenue stream.

Choose how your customers access insurance



No code

Refer your customers to us and we'll do the rest! The journey can be white labeled and there are no regulatory permissions needed.



Low code

Give an instant quote based on details you hold about customers. Journeys can be white labeled and embedded.



Bespoke integration

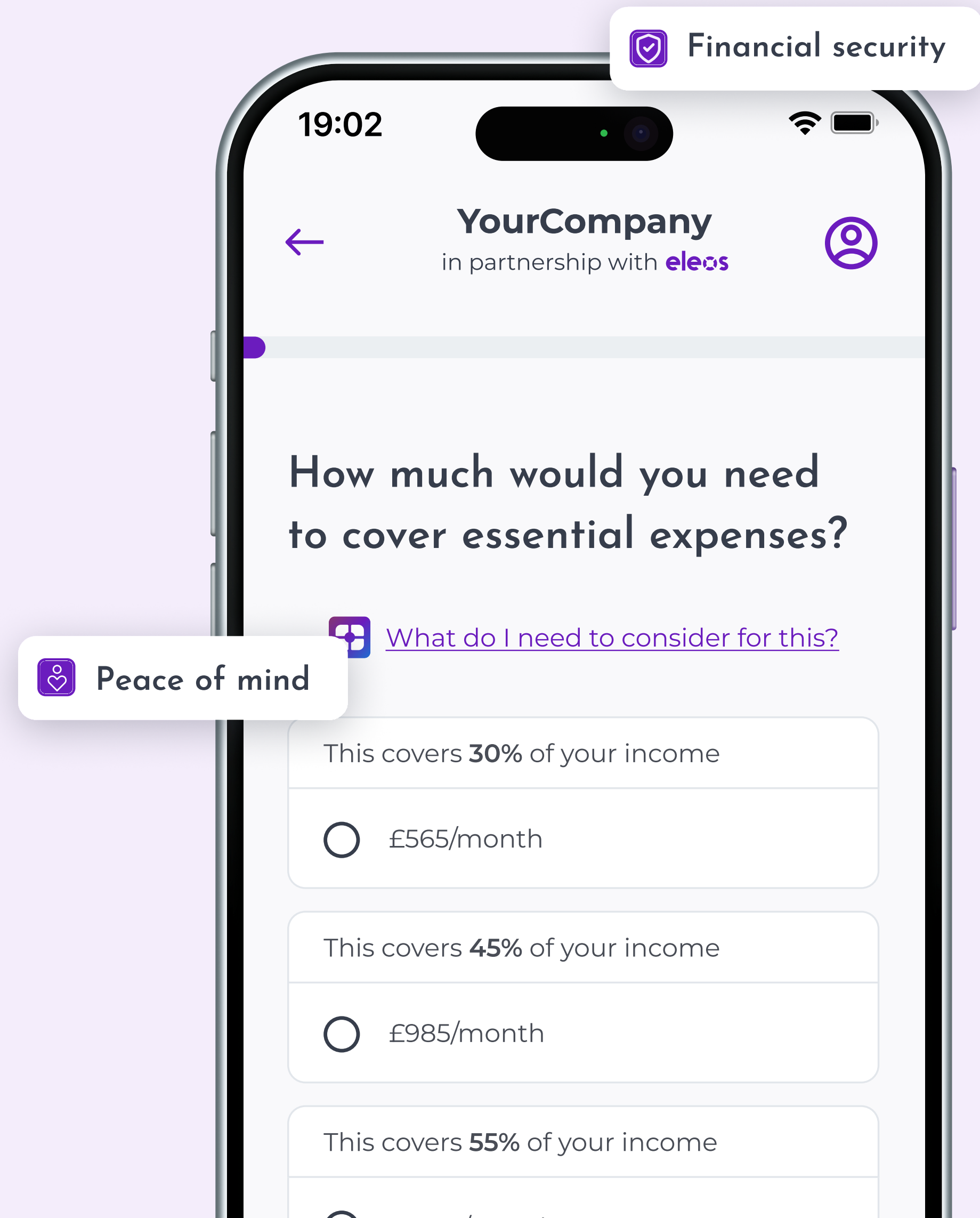
Suite of APIs to build the experience from the ground up — your brand, your colours and your native experience.

We're your full-service insurance partner

Work with Eleos and you get:

- Policy design with A+ rated underwriters
- Administration and compliance handled for you
- Seamless claims management
- Payments and documentation handled end-to-end
- Marketing materials created for you

