

The background is a light gray illustration. On the left, a car with license plate 'CR8VME' is driving, with a cat sitting on its roof. On the right, a person is riding a bicycle, with a dog running alongside it. The scene includes stylized clouds, a striped umbrella on the far left, and buildings in the background.

Lemonade

Investor Presentation

Updated as of June 30, 2025

Forward-Looking Statements

This presentation contains statements, estimates or projections that constitute “forward-looking statements” as defined under U.S. federal securities laws. Statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including statements regarding our anticipated financial performance, our future profitability, our growth acceleration, our guidance, our expectations regarding our growth, our industry, business strategy, plans, goals and expectations concerning our market position, accuracy and growth of our predictive and generative AI models, future operations, expenses and other financial and operating information.

Forward-looking statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such statements, including but not limited to: our history of losses and that we may not achieve or maintain profitability in the future; our ability to attain greater value from each user; our ability to manage our growth effectively; our proprietary artificial intelligence algorithms may not operate properly or as expected; the intense competition in the segments of the insurance industry in which we operate; regulatory risks, related to the operation, development, and implementation of our proprietary artificial intelligence algorithms and telematics based pricing model; our reliance on artificial intelligence, telematics, mobile technology, and our digital platforms to collect data that we utilize in our business; our actual or perceived failure to protect customer information and other data as a result of security incidents or real or perceived errors, failures or bugs in our systems, website or app, respect customers’ privacy, or comply with data privacy and security laws and regulations; periodic examinations by state insurance regulators; underwriting risks accurately and charging competitive yet profitable rates to customers; our ability to underwrite risks accurately and charge competitive yet profitable rates to our customers; risks associated with any costs incurred and other risks as we expand our business in the U.S. and internationally; our ability to comply with extensive insurance industry regulations; our ability to predict the impacts of severe weather events and catastrophes, including the effects of climate change and global pandemics, on our business and the global economy generally; our utilization of customer and third party data in underwriting our policies.

These and other important factors are discussed under the caption “Risk Factors” in our Form 10-K filed with the SEC for the year ended December 31, 2024 and in our other filings with the SEC, these factors could cause actual results to differ materially from those indicated by the forward-looking statements made in this presentation. Any such forward-looking statements represent management’s beliefs as of the date of this presentation. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

Reconciliation to U.S. GAAP

This presentation contains certain non-GAAP financial measures as defined by the SEC. These non-GAAP financial measures supplement our GAAP disclosures and should not be considered an alternative to the GAAP measure. Please see the Appendix of this presentation and our shareholder letter available on our Investor Relations website for definitions, the most comparable GAAP measures and reconciliations to those GAAP measures, and the reasons we use these non-GAAP financial measures.

The world spends more money on insurance than on advertising, aerospace, agriculture, **artificial intelligence**, automotive, cloud-computing, cybersecurity, **defense**, education, **electronics**, entertainment, fashion & apparel, food & beverages, **oil & gas**, renewable energy, pharma, **semiconductors**, shipping, software, sports, telecom, tourism, transportation...

The world spends more money on insurance than on advertising, aerospace, agriculture, artificial intelligence, automotive, cloud-computing, cybersecurity, defense, education, electronics, entertainment, fashion & apparel, food & beverages, oil & gas, renewable energy, pharma, semiconductors, shipping, software, sports, telecom, tourism, transportation...

In short, insurance is a prize worth fighting for

Insurance companies are in the business
of pricing risk and serving customers.

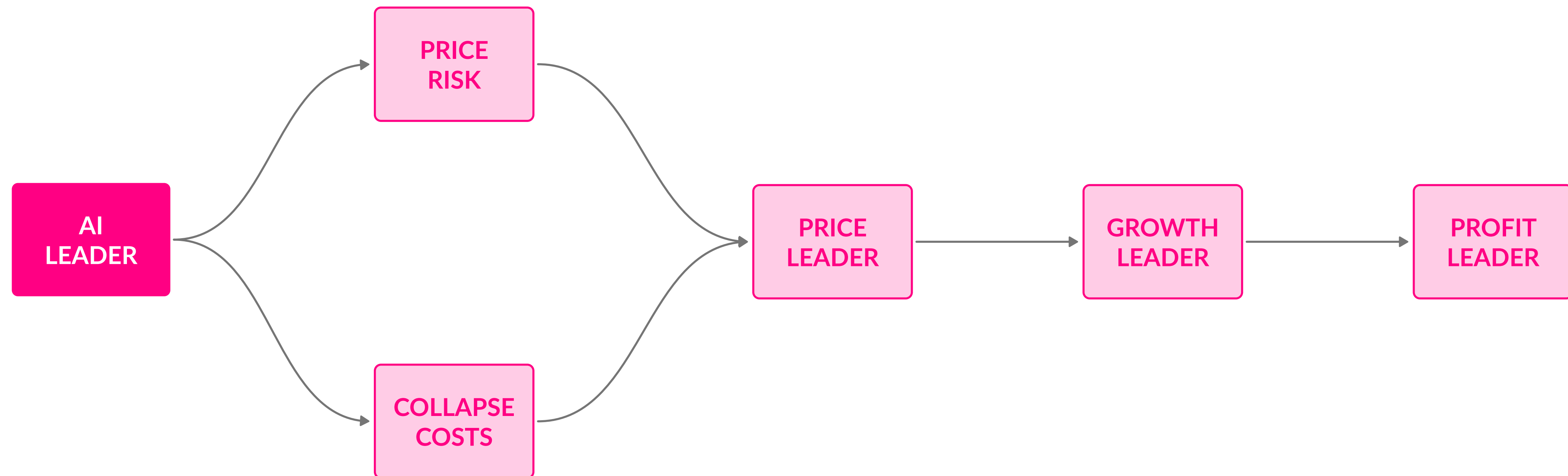
**Nothing does that more accurately and
efficiently than AI.**

