

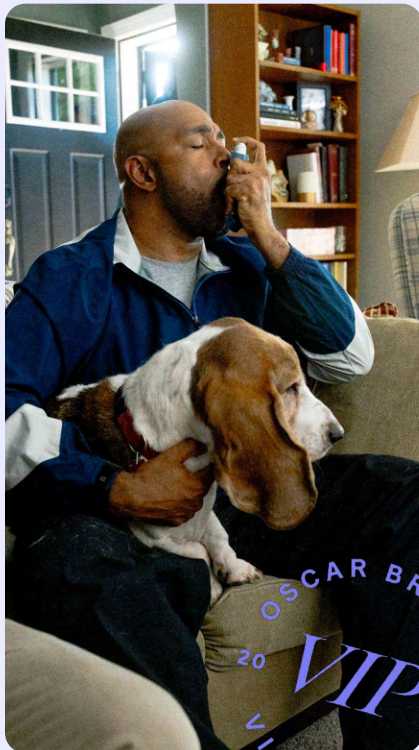
WELCOME

BROKER
Club

OSCAR BROKER
20 *VIP* 26
VIP EVENT

oscar

Our goals for our partnership



01

Unlock

New **growth opportunities** including new product and technology solutions for members – and for you

02

Discuss

How we navigate the **regulatory environment** together and where we support you

03

Optimize

Your **IFP and ICHRA strategy** to help you further scale and move the needle for your business

