



Company Fact Sheet

Security First Insurance Company has been assigned a Financial Stability Rating® of A, Exceptional, from Demotech, Inc.

Security First Insurance, headquartered in Ormond Beach, Florida, is nationally recognized for developing award-winning innovative technology designed to improve the customer experience and streamline the company's catastrophe response.

The company ranked 7th mid-size company in Florida's Best Places to Work 2015 by Florida Trend magazine. Security First Insurance is ranked the highest among other Florida homeowners insurance companies on the list.

Our Mission:

Provide Floridians with financially sound, fairly priced, comprehensive insurance protection for their homes that's conveniently available through multiple sources statewide and serviced by Florida-based insurance professionals with an understanding of the unique concerns of each individual customer.

Fast Facts:

- Established in 2005
- Founded by former Florida Senator Locke Burt and his business partner Harry Bleiwise
- Offers homeowner, condo-unit owner, renters, and dwelling fire insurance policies
- Medium-size business with 125 employees
- 3rd largest provider of homeowner's insurance in Florida by policy count

Financial Highlights:

- Policyholder Surplus: \$55,382,343 (as of June 30, 2015)
- Policies In-Force: 251,881 (as of July 31, 2015)
- Total In-Force Policy Premium: \$269,230,018 (as of June 30, 2015)

Reinsurance:

Florida is prone to hurricanes and other natural disasters, which makes it important that Florida homeowners insurance companies maintain the financial stability to pay customer claims. Florida homeowners insurance companies purchase reinsurance to transfer some of the risk to reinsurers. Reinsurance can be thought of as insurance for insurance companies or back-up disaster coverage. We provide reinsurance companies a portion of our premium, and in return they pay for a portion of our claims and losses.

Since the company was founded, Security First Insurance has maintained the financial strength to withstand multiple hurricanes. If the four hurricanes that struck Florida in 2004 were to make landfall today, Security First Insurance has the financial stability to pay customer claims. And if a fifth, or even sixth, storm were to hit Florida in the same year, the company could continue to pay customer claims and grow its business.

Please visit SecurityFirstFlorida.com/Stability for more information on Security First Insurance's financial stability and reinsurance program.

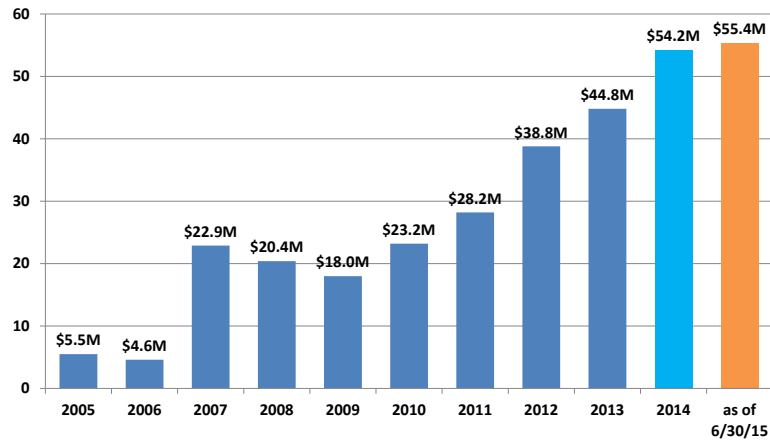
Our Commitment to Florida:

Security First Insurance has a strong commitment to Florida, focusing on initiatives that support and protect Florida residents and communities every year. Security First Insurance provides support to more than 25 non-profit organizations and schools in Florida that focus on positively changing the lives of local children, families, and people living with disabilities.

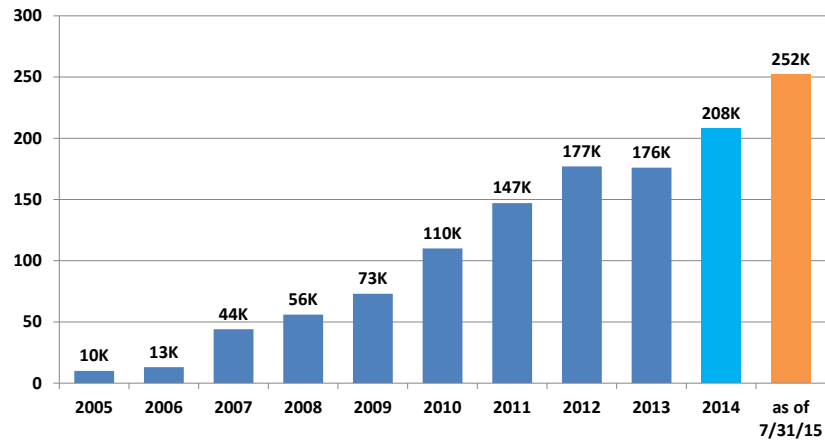
Security First Insurance is committed to Florida and being there for its customers storm after storm, year after year®.

Company Growth 2005-2015:

Policyholder Surplus



Policies In-Force



Annualized Written Premium

