

Hello,

I wanted to reach out and offer an introduction to the Allstate Protection Plan program and team. We are looking forward to working with you and are excited to start launching programs in the coming weeks.

Our anticipated go-live date for the NECO program will be effective **November 1, 2021**. We have seen success with 30 dealers currently preregistered to transition or start offering protection plans in their stores.

I wanted to offer some information that might be helpful for fielding future questions. Please feel free to update our contact information below for future chapter notifications, as well as refer any dealer that might need additional assistance or information.

- 1) Program Booklet
- 2) NECO/Allstate approved pricing
- 3) The dealer POP kit - this is what NECO dealers will receive at launch (tailored to their categories).
- 4) Our dealer adoption/program overview video, which can be downloaded here: <https://vimeo.com/user33757720/review/601878318/0e61456303>

Dealers who would like to move their programs to Allstate can do so at: www.NECOALLSTATE.com - once registered, we will follow up with them with information and their agreement.

Team Members:

Shelby Pyle - Manager, Growth Strategy
shpyle@squaretrade.com

Chris Trewin - Sr. Director, Growth Strategy
christrewin@squaretrade.com

Jill Hale - Regional Sales Manager
jhale@squaretrade.com

We'd welcome the opportunity to take you through the Allstate Protection Plan program when you have availability and show you how SquareTrade/Allstate provides a fundamentally different protection plan program for your members. Please let me know if you'd like to set up a time in the coming weeks to review the program.

I look forward to hearing from you.

Shelby Pyle
Manager, Growth Strategy

SquareTrade/Allstate Protection Plans

600 Harrison Street, Suite 400

San Francisco, CA 94107

M: 214.208.4404

shpyle@squaretrade.com