OSCAR BROKER
20
VIP
26
VIP EVENT

Meet the Oscar Team and Presenters



Mark Bertolini
Chief Executive Officer



Janet Liang
President, Oscar
Insurance Company



Louis DeStefano
SVP, Chief Growth Officer



Cathy Grason
AGC, Head of
Government Affairs



Anthony Beato
VP, Insurance Product
Innovation and Development



Gregory Trotta
VP, Oscar
Sales



Jesse Horowitz
SVP, Member and
Provider Strategy



Kristen Prestano
SVP, Chief
Marketing Officer

Our Mission

**Make a healthier
life accessible and
affordable for all.**

FORTUNE 500
company



2nd largest
Individual market carrier



Leading
member retention





Our 2026 Wins Together



Added 16K+ agents to distribution network



1.7M members across 19 states



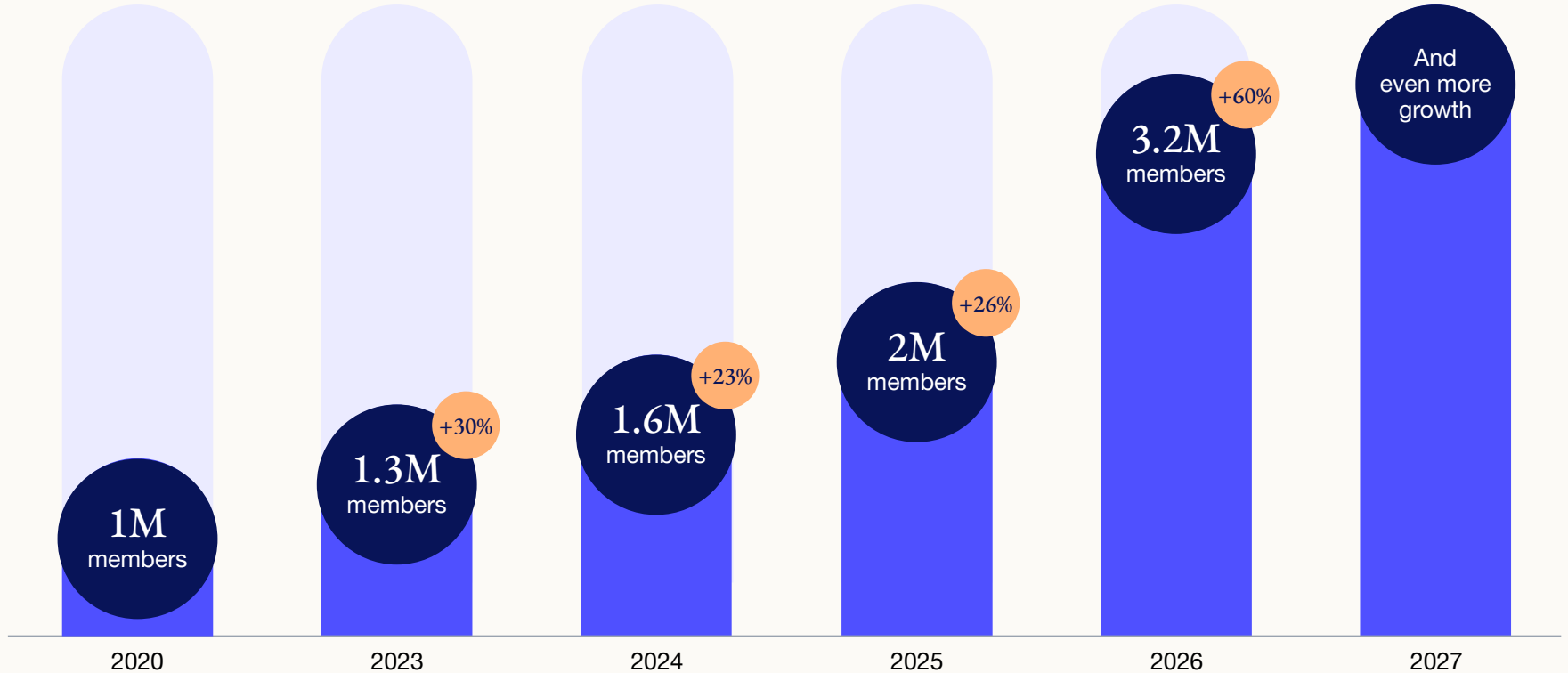
Moved 82K+ Aetna members to Oscar

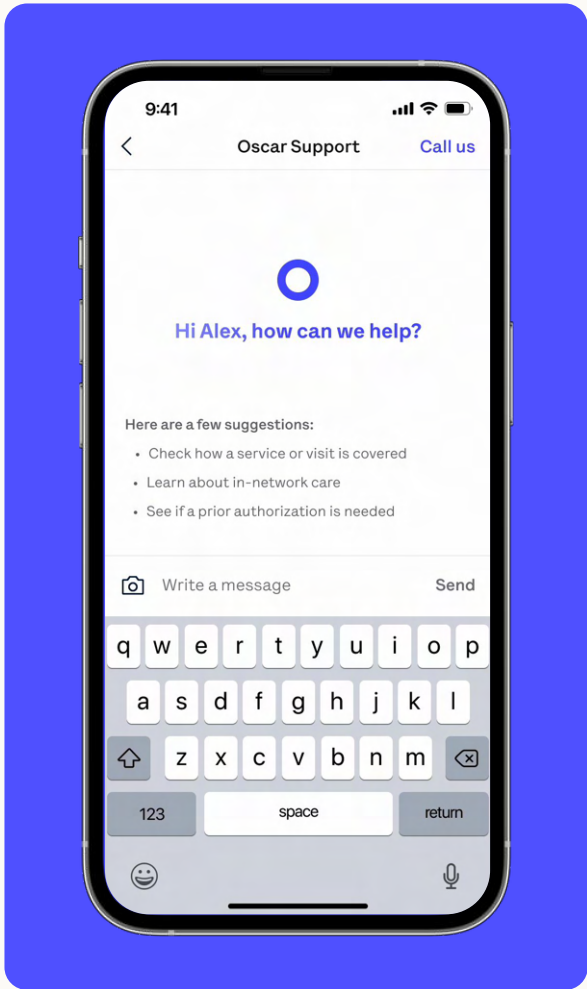


Helped Oscar expand 60%+ in the most dynamic year since 2017



~20% membership growth in 5 years





Your members love us

88**

NPS among Spanish-speakers

81%

broker satisfaction

51

NPS for chronic conditions plans

80

NPS for spanish-speaking brokers

OSCAR

66

Oscar NPS™

Industry
Average*** 12



57

Apple NPS



42

Adidas NPS

*NPS is a measure of customers' likelihood of recommending a brand to a peer. Scores range from -100 to 100.

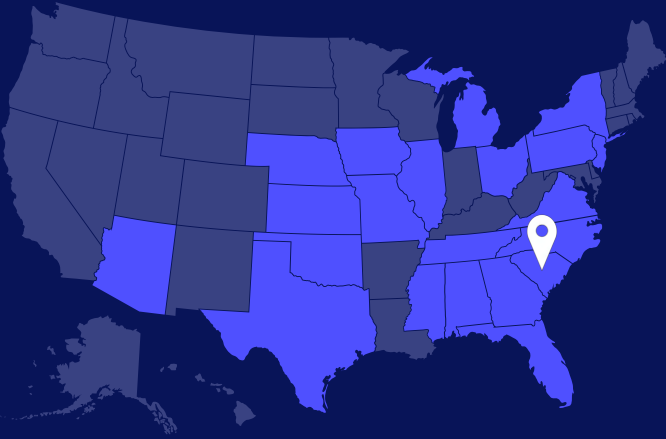
| **NPS score as of Q2 2026 | ***According to Qualtrics XM Institute Report 2023