Legacy insurance companies are
byproducts of the **Industrial Revolution**.

They struggle to deliver the quality, speed, and
ease of use that customers expect in 2025.

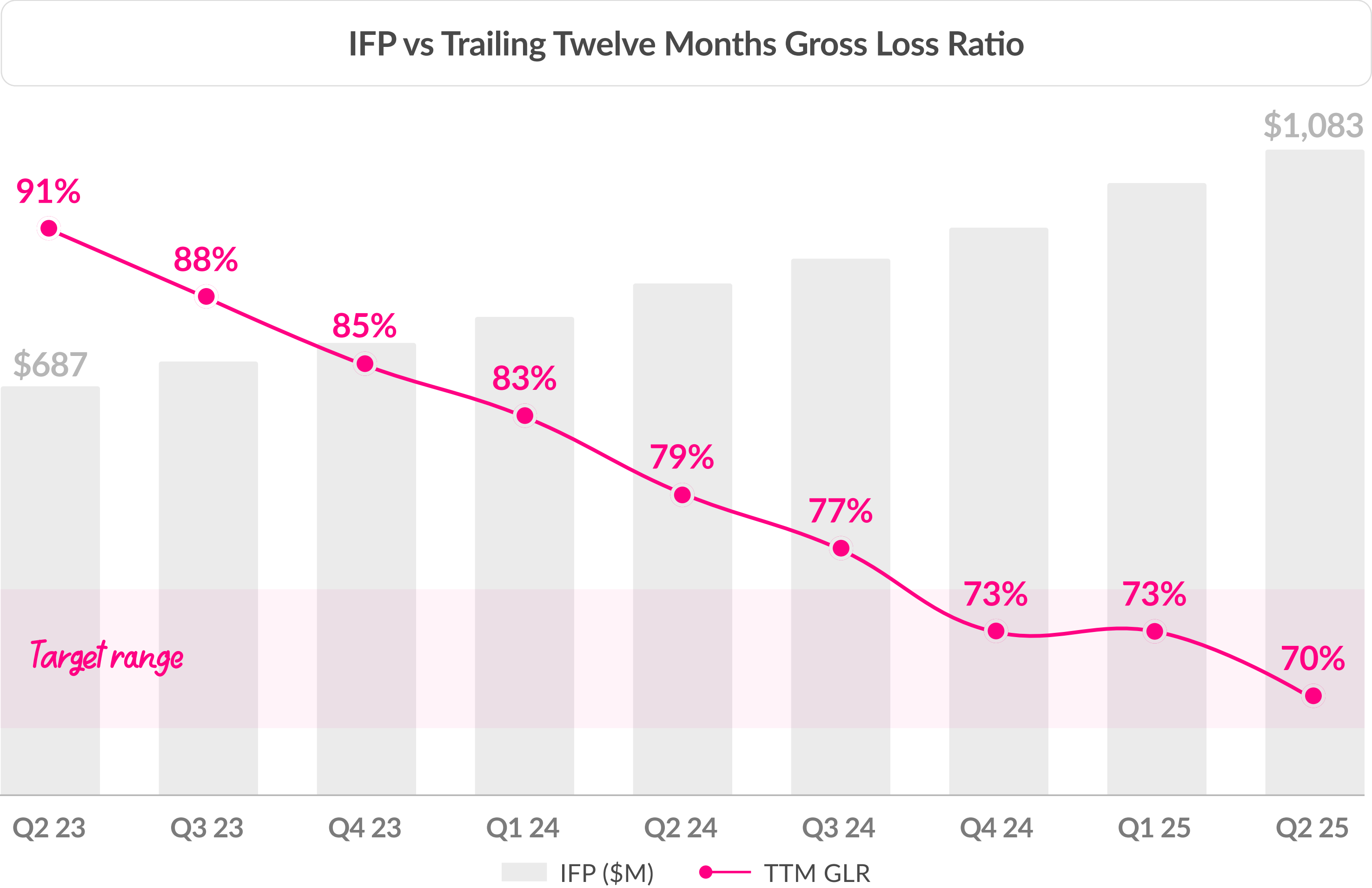
Lemonade is the only full-stack, multi-line insurance company built on AI, enabling us to **price risk, collapse costs, and delight customers** like never before.

