

The front door to the *retirement economy*.

A memorable, category-defining vanity number is more than a marketing asset. As a nationally recognized, trusted destination for Medicare and retirement guidance, 1-800-MEDIGAP can serve as the entry point to a broad senior-services ecosystem — increasing customer lifetime value, lowering acquisition cost through brand recognition, and supporting a substantially larger enterprise than a single insurance product.

STRATEGIC BENCHMARK — THE VANITY-NUMBER PLAYBOOK

| COMPANY | MARKET | EST. CUSTOMER LTV | COMPANY VALUE | COMPETITIVE ADVANTAGE |
|------------------------|-----------------------------|---------------------------|-----------------------------|---|
| 1-800-FLOWERS | Flowers & Gifts | \$900–\$1,800 | ~\$245M | Category vanity number, decades of brand equity. |
| 1-800-CONTACTS | Vision Care | \$4,000–\$8,000 | ~\$1B+ | Recurring purchases over decades. |
| 1-800-GOT-JUNK? | Home Services | \$1,500–\$4,000 | Several hundred \$M | Franchise around one memorable number. |
| 1-800-PetMeds | Pet Pharmacy | \$2,500–\$7,500 | ~\$700–900M | Long-term refills & strong retention. |
| ★ 1-800-MEDIGAP | Medicare & Senior Ecosystem | \$15,000–\$50,000+ | Potentially billions | Trusted advisory, recurring relationships, cross-sell, AI & senior ecosystem. |

WHY THE LTV IS HIGHER

20+ years

Unlike flowers or junk removal, Medicare customers typically remain in the retirement ecosystem for decades. A trusted relationship formed at age 65 can continue throughout retirement — the beginning of a long-term advisory relationship, not a one-time sale.

THE STRUCTURAL EDGE

- ▶ **Retention:** months–years → often 20+ years
- ▶ **Cross-sell:** limited → extensive across insurance, financial, healthcare & senior services
- ▶ **Brand trust:** important → essential for retirement decisions
- ▶ **AI & data:** moderate → high (guidance, reminders, navigation)
- ▶ **Referrals:** moderate → high via family, caregivers & advisors

ONE RELATIONSHIP — 28+ REVENUE OPPORTUNITIES

Medigap

Medicare Advantage

Part D

Dental

Vision

Hearing

Hospital Indemnity

Cancer

Critical Illness

Final Expense

Life

Long-Term Care

Annuities

Retirement Income

Financial Planning

Estate Planning

Tax Planning

Reverse Mortgages

Home Health

Caregiver Services

AgeTech

Telehealth

Medical Alert

Mobility

Pharmacy

Travel Insurance

Identity Protection

Legacy Planning

POTENTIAL ENTERPRISE VALUE AT NATIONAL SCALE

Measured in *Billions*

A category-defining vanity number combined with a long-lived customer relationship creates a model investors often value highly — **higher LTV, lower CAC, recurring relationships, deep cross-sell, and AI/data leverage**. Value ultimately depends on execution, growth, profitability, compliance, retention & market conditions.