Robust local networks with leading providers in 20 states and growing

1.9m
lives in Florida

700k
lives in Texas

SC for OE '27
& beyond



Turning every
healthcare buyer into
an individual buyer

oscar + lucie
Health marketplace



Owning and growing the individual market together

Innovative AI solutions for
Oscar consumers and for you



Tech to empower **agents**,
cut admin & **boost output**

Market-leading products and
rewards grow with members



Target **market expansions**
and **carrier exits** together

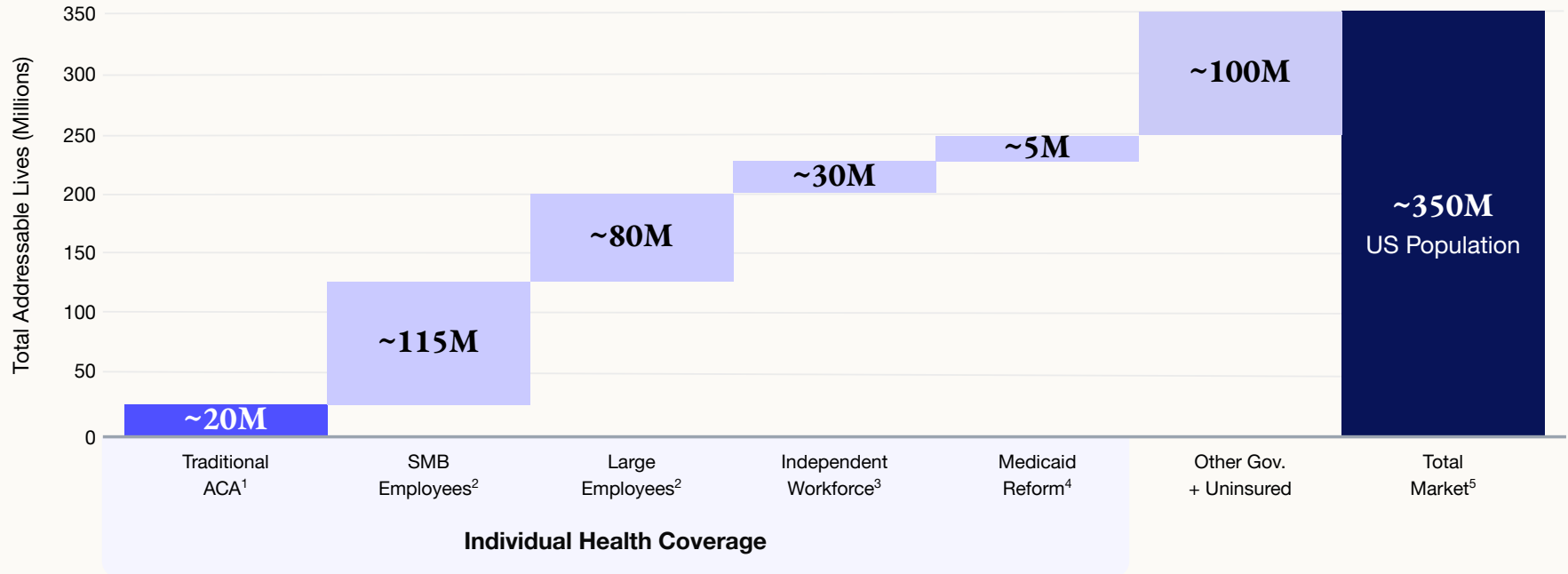
More **broker incentives**
fuel business growth



