

## PRO FORMA INFORMATION AND NON-GAAP FINANCIAL MEASURES



The pro forma information presented herein gives effect to the results of our 2020 and 2019 Partnerships during the unowned period as if the Company had acquired such Partners on January 1, 2020 and January 1, 2019, respectively. This unaudited pro forma information should not be relied upon as being indicative of the historical results that would have been obtained if the acquisitions had occurred on that date, nor the results that may be obtained in the future.

Pro forma Adjusted EBITDA and pro forma Adjusted EBITDA Margin are not measures of financial performance under GAAP and should not be considered substitutes for net income. These non-GAAP financial measures have limitations as analytical tools, and when assessing our operating performance, you should not consider these non-GAAP financial measures in isolation or as substitutes for commissions and fees, net income or other consolidated income statement data prepared in accordance with GAAP. Other companies in our industry may define or calculate these non-GAAP financial measures differently than we do, and accordingly these measures may not be comparable to similarly titled measures used by other companies.

Pro forma Adjusted EBITDA eliminates the effects of financing, depreciation and amortization. We define pro forma Adjusted EBITDA as pro forma net income (loss) before interest, taxes, depreciation, amortization and certain items of income and expense, including share-based compensation expense, transaction-related expenses related to forming Partnerships including severance, and certain non-recurring costs, including capital related expenses and loss on modification and extinguishment of debt. We believe that pro forma Adjusted EBITDA is an appropriate measure of operating performance because it eliminates the impact of expenses that do not relate to business performance, and that the presentation of this measure enhances an investor's understanding of our financial performance.

Pro forma Adjusted EBITDA Margin is pro forma Adjusted EBITDA divided by pro forma commissions and fees. Pro forma Adjusted EBITDA is a key metric used by management and our board of directors to assess our financial performance. We believe that pro forma Adjusted EBITDA is an appropriate measure of operating performance because it eliminates the impact of expenses that do not relate to business performance, and that the presentation of this measure enhances an investor's understanding of our financial performance. We believe that pro forma Adjusted EBITDA Margin is helpful in measuring profitability of operations on a consolidated level.





AMOUNTS IN 000'S					
AIVIOUNTS IN 000 S	Q1	Q2	Q3	YTD	
CONSOLIDATED					
Total revenue	\$ 54,159	\$ 51,268	\$ 65,843	\$	171,270
Pro forma revenue (1)	79,322	56,563	66,075		201,960
Organic Revenue Growth	5 %	19 %	20 %		15 %
"MGA of the Future" Revenue Growth (2)	41 %	39 %	43 %		41 %
Organic + MGA of the Future Revenue Growth (2)	12 %	19 %	20 %		17 %
Total revenue growth (3)	82 %	55 %	72 %		69 %
Closed Partnerships	4	5	2		11
Cash/Equity aggregate consideration	\$ 56,449	\$ 227,418	\$ 6,826	\$	290,693
Maximum contingent earnout (4)	16,828	110,700	7,240		134,768
Annualized acquired revenue (5)	30,612	47,403	3,668		81,683
Annualized estimated acquired adjusted EBITDA (6)	5,123	19,477	806		25,406

- (1) Reflects quarterly GAAP revenue, plus revenue from Partnerships in the unowned portion of the period for deals closed before the past quarter end.
- (2) "MGA of the Future" was acquired by the Company on April 1, 2019 and as a result is not included in the Organic Revenue Growth calculation for Q1 above because it had not reached the twelve-month owned mark. Since "MGA of the Future" was not acquired by the Company until April 1, 2019, the revenue of "MGA of the Future" for a portion of the prior-year period is not included in the consolidated results of operations for the Company for such period and the revenue growth rates were calculated including periods during which "MGA of the Future" was not owned by the Company.
- (3) Calculated as total GAAP revenue for the current period as compared to the same prior year period.
- (4) Q2 figure is inclusive of one uncapped earnout, which has been calculated assuming the Partner grows revenue 50% per year for three consecutive years.
- (5) Represents the aggregate revenues of Partners acquired during Q1, Q2 and Q3, for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was concluded based on a quality of earnings review and not an audit.
- (6) Represents the aggregate estimated Adjusted EBITDA of Partners acquired during Q1, Q2 and Q3, for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was conducted based on a quality of earnings review and not an audit. Adjustments to net income include the adjustments to net income used by the Company to calculate its Adjusted EBITDA and certain estimated deal-specific cost-savings resulting from acquisition by the Company, including commissions grid alignment, technology-related cost savings, personnel-related cost savings and centralized growth services.