By driving accurate pricing and collapsing costs, AI enables price leadership, which in turn powers **industry-leading growth** and massive profit at scale



PRICE RISK

Excellent underwriting performance:
rapid data feedback loops enhance our AI models



Gross Loss Ratio
improvement alongside
significant IFP growth
yields **~100% Gross Profit
growth for two years
running**

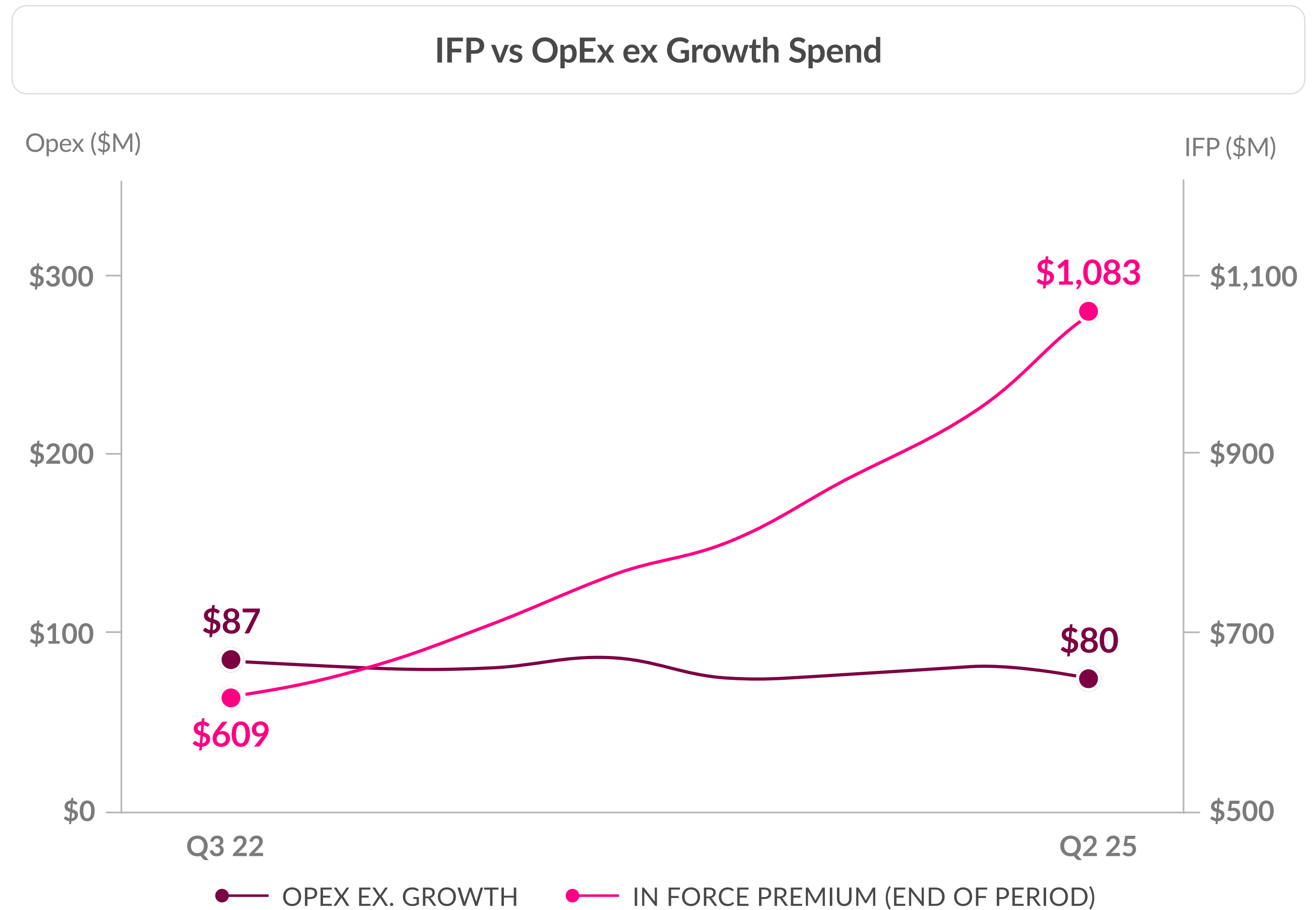
COLLAPSE COST

AI powers **dramatic operating leverage**
and extraordinary efficiency...