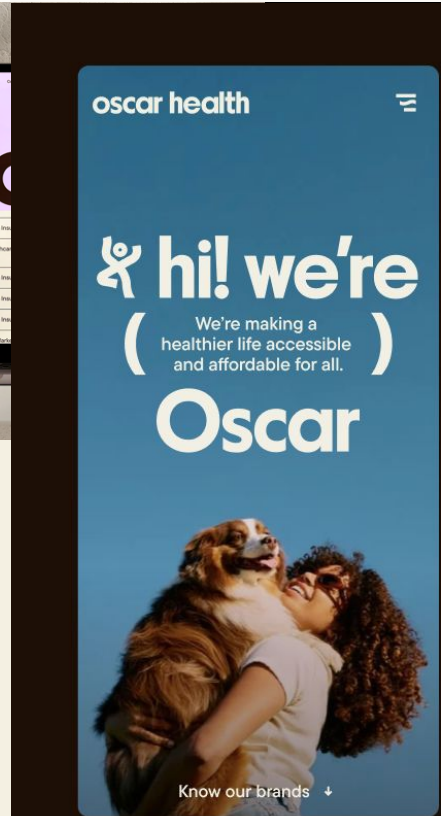
Regulatory guidance
puts you in control



Unlocking a consumer-powered health insurance marketplace



oscar health

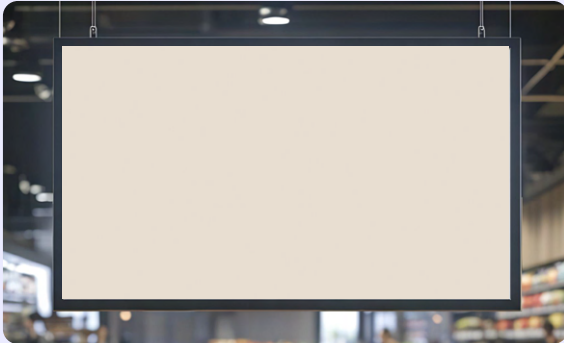


BRAND PROMISE

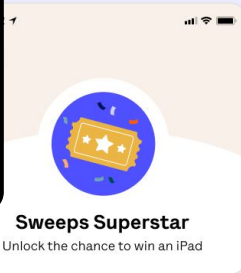
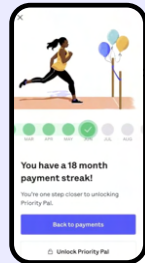
Make health insurance easy & personal

oscar

BRAND-BUILDING IN OUR MAJOR MARKETS



END-TO-END LIFECYCLE MARKETING



SALES ACTIVATIONS

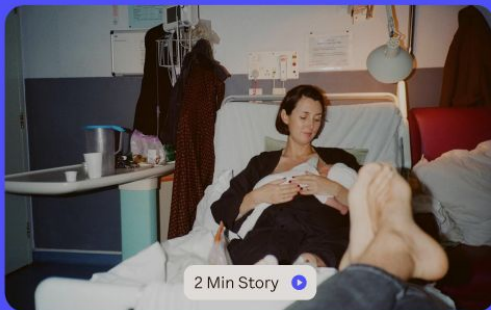


FOR CONSUMERS

oscar

Individual Plan

Chicago, IL



She stopped dreading her insurance.

Priya had switched plans three times in five years, always ending up on hold, always chasing paperwork. The first time her Oscar Care Team messaged her before she even filed a claim, she thought it was a mistake. It wasn't.

Priya M.

Don't let your coverage drop, it's time to enroll!



For Individuals & Families

Health insurance made for real life.

Eligibility, claims, and prior authorization. The provider manual, clinical guidelines, and state supplements. All behind one login.

Find a Plan →

Log in →

Or start with a [doctor](#) or a [prescription](#).



Ask Oswell

I think I sprained my ankle... how do I know for sure?



Not a substitute for medical advice. In an emergency call 911. [Learn more](#)

I can help you with



Understanding symptoms >



Learning about medications >



Understand costs and benefits >



Search for a provider >

FOR EMPLOYERS

OSCAR

Big boss benefits.
Small business budget.

Traditional group plans are expensive. Offer affordable health benefits to your team without crushing your bottom line. Simply set a budget and your employees can choose from hundreds of options with better quality at lower costs. That's how you take care of business (and your team stays healthy.)

Get your quote.
No strings attached.

Fill out the details below to get started.

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Company *	Phone (optional)
<input type="text"/>	<input type="text"/>
Enter Email *	Broker or Employer
<input type="text"/>	<input type="radio"/> Broker
	<input type="radio"/> Employer

Next

By submitting, you provide express electronic consent for Oscar (and its

Big ~~benefits~~
energy.

Not the big business price tag.

Get a quote



OSCAR

Big ~~benefits~~
Small business budget.

Get a quote and save ~20%
on offering health insurance.

