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2021 Q1 Newsletter
New Growth

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"This CAT certainly tested our mettle, and we have proven to our carrier partners we are a TRUSTED CAT PARTNER"

SYSTEM READINESS
Although our influx of claims peaked at nearly 1000% above average, at no point did we witness slowdown or connectivity issues with the Plnar System.

SCALABILITY
Unlike typical storms which provide, at times, days to weeks warning, the "Perfect Storm" afforded little ramp up time. Even with this constraint, we were able to stand up a weekend team and double staffing to manage the unexpected influx of claims.

QUALITY OF PRODUCT
Damage characteristics of pipe burst losses in properties without appropriate insulation can create additional complexity in 3D modelling. We held to our quality standards in every project delivered.
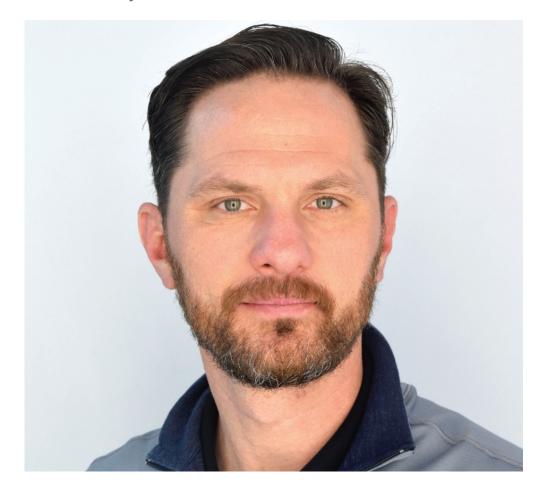
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What our Fearless Leader says
Words from our CEO

The historic 2021 Texas Power Outage in conjunction with Winter Storm Uri and it predecessor confirmed what we at Plnar knew: Empowering Policyholders with selfservice saves days, if not weeks, of customer wait time.

The historic February Storms and subsequent power outage caused a considerable amount of burst pipe claims in an area that does not see such widespread damage due to cold weather. Estimates put the cost of this catastrophe at over $155 billion, with Texas alone bearing over $130 billion of the damage. Headquartered in Austin, our team felt the brunt of the effects as well, with many of us without power, water, or heat ourselves! Roads were impassable for days, but the Plnar solution is perfectly suited for such situations - and instead of having policyholders wait until roads cleared, our partners were able to get interior property claims settled without wait.

Unlike previous CATS, this one came with no warning, and without an opportunity to plan for the increased claim volume. February 15 saw the beginnings of claim increase, and by the 18th, claim intake was over 690% our usual day to day! We were able to enhance our weekend staff four-fold, and even with the unprecedented increase in claims, stayed within our CAT SLA's throughout the Catastrophe!

I am so proud of my team, how everyone pitched in through the entire event. Plnar is your Trusted CAT Partner!

Plnar News

Xactimate Integration: In February, Plnar announced that we have entered into a Strategic Alliance with Xactimate. Through this seamless integration, desk adjusters receive 3-D diagrams of loss sites that have been automatically created by Plnar using photos uploaded from onsite users' smart devices. These highly detailed, interactive digital diagrams of interior structures automatically and seamlessly import into Xactimate to help adjusters quickly estimate repair costs without having to physically visit the loss site.

Projects are initiated from within Xactimate where adjusters can quickly initiate Plnar projects. An individual onsite then receives a link to download Plnar Snap. Then, they upload photos of the loss site. Plnar then generates a highly detailed digital rendering of the loss site, complete with measurements of walls and floors, that imports seamlessly into Xactimate.

"Plnar combines the latest in AI and augmented reality with technology that is becoming available in every household: smart devices."

CoreLogic integration: In March, Plnar announce we have joined the CoreLogic® Digital Hub Alliance™ to deliver another milestone in its mission to transform interior property claims. Plnar makes virtual, contactless insurance resolution a reality with complete data capture and delivery of virtual claims through a seamless integration with the CoreLogic Digital Hub Alliance.

FieldConnect: To empower users in the field who may not have access to the Plnar Portal, we have developed a new feature which enables 3rd party service providers to take pictures on behalf of the policyholder. First Responders, IA's, Water Mitigation Specialists, and other field personnell can now initiate a Plnar project in the field without Plnar Portal access.