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AMOUNTS IN 000'S	Q1	Q2		Q3		YTD
MIDDLE MARKET						
Commissions	\$ 18,653	\$ 17,395	\$	22,370	\$	58,418
Profit-sharing	2,494	1,412		2,107		6,013
Consulting and service fee	715	793		720		2,228
Other	170	1,118		1,364		2,652
Total Middle Market revenue	\$ 22,032	\$ 20,718	\$	26,561	\$	69,311
Closed Partnerships	1	4				5
	Q1	Q2		Q3		YTD
SPECIALTY						
Commissions	\$ 12,907	\$ 14,535	\$	21,908	\$	49,350
Profit-sharing	957	904		902		2,763
Policy fee and installment fee	3,382	3,653		4,051		11,086
Other	170	364		625		1,159
Total Specialty revenue	\$ 17,416	\$ 19,456	\$	27,486	\$	64,358
Closed Partnerships	1	1		_		2
Policies in force (1)	401,520	445,988		500,301		500,301

<sup>(1)</sup> Figure not in 000's. Represents total policies in force managed by our "MGA of the Future".



ANACHINTO IN COOLO				
AMOUNTS IN 000'S	Q1	Q2	Q3	YTD
MAINSTREET				
Commissions	\$ 6,609	\$ 7,382	\$ 7,368	\$ 21,359
Profit-sharing	1,673	295	541	2,509
Other	 26	27	(4)	49
Total Mainstreet revenue	\$ 8,308	\$ 7,704	\$ 7,905	\$ 23,917
Closed Partnerships	_	_	_	_
	Q1	Q2	Q3	YTD
MEDICARE				
Commissions (1)	\$ 6,369	\$ 3,374	\$ 3,690	\$ 13,433
Other	34	16	411	461
Total Medicare revenue	\$ 6,403	\$ 3,390	\$ 4,101	\$ 13,894
Closed Partnerships	2	_	2	4

<sup>(1)</sup> The Medicare Operating Group recorded intercompany commissions and fees of \$0.2 million for the Q3 and year-to-date periods, which is eliminated in consolidation.

# PRO FORMA CONSOLIDATED ADJUSTED EBITDA BRIDGE



AMOUNTS IN 000'S	Q1 <sup>(1)</sup>			Q2 <sup>(1)</sup>	YTD	
		ζ,		Q.L	Q3 <sup>(1)</sup>	115
Pro forma commissions and fees revenue	\$	79,322	\$	56,563	\$ 66,075	\$ 201,960
Pro forma net income (loss)	\$	14,780	\$	(8,074)	(7,588)	\$ (882)
Adjustments to pro forma net income (loss):						
Amortization expense		5,429		5,500	5,206	16,135
Depreciation expense		165		240	258	663
Interest expense, net		1,505		1,570	922	3,997
Change in fair value of contingent consideration		1,661		4,581	6,455	12,697
Share-based compensation		1,139		1,978	2,240	5,357
Transaction-related Partnership expenses		1,848		2,020	2,904	6,772
Capital related expenses				1,000	_	1,000
Severance related to Partnership activity		53		360	(324)	89
Income tax provision		12		_	_	12
Other		266		568	899	1,733
Pro forma Adjusted EBITDA	\$	26,858	\$	9,743	\$ 10,972	\$ 47,573
Pro forma Adjusted EBITDA Margin		34%		17%	17%	24%

<sup>(1)</sup> Partnerships announced in Q4 2020 are not yet reflected in Q1, Q2 or Q3 2020 Pro forma EBITDA, but will be when we announce Q4 results assuming they close in Q4.