BENEFITS TAKING CARE OF BUSINESS



OSCAR

Get a quote

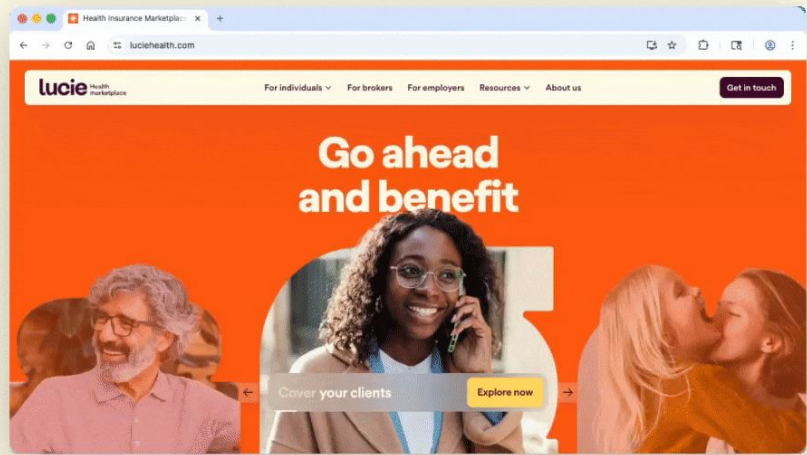
~~Rate hikes.~~

Save ~20% on offering
health insurance.

BENEFITS TAKING CARE OF BUSINESS



**Let's start
with you**



**Save big. 90%
of people do.**

See if you qualify for subsidies that lower the cost of ACA coverage in seconds.

- ✓ 90% of people qualify for subsidies
- ✓ Save an average of \$550/month
- ✓ No pressure to enroll

Add some details to estimate your savings

People to include on your plan
Add the ages of everyone who will be on your plan.

Years



Consumers

Helps people build a custom bundle of affordable products for better financial protection.



Group Brokers

Brings TPAs and group brokers additional revenue streams through ICHRA.



Individual Market Brokers

Makes it easy for agents to sell more policies in less time to grow faster.



Employers

Helps employers offer great benefits at lower and predictable costs.

Lucie Health marketplace



Individual Health Plan Options

OSCAR  ambetter.  UnitedHealthcare



Supplemental & Ancillary Insurance

Allstate  Aflac

Consumer Health & Wellness Offerings

 headspace  OURA  one medical  hims & hers

Medical Equipment & Healthcare Goods

 Resmed  P&G

Health Financial Services & Benefits

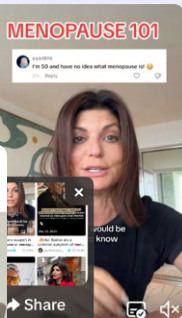
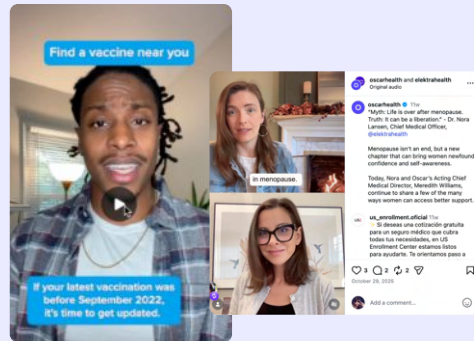
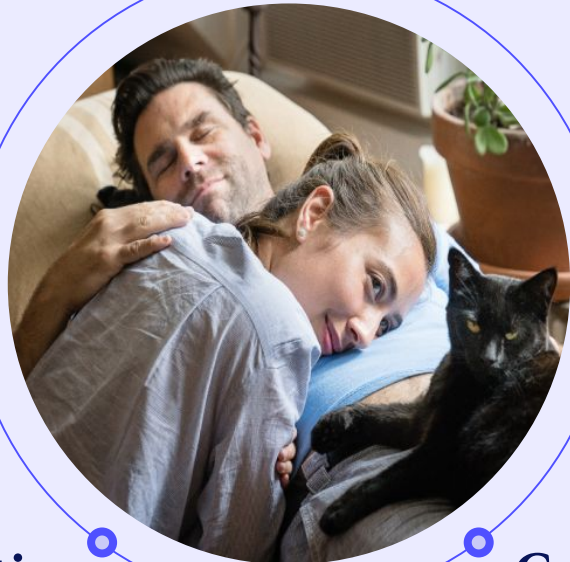
 findhelp  Lively  HealthEquity