>50% claims automation yields
7% LAE Ratio*; many at-scale
incumbents in double digits

Added ~800,000 customers in
past 2 years, while **headcount**
declined by 4%

OpEx ex growth spend
essentially stable while IFP
grew by ~80%



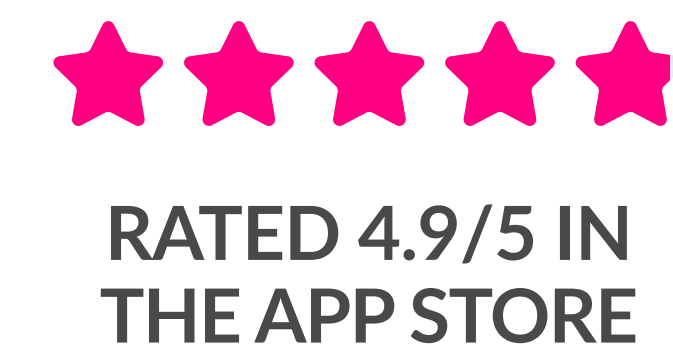
*Ratio of Loss Adjustment Expense to Gross Earned Premium. This ratio measures the operational overhead of managing claims.

COLLAPSE COST

... to the **delight** of our customers

>50% of claims
paid instantly

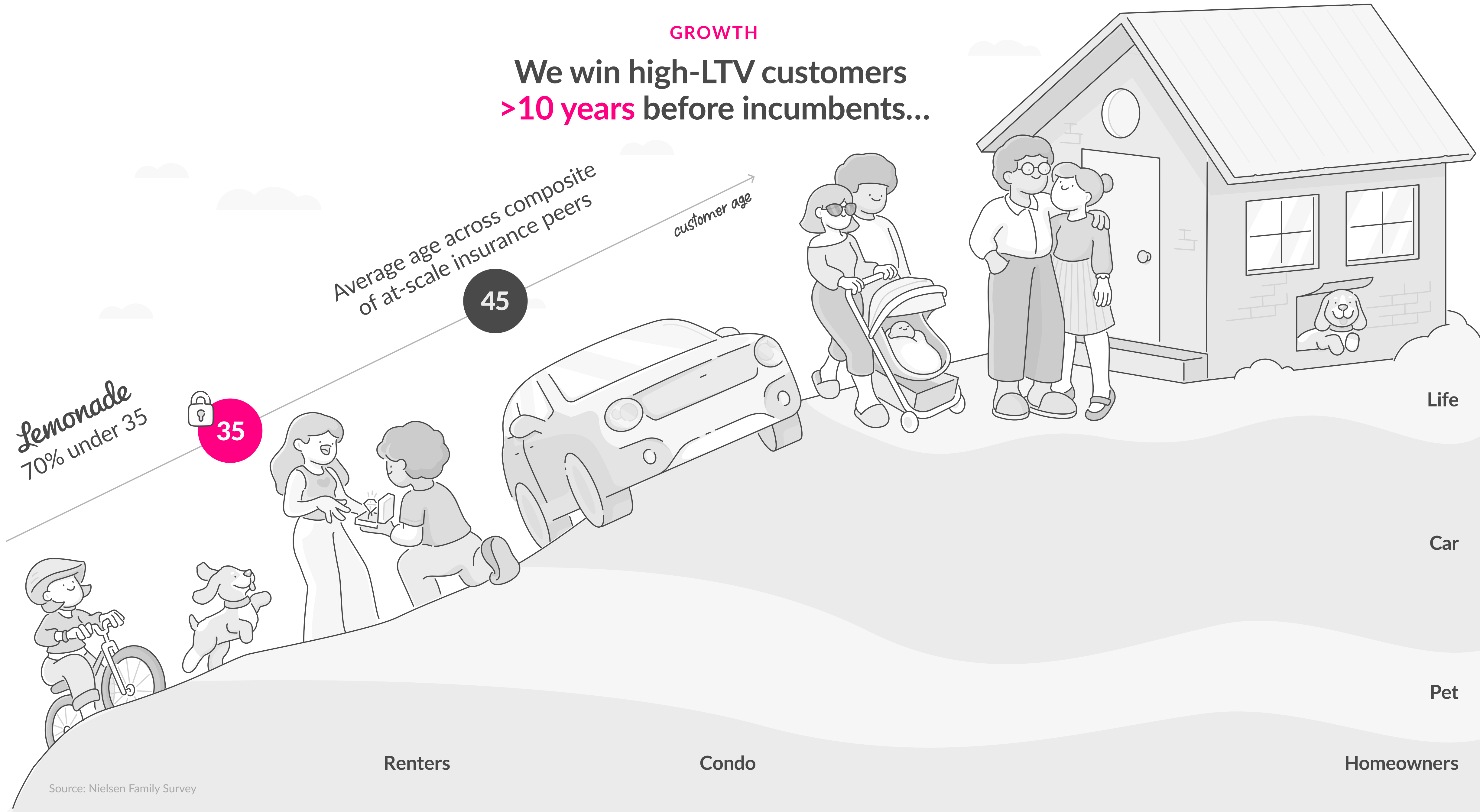
Purchase a policy
in <90 seconds



Top insurance products as rated by JD Powers, US News, Forbes, and our own customers

