



SAFE DEPOSIT BOX
INSURANCE COVERAGE, LLC
Make the safest place even safer.
Store it. Insure it.

SDBIC's **Value Coverage Program** is exceptionally beneficial when a bank is contemplating an increase in box rental rates. Rolled out in conjunction with the rate increase, our program provides a true value to your customers, softening the negative impact of raising rental fees.

Our blanket coverage of all assets in the box — including important documents such as passports, wills, titles, deeds and even photos and images — assures every box holder will benefit from the coverage in the event of a loss. In addition, we work with you to develop a marketing, PR and advertising campaign around the “insured box” to help attract new customers and box holders.

In the event of a catastrophe impacting the safe deposit boxes at a branch, SDBIC's expert loss specialist will be on site coordinating with the bank's staff, paying claims and helping box holders assess the damage, while also providing access to our network of repair and restoration experts. This support, combined with the fact that all customers have a level of insurance protection, eliminates the risk of angry box holders and adverse press, which is the typical by-product of such events in today's market.

It is a win- win for you and your customers.

The Details of the Program are as Follows:

SDBIC will provide contents insurance for each box at a minimal cost to the bank. Box holders then have the ability to purchase additional coverage amounts at very low rates directly from SDBIC (Value Added Coverage). The Bank earns fee revenue on the additional coverage amounts that are purchased directly by the box holders.

Each box holder receives a certificate verifying the **Value Coverage** insurance covering their box contents (sample attached). The certificate is mailed out to existing box renters, and a certificate is printed out and given to a new box renter at the time they are leasing the box. A form of a certificate will be created for each of your banks.

SDBIC provides a custom link where both customers and branch staff can access information about the coverage, have the ability to print off **Value Coverage** certificates and submit a form requesting additional Value Added Coverage amounts on a box.

The Cost to the Bank for Value Coverage is Minimal:

| | Option 1 | Option 2 |
|------------------------|-------------------|------------------|
| Coverage Amount | \$1,000.00 | \$ 500.00 |
| Annual Premium | \$1.50 | \$1.00 |



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New Fee Revenue Earned by Bank

For Value Added Coverage, box holders can purchase additional insurance coverage for their box contents in increments ranging from \$5,000 to \$1,000,000 per box. A new policy will be issued directly in the box holders name for the amount of added coverage. Box holders can increase, decrease or cancel this coverage at any time and the premium will be adjusted pro-rated.

SDBIC will pay the bank an administrative fee for each Value Added Coverage policy issued as follows:

\$4.00 per value added policy

Turnkey/ Compliance Approved Product

The **Value Coverage Program** requires minimal bank resources to launch. There are virtually no bank resources needed to administer, as all aspects of the program are handled by SDBIC.

The SDBIC insurance product has been vetted with the CFPB, the OCC and the FDIC.

All coverage is underwritten by AXA Insurance Company, a member of the AXA Group and one of the largest insurance companies in the world. AXA Insurance Company maintains an “A (Excellent)” Financial Strength rating from A.M. Best. With \$1.501 trillion in assets and over 166,000 employees worldwide, AXA is one of the most recognized insurance brands in the world.

Win –Win For the Bank and Its Customers

In the end, the **Value Coverage Program** minimizes customer dissatisfaction with the rental fee increase, provides a value added benefit to your customers and a new source of high margin fee revenue. It also provides an advantage over most of the competitors in your bank’s market. Offering an “insured safe deposit box” can provide leverage to increase box rentals and attract new customers.

In the event of a catastrophe at your bank involving the boxes, having informed box holders and SDBIC on site writing checks to your customers will strengthen loyalty; mitigating angry and frustrated customers who feel misled and damaging press that hurts your brand.

We will be happy to discuss this more with you. Please don’t hesitate to contact us.