Contractor Marketplace: The newest edition to the Plnar solution suite is our Contractor Solution. Plnar helps remodeling contractors and home product companies increase revenue and reduce costs by eliminating the need for onsite visits to estimate project costs - delivering accurate 3D models and measurements for interior home projects.

- *Deliver Estimates Quicker With Less Cost*
- *Deliver Better Customer Service with Homeowner Self-Service*
- *Improve Sales Conversions with Better Qualified Customers*

Now, no more paper, pencils, or onsite visits required to deliver accurate 3D models and measurements for interior home projects in 1 business day.

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Plnar News

New Team Members: Our team continues to grow! We have added the following crucial positions to our team which will facilitate continued growth for 2021.

- **Frank Cleyman, VP Engineering**
- **Jacob Griffin,Full Stack Engineer**
- **Dr. Andrew Sommerlot, Lead AI/ML Engineer**
- **Frank Steed , QA Lead**
- **Wes Kranz, VP Operations and AI**

Funding Rounds: Dallas Venture Capital (DVC), a Dallas TX based venture capital firm focused on early and growth stage companies in cloud infrastructure, AI/ML, mobile, XR and other emerging technologies, announced its investment in Austin, TX based Plnar, an AI/AR enabled Insurtech company that is transforming home interior insurance claims for insurance carriers through touchless and virtual inspection.

Andy Greff shared *"Plnar has been on a hypergrowth mode with increasing acceptance by the insurance carriers, we chose to partner with DVC as we have been impressed with their DVC Advantage and DVC Quick programs, and are looking forward to leveraging DVC's extensive advisory network to further accelerate our growth."*

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Plnar for ~~Every Claim~~ Anyone who needs Virtual Access to Interior Spaces.

Expanded Offerings

The need and subsequent expectation of providing virtual alternatives is the new norm, and even in a "Post Pandemic" world, policyholders and customers alike will continue to require non-contact alternatives to in person services.

Virtual Interior Space Documentation

Plnar introduced Plnar for Every Claim in late 2020, emphasizing that whether the claim is for a single room with water damage do to a leak, to a large.complex, multi-room claim, Plnar is the solution for documenting the space. We are now moving beyond the "claims" space, and providing our solution for Home Improvement Retailers and Contractors, making the estimation process much more efficient by putting the power of the documentation in the consumer's hands.

We are also exploring our solution for both policy underwriting as well as severity mitigation, which is on our future roadmap.

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Plnar for Policyholders

No need to send an adjuster onsite! Built with simplicity in mind, Plnar can be used by anyone that can snap a picture with a smart device. Our AI and AR behind the scenes convert these "SmartPix" into accurate, measurable, 2D and 3D plans.

Plnar for Adjusters

Field Adjusters save time by using our easy Snap App to document interior property damage losses - often in less than 3 minutes per room! Photo reports are available immediately after submission, and 2D & 3D plans in one business day.

Plnar for Service Providers

Third party service providers can leverage our FieldConnect feature enabling First Responders, IA's, Water Mitigation Specialists, and other field personnell to initiate projects in the on behalf of the policyholder.

Plnar for Contractors

Pre-qualify customers by offering accurate estimates without having to go to the property, saving time as well as travel expenses. Homeowners simply follow the Snap process, and in 1 business day, have measurement reports and 2D/3D plans.

Plnar for Underwriting

Plnar's pre-loss capabilities are on our future roadmap - with more info to come in Q3 of this year!

Plnar for Severity Identification

Automatically identifying severity is on our future roadmap - more info to come in Q4 of this year.

Plnar Leadership

FEARLESS LEADER

Andy Greff
CEO

Andy is the CEO of Plnar and has spent over 23 years working with a collection of enterprise software, insurance, telco, wireless, healthcare, digital media, agency and retail companies. His experience spans consulting and executive-level positions in general management, product management, product marketing, sales, business development and engineering.

Since 2007, he has built and launched hundreds of mobile solutions for some of the most well-known brands in the world. Andy generates success wherever he leads, including $300 million+ exits from both Motive and Phunware, and believes in the importance of adding value to all stakeholders from day one. He holds a BBA in Finance from University of Notre Dame.