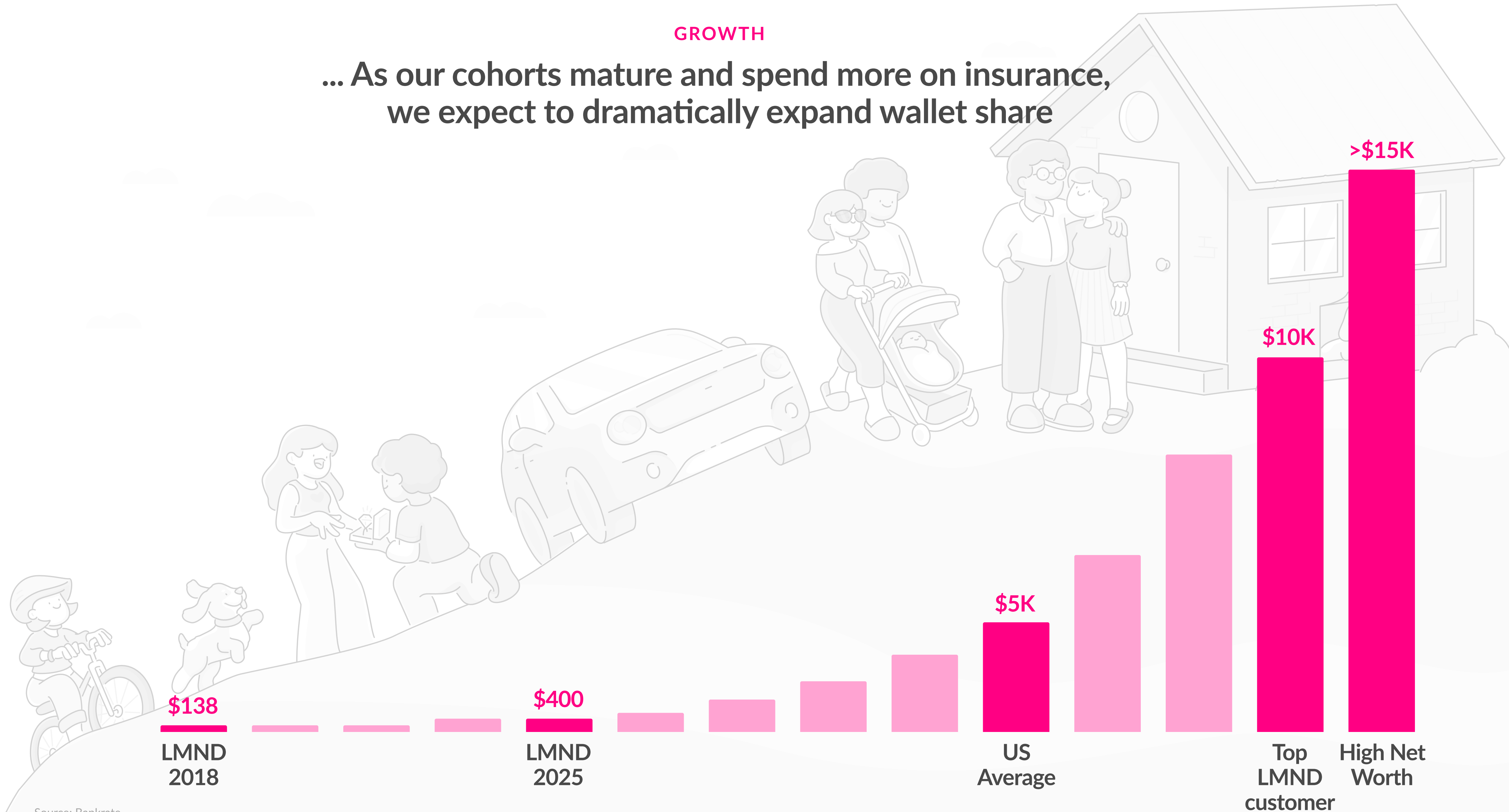
GROWTH

We win high-LTV customers
>10 years before incumbents...



GROWTH

... As our cohorts mature and spend more on insurance,
we expect to dramatically expand wallet share



GROWTH

Lemonade has become **the preferred brand**
among the next generation of insurance buyers