			2020		
AMOUNTS IN 000'S	Q1 <sup>(1)</sup>	Q2 <sup>(1)</sup>	Q3 <sup>(1)</sup>		YTD
Commissions and fees revenue	\$ 54,159	\$ 51,268	\$65,843	\$	171,270
Commissions and fees revenue for 2020 Partnerships in the unowned period	25,163 <sup>(2)</sup>	5,295 <sup>(2)</sup>	232 (2	)	30,690
Pro forma commissions and fees revenue	\$ 79,322	\$ 56,563	66,075	\$	201,960
Net income (loss)	\$ 4,707	\$ (7,859)	\$-7,615	\$	(10,767)
Net income (loss) for 2020 Partnerships in the unowned period	10,073 <sup>(3)</sup>	(215) <sup>(3)</sup>	27 <sup>(3</sup>	)	9,885
Pro forma net income (loss)	\$ 14,780	\$ (8,074)	(7,588)	\$	(882)

- (1) Partnerships announced in Q4 2020 are not yet reflected in Q1, Q2 or Q3 2020 Pro forma EBITDA, but will be when we announce Q4 results assuming they close in Q4.
- (2) The adjustment for Q1 reflects commissions and fees revenue for Agency RM, Vibrant, IRP, Southern Protective Group, Pendulum, Rosenthal, TBA/RBA, Fletcher and MIA as if the Company had acquired the Partners on January 1, 2020. The adjustment for Q2 reflects commissions and fees revenue for IRP, Southern Protective Group, Pendulum, Rosenthal, TBA/RBA, Fletcher and MIA as if the Company had acquired the Partners on January 1, 2020. The adjustment for Q3 reflects commissions and fees revenue for Fletcher and MIA as if the Company had acquired the Partners on January 1, 2020. This unaudited pro forma information should not be relied upon as being indicative of the historical results that would have been obtained if the acquisitions had occurred on that date, nor the results that may be obtained in the future.
- (3) The adjustment for Q1 reflects net income for Agency RM, Vibrant, IRP, Southern Protective Group, Pendulum, Rosenthal, TBA/RBA, Fletcher and MIA as if the Company had acquired the Partners on January 1, 2020. The adjustment for Q2 reflects net income for IRP, Southern Protective Group, Pendulum, Rosenthal, TBA/RBA, Fletcher and MIA as if the Company had acquired the Partners on January 1, 2020. The adjustment for Q3 reflects net income for Fletcher and MIA as if the Company had acquired the Partners on January 1, 2020. This unaudited pro forma information should not be relied upon as being indicative of the historical results that would have been obtained if the acquisitions had occurred on that date, nor the results that may be obtained in the future.



#### SHAREHOLDER VALUE CREATION



AMOUNTS IN 000'S		Q1	Q2	2020	Q3	YTD		
Stock price at quarter end	Ş	\$10.55	\$17.27		\$24.91		\$24.91	
Weighted average Class A & B shares outstanding (000's) (1) Adjusted Diluted EPS (fully vested and as-if converted)		63,358 \$0.19	66,257 \$0.10		79,145 \$0.11		69,621 \$0.39	
RECONCILIATION TO GAAP		Q1	Q2		Q3		YTD	
Diluted net income (loss) per share  Effect of exchange of Class B shares and net income attributable to noncontrolling interests per share  Other adjustments to net income per share	\$	0.07 — 0.14	\$ (0.18) 0.06 0.23	\$	(0.10) — 0.22	\$	(0.22) 0.07 0.58	
Adjusted income taxes per share Adjusted Diluted EPS	\$	0.02)	\$ 0.10	\$	0.01)	\$	0.04)	

<sup>(1)</sup> Assumes the vesting of all restricted stock and full exchange of Class B shares for Class A common stock pursuant to the amended LLC agreement. Shares used is consistent with the calculation of Adjusted EPS in the MD&A.

### **TREASURY**



INSTRUMENT		TSTANDING @ 09.30.2020	AVAILABLE FOR BORROWING	RATE as of 09.30.2020	MATURITY	CA	ASH INTEREST PAID IN 2020
Revolving line of credit (000'	s) \$	101,000 \$	299,000	LIBOR + 2.00% (2.19%)	September 2024	\$	2,309

<sup>(1)</sup> On October 14, 2020, the Company repaid \$101.0 million of debt under the Revolving Credit Commitment with proceeds received from the Term Loan B under the New JPM Credit Agreement.