SUPER SMART BIG BRAINED TECHNOLOGIST AND INVENTOR

Dr. DJ Jovanovic
CTO

Dan is the CTO and Tech Founder of Plnar and has over 20 years of experiences in nano-electronics, device simulation, device engineering and SRAM development. He is a Computer Vision expert, and worked at Motorola, Freescale, and many other companies across the semiconductor industry. He specializes in XR-based 3D model generation, object detection and segmentation, and AR-based measurement capabilities.

Dan is passionate about the opportunities XR and machine learning bring to the mobile and distributed computing spaces and leads a team of highly skilled engineers to bring the value of this technology to life. He holds a PhD in Electrical and Computer Engineering from the University of Illinois.

OVERSEER OF ENGINEERING, QA, ARCHITECTURE AND DEVOPS

Frank Cleynen
VP Engineering

As the VP of Engineering, Frank is a super passionate technical leader, born and raised in Belgium (Europe). He spent the first 10 years of his career in software/ management consulting. Working for different companies, in different industries, using different technologies gave him a lot of exposure and further improved his technical, management and soft skills.

In 2010, at the age of 26, he started his first company, offering technical and management consultancy to major corporate customers and government institutions. Throughout the years, he also co-founded several startups, with a successful exit in June of 2020.

BUILDER OF RELATIONSHIPS AND MASTER OF NETWORKING

Denis Connolly
VP Sales & Business Development

Denis Connolly has spent more than 20 years working globally as a sales & business development professional. In 2008, he was named in the Top 100 US Irish Business Leaders by Business & Finance magazine. Prior to joining PLNAR (Smart Picture), Denis worked for Goldman Sachs, Cox Media Group & Claimatic Technologies, managing key strategic corporate relationships with a host of Fortune 500 companies.

Denis holds a Bachelor's Degree from Trinity College Dublin, School of Mathematics & Science and attended Columbia University Business School in New York.

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Plnar Leadership

PART MAN
PART MACHINE

Wes Kranz

VP Operations and AI

Wes leads a unique organization at PLNAR that is chartered with blending human and machine intelligence to gain optimal customer outcomes. His talented QI Operations team supplies the human horsepower required for processing daily projects while the innovative AI/ML team creates the AI magic that automates and simplifies processing.

Wes was most recently the VP of Customer Success and CRO at Alegion, an AI SaaS startup focused on providing AI training data solutions to companies including Airbnb, Home Depot, and Motorola. Prior to Alegion, Wes held numerous product-centric leadership roles at enterprise software companies including Embarcadero (acquired by Idera) and Aquire (acquired by PeopleFluent).

HERALD OF THE REALM

Scott Lacourse

VP Marketing

Scott is a seasoned strategic marketing executive with integrated strategy & creative leadership experience, as well a keen eye for design and storytelling.

He is published author with over 24 years in the Property Insurance industry, a leader of corporate communications, demand gen, creative and Martech functions, with extensive experience across all marketing disciplines.

Prior to joining the ranks of Plnar, Scott led the marketing efforts for Enservio and Insurers World.

KING OF PRODUCT
AND USABILITY

Tommy Newbrough

Director of Product Management

Tommy is a passionate technologist who knows how to solve business problems with technology. He loves to build, teach, and inspire others. For the past 10 years, Tommy has been leading, designing, and motivating passionate product teams to create meaningful, problem-solving user experiences and award-winning web & mobile applications.

At Plnar, he is responsible for the company's product strategy and long-term planning of new capabilities that drive increasing value for both Plnar and our customers. He leads the platform, app, and product design, while managing operations and go-to-marketing efforts.

CUSTOMER ADVOCATE, ENTHUSIAST AND SUCCESS MAKER

Lori Dugas

Director of Customer Success

As a seasoned Customer Success/Account Manager professional, Lori has spent the last 20 years as a trusted partner to insurance property and casualty claims organizations.

As Director of Customer Success at PLNAR, Lori helps pave the way for exceptional customer support that drives adoption and outcomes leading to renewals, expansion, advocacy. Prior to PLNAR, Lori served as a National Account Manager at Enservio – the industry's most robust contents software and services suite for contents claims management.

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