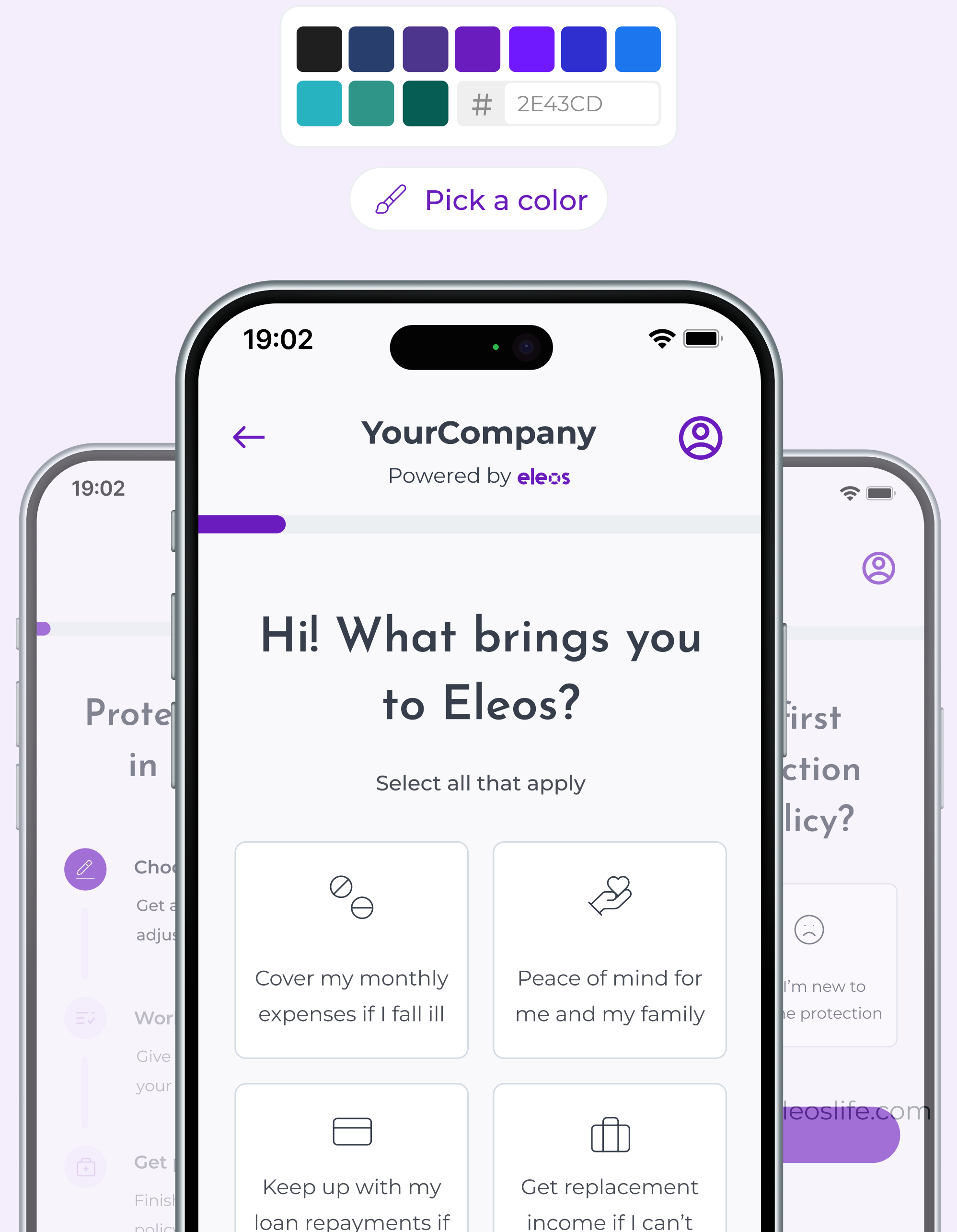
We take care of the hard parts, so you can focus on customers and stay the face of the brand.



We're making embedded insurance easy

From day one, Eleos was designed to embed right into your platform.

- 100% digital journey — no phone calls, no paper forms
- API-first architecture to enable integration in days, not months
- White-labeled solutions to maintain partner branding
- No regulatory headaches — we handle compliance for you!
- Our customer success team provides insights, data, and marketing support to drive adoption



Immediate value from day one

Unlike traditional insurance, Eleos provides value from day one.

Policyholders get FREE access to:

- 24/7 virtual primary care
- Up to 6 mental health counseling sessions annually
- 5 physiotherapy sessions per year
- Nutrition advice and online workouts

Insurance is no longer something they buy but hope never to use. It now adds value from day one — not just when the worst happens.



Health Support

INCLUDED

- ✓ GoGP - Speak to a doctor online anytime, anywhere
- ✓ Physiotherapy - Address aches, pains and strains
- ✓ Mental health therapy - Connect with a certified mental health expert



Lifestyle

INCLUDED

- ✓ LiveSmart Health Check - Get personalised advice on diet, exercise and health
- ✓ Body Coach App - Find workouts and meal plans that fit your goals



Theea: AI that explains, guides and supports

Theea, our built-in insurance co-pilot, helps users understand, buy, and manage cover without the jargon.