#### 2020 PARTNERSHIPS



ANAOLINTE IN OOO'E					2020				
AMOUNTS IN 000'S	Q1	Q2	Q3		Q4		YTD		
CONSOLIDATED									
Closed Partnerships (1)	4	5		2		1	(1)	12	
Cash/Equity aggregate consideration (2)	\$ 56,449	\$ 227,418	\$	6,826	\$	204,816	\$	495,509	
Maximum contingent earnout (3)	\$ 16,828	\$ 110,701	\$	7,240	\$	66,123	\$	200,892	
Annualized acquired revenue (4)	\$ 30,612	\$ 47,403	\$	3,668	\$	38,487	\$	120,170	
Annualized estimated acquired adjusted EBITDA (5)	\$ 5,123	\$ 19,477	\$	806	\$	14,290	\$	39,696	
Phasing of annualized acquired revenue (6)	\$ 47,896	\$ 25,889	\$	21,508	\$	24,877	\$	120,170	

- (1) Insgroup, Inc. Partnership announced 11/5/20; expected to close on 11/30/20 (subject to customary closing conditions)
- (2) Equity portion of consideration for 2020 Partnerships (excluding Insgroup Partnership) based on the fair value of the Company's equity consideration paid as of the closing date of each such Partnerships. Q4 figure includes equity portion of consideration for the Insgroup Partnership valued using the volume weighted average prices for a share of the Company's Class A common stock on the Nasdaq for the 10 days ending on the execution date of the definitive purchase agreement. Insgroup Partnership consideration consists of closing cash of \$100,359,724, an estimated 3,790,020 Class B shares and an estimated 154,695 Class A shares. The mix of Class A and Class B shares for the Insgroup Partnership is subject to change based on certain shareholder elections made prior to closing, but in no event will Class A shares comprise more than 5% of the total equity consideration.
- (3) Q2 figure is inclusive of one uncapped earnout, which has been calculated assuming the Partner grows revenue 50% per year for three consecutive years.
- (4) Represents the aggregate revenues of Partners acquired during the relevant quarter presented, for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was concluded based on a quality of earnings review and not an audit.
- (5) Represents the aggregate estimated Adjusted EBITDA of Partners acquired during the relevant quarter presented, for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was conducted based on a quality of earnings review and not an audit. Adjustments to net income include the adjustments to net income used by the Company to calculate its Adjusted EBITDA and certain estimated deal-specific cost-savings resulting from acquisition by the Company, including commissions grid alignment, technology-related cost savings, personnel-related cost savings and centralized growth services, as well as the normalization of acquisitions/divestitures.
- (6) Represents the aggregate revenues on a quarterly basis under ASC 606 of Partners acquired during the relevant year for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was concluded based on a quality of earnings review and not an audit. Q4 amounts represent 2019 activity of acquired Partners and are not projections of 2020 performance.





AMOUNTS IN 000'S							2019			
AIVIOUNTS IIV 000 S		Q1		Q2		Q3		Q4		YTD
CONSOLIDATED										
Total revenue	\$	29,837	\$	33,060	\$	38,383	\$	36,561	\$	137,841
Pro forma revenue (1)	·	42,271	·	34,965	·	38,813	,	36,561	•	152,610
Organic Revenue Growth		12%		2%		12%		12%		10%
"MGA of the Future" Revenue Growth (2)		39%		37%		43%		34%		38%
Organic + MGA of the Future Revenue Growth (2)		18%		11%		22%		17%		17%
Total revenue growth (3)		37%		77%		107%		75%		73%
Closed Partnerships		1		2		3		_		6
Cash/Equity aggregate consideration	\$	37,044	\$	77,606	\$	30,024	\$	_	\$	144,674
Maximum contingent earnout (4)		_		61,575		23,975		_		85,550
Annualized acquired revenue (5)		12,081		28,025		6,813		_		46,919
Annualized estimated acquired adjusted EBITDA (6)		4,068		6,222		2,769				13,059