preferred brand for
22-40 year olds

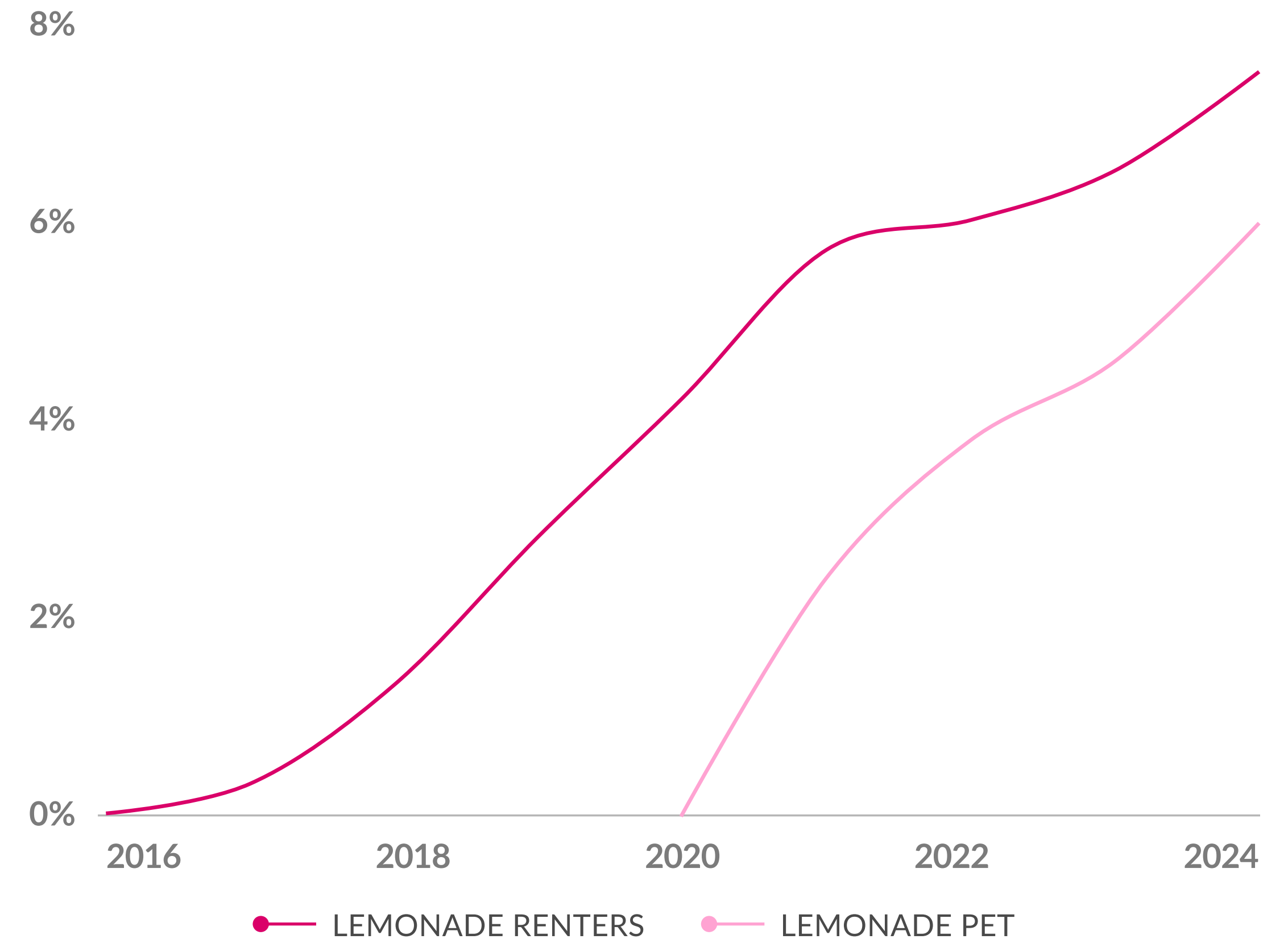


most searched
in renters



most searched
in pet

Lemonade Market Share in U.S.



GROWTH

Price leadership and the best experience have powered
7 consecutive quarters of IFP growth acceleration