Clear help, anytime

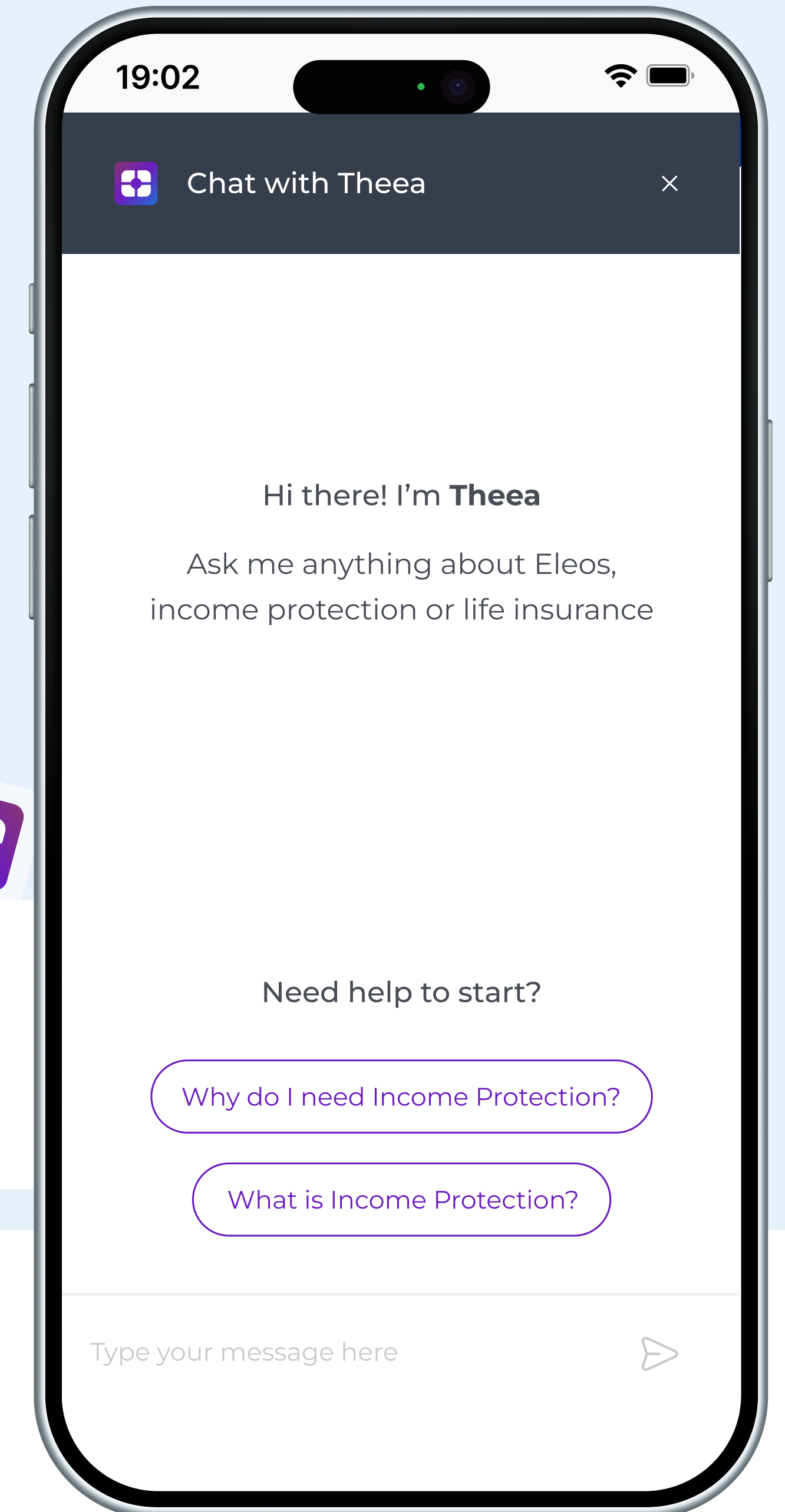
Theea helps customers understand what coverage they need — just like a broker, but available on-demand 24/7.

Support when it matters

Whether buying a policy or making a claim, Theea provides guidance every step of the way with helpful, human-style answers.

Built for AI first world

Want Theea to be available on your website? No problem! You can tap in through APIs or chat interfaces so insurance guidance is available wherever your customers need it.



A zero cost partnership that pays off for brands



No cost, no compliance issues

Set-up and maintenance are free, while we take care of licensing and regulation



New revenue

Earn up to \$1,000 LTV in commission for each customer that enrolls.



Go live in days

No long integration processes. Just plug and play so your customers can access insurance right away.



Increased engagement

88% of fintech leaders said embedded finance leads to increased customer engagement.

Ready to get started? Go live in as little as one week!

1

Sign a fair agreement — no hidden fine print, no unexpected catches.

2

Choose how you want to integrate, from using a referral link to a full API journey.

3

Share your logo and colors, and we'll build the journey for you.

4

Work with our team on marketing materials for your site and email.

5

Go live! You can track progress from your personal dashboard.

6

We monitor and optimize, working to deliver the best possible experience.

We're building the future of insurance!

Our ambition is to provide one platform where people can manage all their insurance needs—letting them easily adjust subscriptions as life changes.



Join us in making essential financial protection accessible to everyone

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