- (1) Reflects quarterly GAAP revenue, plus revenue from Partnerships in the unowned periods. See reconciliation included in the slide deck herein.
- (2) "MGA of the Future" was acquired by the Company on April 1, 2019 and as a result is not included in the Organic Revenue Growth calculation above because it has not reached the twelve-month owned mark. Since "MGA of the Future" was not acquired by the Company until April 1, 2019, the revenue of "MGA of the Future" for the prior-year period is not included in the consolidated results of operations for the Company for such period and the revenue growth rates were calculated including periods during which "MGA of the Future" was not owned by the Company.
- (3) Calculated as total GAAP revenue for the current period as compared to the same prior year period.
- (4) Amount includes the earnouts attributable to both business combinations and asset acquisitions.
- (5) Represents the aggregate revenues of Partners acquired during the relevant quarter presented, for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was concluded based on a quality of earnings review and not an audit.
- (6) Represents the aggregate estimated Adjusted EBITDA of Partners acquired during the relevant quarter presented, for the most recent trailing twelve-month period prior to acquisition by the Company, in each case, at the time the due diligence was conducted based on a quality of earnings review and not an audit. Adjustments to net income include the adjustments to net income used by the Company to calculate its Adjusted EBITDA and certain estimated deal-specific cost-savings resulting from acquisition by the Company, including commissions grid alignment, technology-related cost savings, personnel-related cost savings and centralized growth services.



AMOUNTS IN 000'S	01			00	02	04	VTD		
Third of the mit day of		Q1		Q2	Q3		Q4		YTD
MIDDLE MARKET									
Commissions	\$	12,999	\$	10,671	\$ 10,435	\$	13,294	\$	47,399
Profit-sharing		2,582		863	638		864		4,947
Consulting and service fee		787		439	1,112		371		2,709
Other		171		133	653		382		1,339
Total Middle Market revenue	\$	16,539	\$	12,106	\$ 12,838	\$	14,911	\$	56,394
Organic Revenue Growth									11%
Closed Partnerships		1		_	1		_		2
		Q1		Q2	Q3		Q4		YTD
SPECIALTY									
Commissions	\$	2,831		9,652	13,126		8,591	\$	34,200
Profit-sharing		_		753	846		617		2,216
Policy fee and installment fee		_		2,393	2,719		3,042		8,154
Other		_		136	41		166		343
Total Specialty revenue	\$	2,831		12,934	16,732		12,416	\$	44,913
Organic Revenue Growth									9%
"MGA of the Future" Revenue Growth (1)									38%
Organic + MGA of the Future Revenue Growth (1)									29%
Closed Partnerships		_		1	_		_		1
Policies in force (2)		294,373		314,565	355,744		374,591		374,591

<sup>(1) &</sup>quot;MGA of the Future" was acquired by the Company on April 1, 2019 and as a result is not included in the Organic Revenue Growth calculation above because it has not reached the twelve-month owned mark. Since "MGA of the Future" was not acquired by the Company until April 1, 2019, the revenue of "MGA of the Future" for the prior-year period is not included in the consolidated results of operations for the Company for such period and the revenue growth rates were calculated including periods during which "MGA of the Future" was not owned by the Company.



<sup>(2)</sup> Figure not in 000's. Represents total policies in force managed by our "MGA of the Future".



				2010			
AMOUNTS IN 000'S	Q1	Q2	Q3	2019	Q4		YTD
MAINSTREET							
Commissions	\$ 4,632	\$ 5,494	\$ 6,528	\$	6,329	\$	22,983
Profit-sharing	1,871	221	103		240		2,435
Other	28	54	11		22		115
Total MainStreet revenue	\$ 6,531	\$ 5,769	\$ 6,642	\$	6,591	\$	25,533
Organic Revenue Growth							7%
Closed Partnerships	_	1	2		_		3
	Q1	Q2	Q3		Q4		YTD
MEDICARE							
Commissions	\$ 3,571	\$ 2,242	\$ 2,162	\$	1,897	\$	9,872
Other	364	10	11		744		1,129
Total Medicare revenue	\$ 3,935	\$ 2,252	\$ 2,173	\$	2,641	\$	11,001
Organic Revenue Growth							11%
Closed Partnerships	_	_	_		_		_

