

PRODUCT MANAGEMENT UPDATE

from Michael Howe

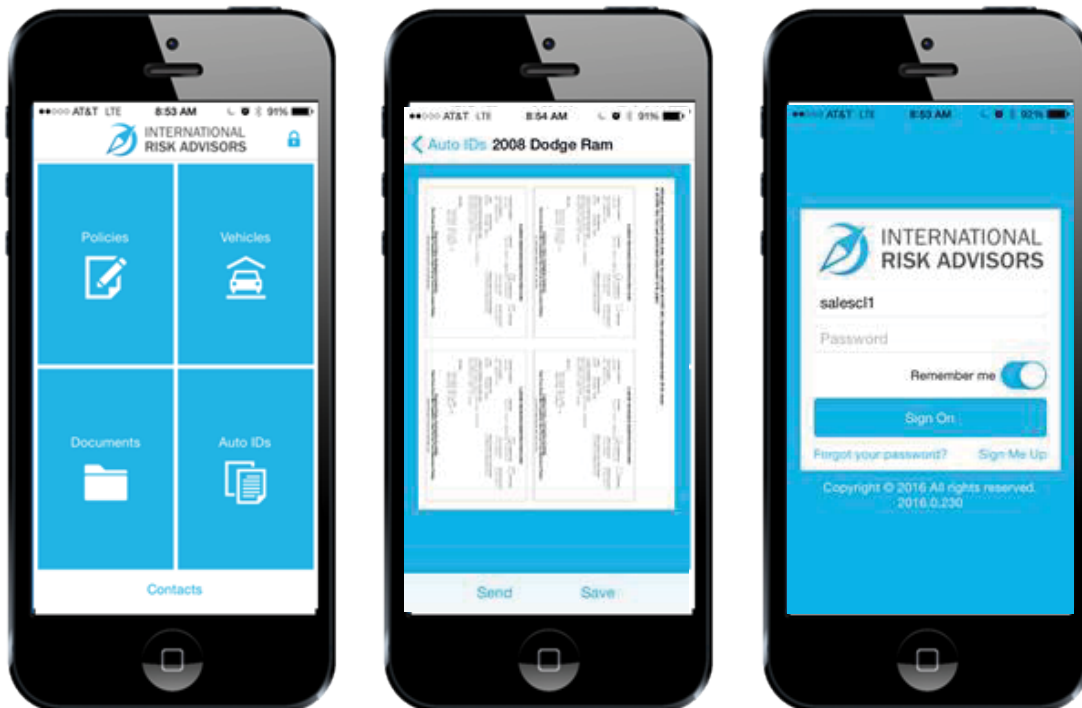


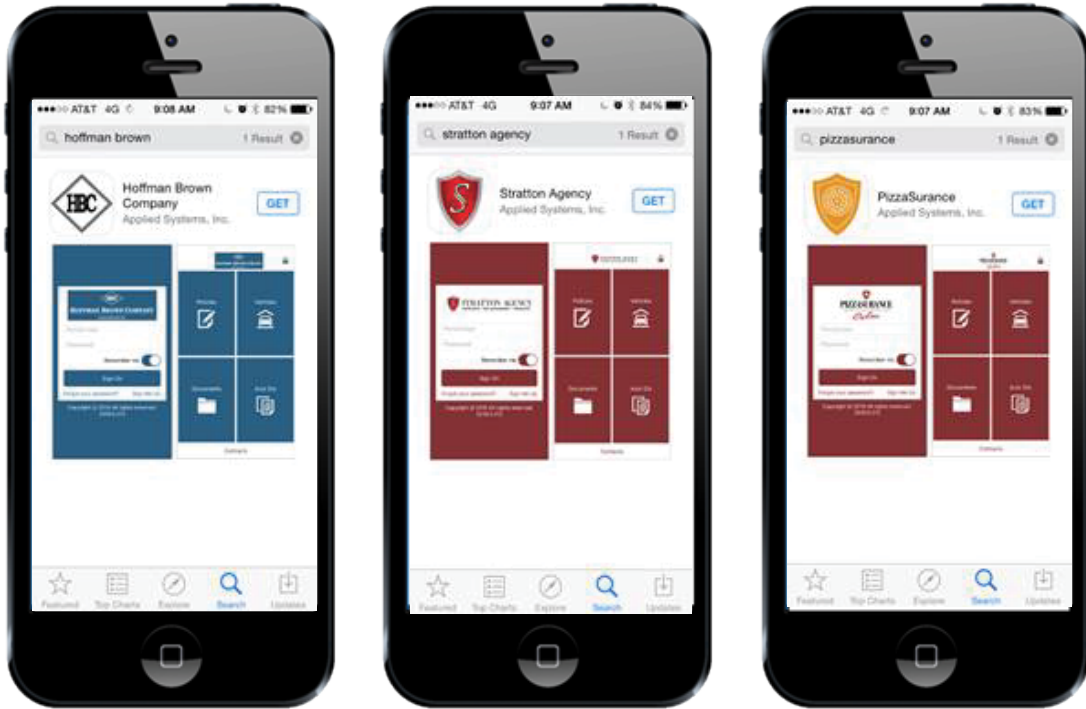
May 3, 2016

Team Applied,

I am pleased to share that our first agency customers have launched their agency-branded mobile application via Applied MobileInsured, the industry's first mobile app that allows agencies to extend self-service to their customers, the insured. Extending their use of Applied CSR24, Hoffman Brown and Stratton Agency are among the early adopter agencies that have launched Applied MobileInsured on iOS® and Android™ smartphone devices. Additionally, we have updated the sales demo account International Risk Advisors (available in US, Canada and UK).

International Risk Advisors





As the business of insurance becomes more connected, it is critical for agencies to provide their clients with convenient access to insurance information, including policy details, documents, and auto ID cards, while on-the-go.

Applied MobileInsured represents the ongoing innovation that Applied brings to the market and this early success in the market is the direct result of great collaboration across a broad team to introduce our newest solution to help our customers drive the digital transformation of their business.

Sincerely,

Michael Howe
Senior Vice President, Product Management