



QuinStreet, Inc. Launches a Next Generation Insurance Rating Platform Solution

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The new QuinStreet Rating Platform is a one-stop shop for insurance agents and carriers, offering innovative end-to-end integration for insurance market rate access, along with built-in management and reporting tools

Foster City, CA – December 12, 2019 – [QuinStreet, Inc.](#), a leader in performance marketplace products and technologies, announced today the launch of its QuinStreet Rating Platform (QRP), a groundbreaking and intuitive rating platform that empowers insurance agencies to better service customers while making their jobs easier to manage.

QRP is designed to solve a pain point in the insurance marketplace. Previously, insurance agents might use up to three different systems to gather quotes for one prospective customer. While a workable solution a decade ago, today's large agencies rely on call centers staffed by hundreds of agents, who still use siloed platforms to deliver quotes to countless callers daily. Juggling between systems that don't communicate well is problematic, leading to missed opportunities for agencies, while consumers endure long phone wait times.

Created to solve these inefficiencies in the current insurance market, the QRP solution allows agents to manage their entire workflow in one place, with one centralized platform that is scalable. It uniquely enables insurance agents to pull real-time rates from major carriers and permits them to bind policies seamlessly. This significantly speeds up the sales process and provides better, faster service for consumers. It's also adaptable, able to connect with other third-party customer relationship management (CRM) software, while also able to support customer acquisition and leads.

Insurance agencies can use QRP to obtain a bird's-eye view of their agent's day-to-day business, longer-term goals, and individual staff activities. Other features include:

- Direct integrations with full bind experience
- Real-time reporting and a customizable user experience
- Customizable content management and carrier management

For carriers, QRP offers a streamlined and direct relationship with insurance agencies in one place, with a one-stop-shop for compliance, profitability insights and other critical information. Most of all, QRP offers as many insights as those commonly offered to agents. Rather than being reactionary, carriers are now able to respond to issues in real time, with data. Benefits include:

- Decreased call handling time
- Customized product pricing and media performance reports
- A single place for managing underwriting rules
- Access to segmentation data

Building QRP involved leveraging QuinStreet's existing carrier integration APIs and management dashboard. At launch, QRP is available for auto insurance, and QuinStreet will roll out homeowners and renters' insurance soon.

"QRP is the culmination of so much of the work we've done helping insurers, carriers and consumers communicate and find each other, in an even more streamlined way," explains Doug Valenti, QuinStreet's chief executive officer. "We are proud of this solution and hopeful that breaking the silo of information and products will result in better working environments and results for every agent and carrier who uses our product."

While new, QRP is already receiving positive reviews. "QRP represents a major advance in delivering timely and accurate information to agents and consumers," notes Craig Lozofsky, an insurance industry management consultant. "QRP has the potential to revolutionize rate quoting for insurance agents and carriers while benefiting their customers." QRP has integrations with the top independent agent carriers in the United States.

More information on pricing and other details can be found by reaching out to the QRP business development team at: <https://www.quinstreet.com/our-products/>

About QuinStreet, Inc.

QuinStreet, Inc. (Nasdaq: [QNST](#)) is a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. [QuinStreet](#) is committed to providing consumers and businesses with the information and tools they need to research, find and select the products and brands that meet their needs.

Legal Notice Regarding Forward Looking Statements

This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 that involve risks and uncertainties. Words such as "estimate", "will", "believe", "expect", "intend", "outlook", "potential" and similar expressions are intended to identify forward-looking statements. These forward-looking statements include statements regarding the anticipated success of the launch of QRP and the statements in quotations in this press release. The Company's actual results may differ materially from those anticipated in these forward-looking statements. Factors that may contribute to such differences include, but are not limited to: the ability of QRP to successfully service customers; our ability to attract and retain customers to use QRP; the ability of QRP data to provide meaningful benefits to agencies and carriers; our ability to expand the QRP launch to homeowners and renters' insurance or other prospective customers; the ability of QRP to result in better working environments and

results for agents and carriers; customer reviews of QRP, including any related publicity from customers; the ability of QRP to successfully onboard new agencies and efficiently integrate them into the agent-carrier relationship; changes in the economic condition, market dynamics, regulatory enforcement or legislative environment; competitive dynamics in our industry; our ability to manage cyber security risks and costs associated with maintaining a robust security infrastructure; and our ability to develop new QRP services, enhancements and features to meet new demands from our customers. Forward-looking statements in our public releases may also include statements regarding the Company's anticipated financial results, growth and strategic and operational plans and expectations. More information about potential factors that could affect the Company's business and financial results are contained in the Company's annual report on Form 10-K and quarterly reports on Form 10-Q as filed with the Securities and Exchange Commission ("SEC"), including the Company's quarterly report on Form 10-Q for the quarter ended September 30, 2019 filed with the SEC. The Company does not intend and undertakes no duty to release publicly any updates or revisions to any forward-looking statements contained herein except as required by law.

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