### PRO FORMA CONSOLIDATED ADJUSTED EBITDA BRIDGE



AMOUNTS IN 000'S									
AIVIOUNTS IN UUU S		Q1		Q2		Q3	Q4		YTD
Pro forma commissions and fees revenue	\$	42,271	\$	34,965	\$	38,813	\$ 36,561	\$	152,610
Pro forma net income (loss)	\$	9,396	\$	(3,221)	\$	(2,170)	\$ (26,931)	\$	(22,926)
Adjustments to pro forma net income (loss):									
Amortization expense		2,740		2,830		3,082	3,214		11,866
Depreciation expense		127		149		184	82		542
Interest expense, net		4,608		4,618		3,785	1,757		14,768
Change in fair value of contingent consideration		(2,786)		(971)		535	14,051		10,829
Share-based compensation		130		261		382	3,788		4,561
Transaction-related Partnership expenses		257		778		500	669		2,204
Capital related expenses (1)		38		1,052		1,124	2,525		4,739
Severance related to Partnership activity		_		300		_	29		329
Income tax provision		_		_		_	17		17
Loss on extinguishment of debt		115		_		_	6,617		6,732
Other		40		144		92	99		375
Pro forma Adjusted EBITDA	\$	14,665	\$	5,940	\$	7,514	\$ 5,917	\$	34,036
Pro forma Adjusted EBITDA Margin		35%		17%		19%	16%		22%

<sup>(1)</sup> Following the consummation of the Company's IPO in Q4 2019, the Company performed a full reconciliation of all costs incurred in connection with the IPO, which resulted in the identification of additional one-time offering costs incurred in the first half of 2019. Adjusted EBITDA margin herein for the first half of 2019 is presented as 27%, an increase from 25% in the Q3 2019 presentation as a result of those additional one-time offering costs.





ANACHINTO IN COOLO		2019								
AMOUNTS IN 000'S		Q1		Q2		Q3		Q4		YTD
Commissions and fees revenue	\$	29,837	\$	33,060	\$	38,383	\$	36,561	\$	137,841
Commissions and fees revenue for 2019 Partnerships in the unowned period	12,434 <sup>(1)</sup>		1,905 <sup>(1)</sup>		430 (1)		_		14,769	
Pro forma commissions and fees revenue	\$	42,271	\$	34,965	\$	38,813	\$	36,561	\$	152,610
Net income (loss)	\$	9,742	\$	(2,959)	\$	(2,306)	\$	(26,931)	\$	(22,454)
Net income (loss) for 2019 Partnerships in the unowned period	(346) (2)		(262) (2)		136 <sup>(2)</sup>		_		(472)	
Pro forma net income (loss)	\$	9,396	\$	(3,221)	\$	(2,170)	\$	(26,931)	\$	(22,926)

- (1) The adjustment for Q1 reflects commissions and fees revenue for Lykes, MSI, Fiduciary Partners and Foundation Insurance, as well as two asset acquisitions for the unowned period, as if the Company had acquired the Partners on January 1, 2019. The adjustment for Q2 reflects commissions and fees revenue for Fiduciary Partners and Foundation Insurance, as well as two asset acquisitions for the unowned period, as if the Company had acquired the Partners on January 1, 2019. The adjustment for Q3 reflects commissions and fees revenue for Foundation Insurance and one asset acquisition for the unowned period as if the Company had acquired the Partners on January 1, 2019. This unaudited pro forma information should not be relied upon as being indicative of the historical results that would have been obtained if the acquisitions had occurred on that date, nor the results that may be obtained in the future.
- (2) The adjustment for Q1 reflects net income (loss) for Lykes, MSI, Fiduciary Partners and Foundation Insurance, as well as two asset acquisitions for the unowned period, as if the Company had acquired the Partners on January 1, 2019. The adjustment for Q2 reflects net income (loss) for Fiduciary Partners and Foundation Insurance, as well as two asset acquisitions for the unowned period, as if the Company had acquired the Partners on January 1, 2019. The adjustment for Q3 reflects net income (loss) for Foundation Insurance and one asset acquisition for the unowned period as if the Company had acquired the Partners on January 1, 2019. This unaudited pro forma information should not be relied upon as being indicative of the historical results that would have been obtained if the acquisitions had occurred on that date, nor the results that may be obtained in the future.