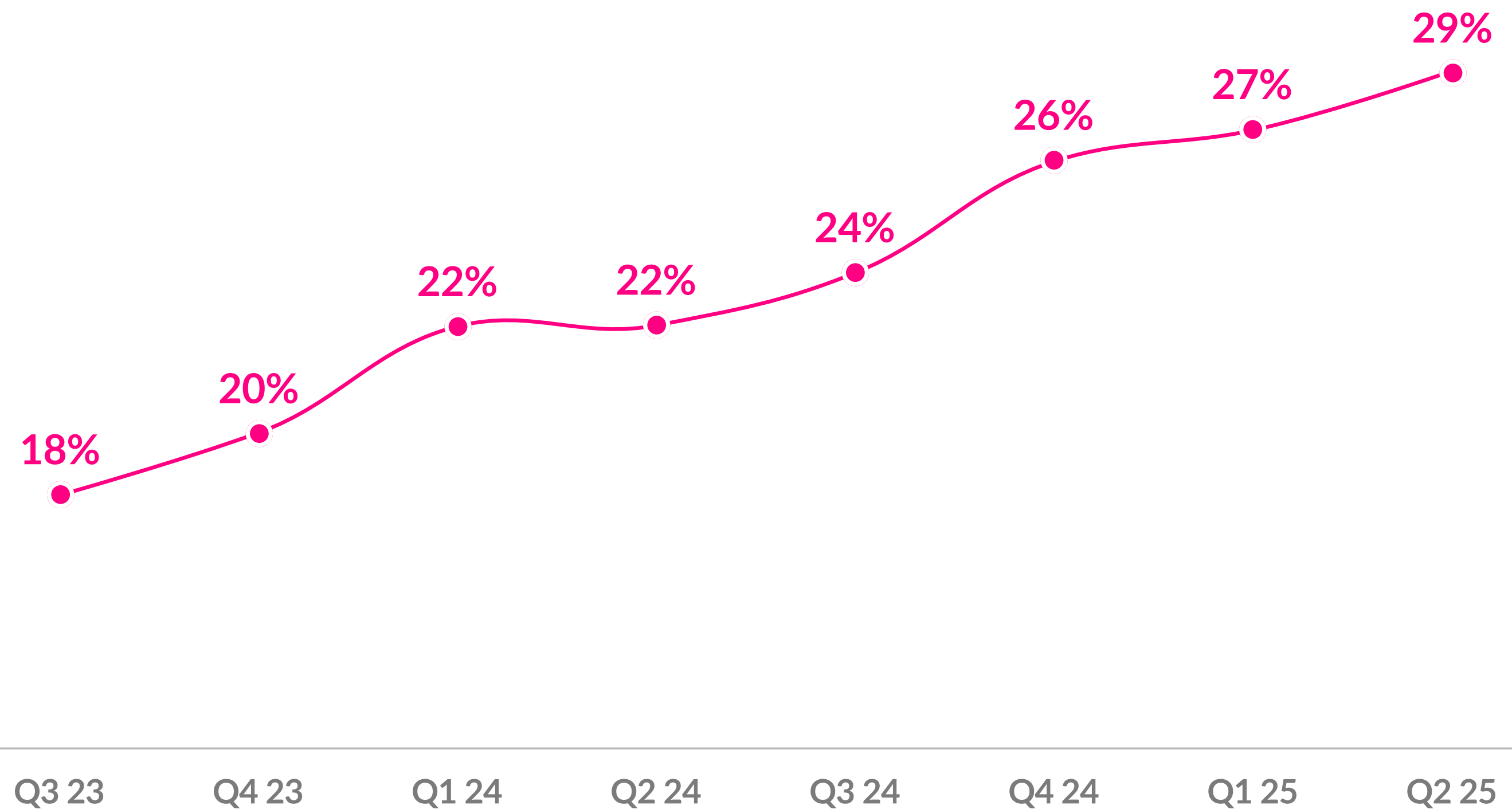
YoY IFP growth rate

~2.7M

Customers

>\$1B

IFP in 8.5 years,
150% CAGR



PROFIT

Growth acceleration alongside significant operating leverage leads to profitability and beyond

7 consecutive quarters IFP growth acceleration

+

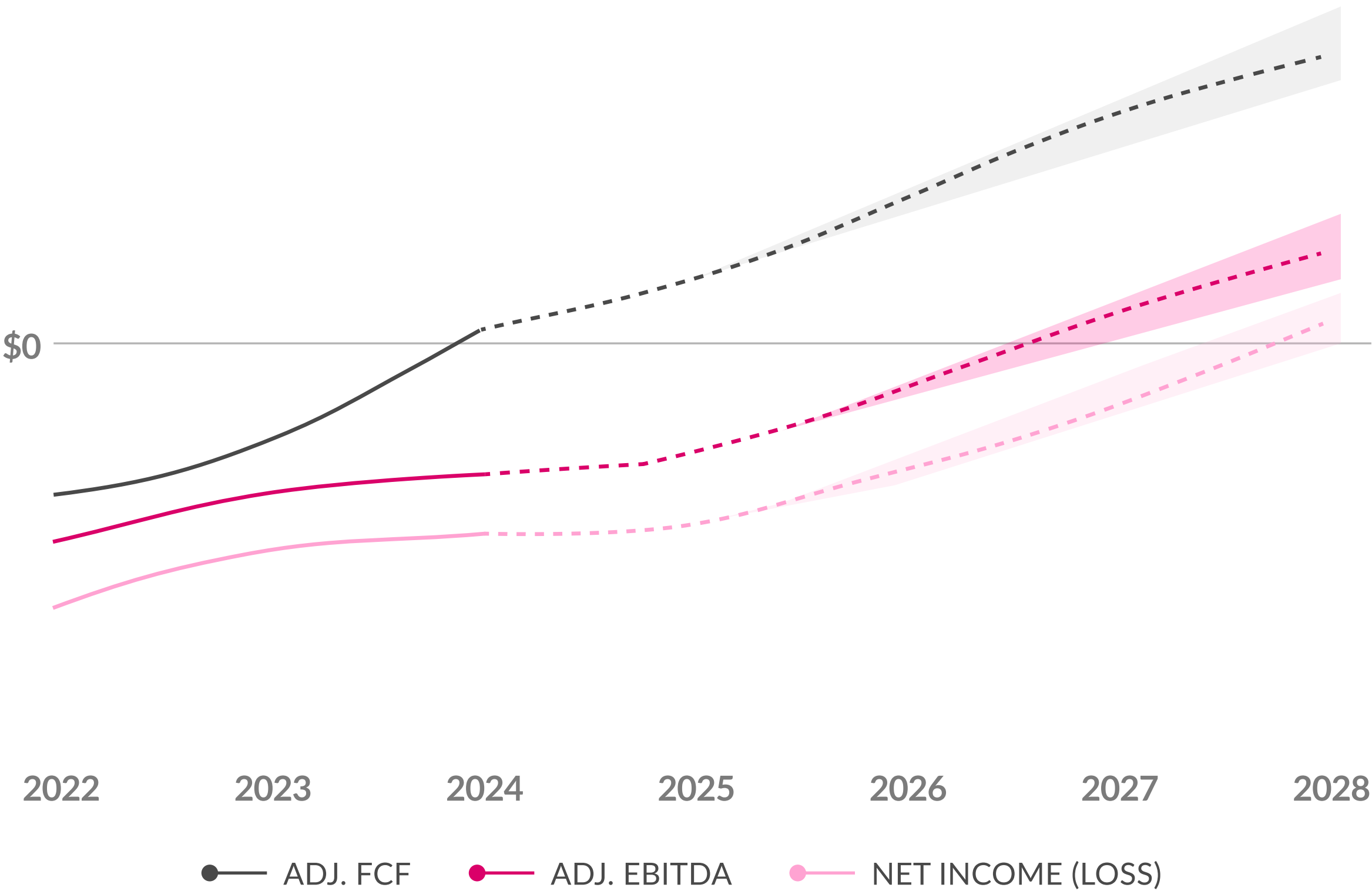
Significant improvement in Gross Loss Ratio

