

ILLUSTRATIVE CUSTOMER LTV

\$15K–\$50K+

Mature-platform estimate vs. \$900–\$8,000 for legacy vanity brands.

POTENTIAL ENTERPRISE VALUE

Billions

At national scale, executed against the senior-services ecosystem.

CUSTOMER HORIZON

20+ yrs

A relationship formed at 65 can span the entire retirement.

REVENUE STREAMS

28+

Cross-sell across insurance, financial, healthcare & senior services.

STRATEGIC BENCHMARK

COMPANY	MARKET	EST. LTV	COMPANY VALUE	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	Hundreds of \$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 + ecosystem.

TRADITIONAL VANITY NUMBER VS. 1-800-MEDIGAP VISION

CHARACTERISTIC	TRADITIONAL VANITY NUMBER	1-800-MEDIGAP VISION
Initial Purchase	Often one-time or occasional	Beginning of a long-term advisory relationship
Retention	Months to several years	Often 20+ years
Cross-Sell	Limited	Extensive across insurance, financial, healthcare & senior services
Brand Trust	Important	Essential — particularly for retirement decisions
AI Opportunity	Moderate	High — personalized guidance, reminders, education & navigation
Data Value	Moderate	High, with appropriate consent & privacy protections
Referral Potential	Moderate	High — via family, caregivers & professional 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
- AgeTech
- Telehealth
- Medical Alert
- Mobility
- Pharmacy
- Travel Insurance
- Identity Protection
- Legacy Planning

Illustrative & forward-looking. Figures for 1-800-MEDIGAP are illustrative estimates for a mature, national platform — not current operating results or projections. For informational and discussion purposes only; not an offer to sell or a solicitation to buy any security, nor investment, legal, tax, or insurance advice. Cross-sell activities are subject to licensing, suitability, consumer consent & applicable regulation (incl. CMS and state insurance rules). Actual enterprise value depends on execution, growth, profitability, compliance, retention & market conditions.