~100% multi year Gross Profit growth

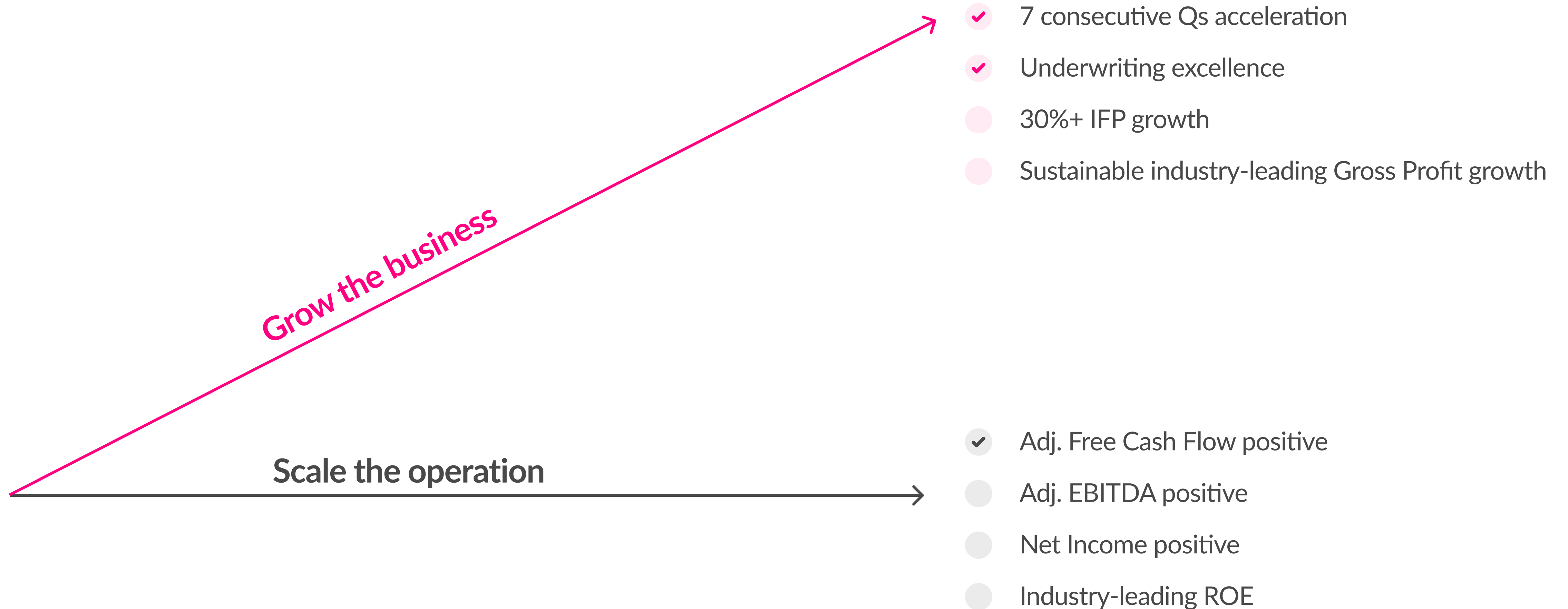
+

Stable Operating Expenses*

Adj. FCF as leading indicator of profitability;
Adj. EBITDA and Net Income to follow



What's next: we'll grow IFP from \$1b to \$10b by doing exactly what we've been doing



We expect **car and bundling** to become powerful growth engines in our next phase



Insurance is a prize worth fighting for.

Insurers are in the business of
pricing risk and serving customers.

Nothing does that more accurately and effectively than AI.

No one is wielding AI in insurance like Lemonade.

Thank you.

Lemonade