**Plus, easy access
& relevant
information**

The leading curated marketplace in healthcare



Social Native Search



Messaging Channels



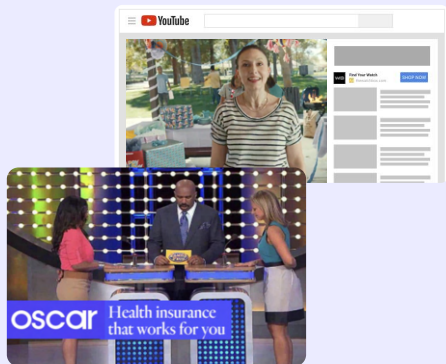
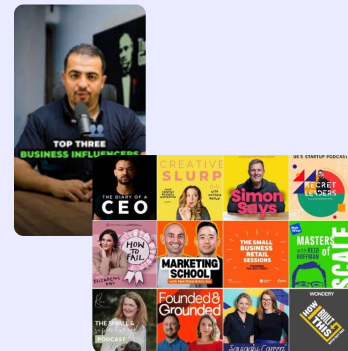
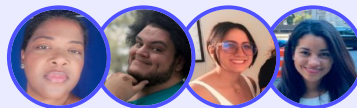
In-App Display & Shoppable CTV



Generative AI Search



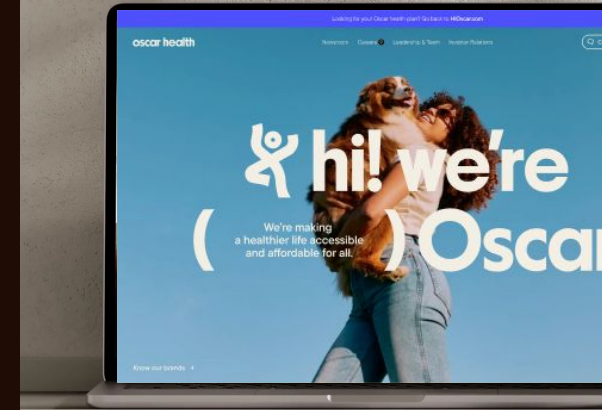
Creator-Led & Biz Influencers



we are solving
for (the biggest challenges and frustrations with)
U.S. health care.



oscar health

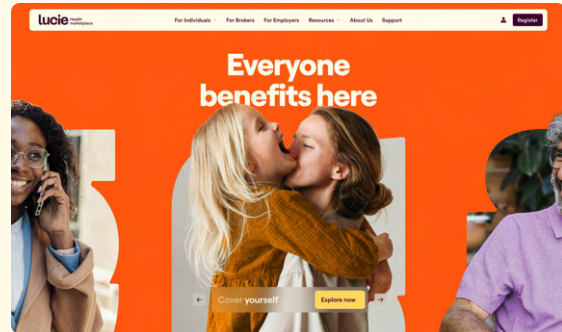
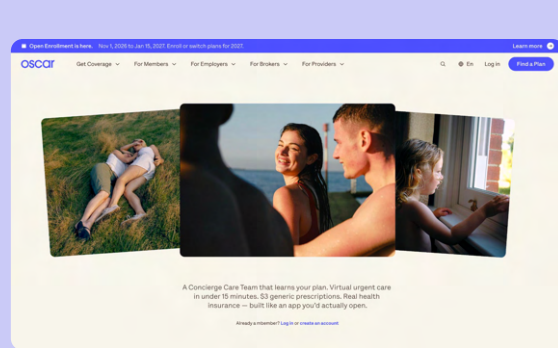


OSCAR



Health insurance
made for real life

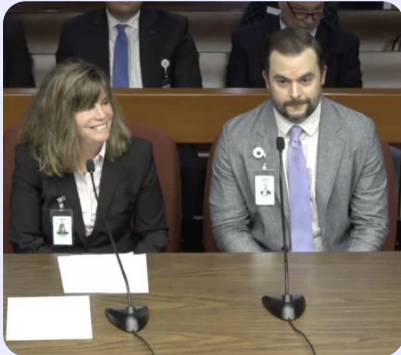
lucie



Oscar is Shaping the Policies that Matter to You



Our goal: Advocate for policies that allow us as the plan and you as the broker to best serve our members.



2025 Wins for OE 2026

Blocked CR 100

that would have required consumers
to create a healthcare.gov account

Delayed shortened OE

Until after OE 26 to give the market time
to adjust to expiring eAPTCs

Generated 13K broker letters

to extend eAPTCs & secured 17 House
Republican votes on a 3-year extension



We need you!

Your voice matters on these issues
to ensure stability and success of
the individual market.

Key Provisions to Know for OE27 (1/2)

*As of June 15, 2026, subject to litigation



Open Enrollment*

- ❑ **FFMs** will run from Nov 1 to Jan 15
- ❑ **SBEs** can define their own OE window



Changing income eligibility checks*

DMI triggered when CMS data sources show income under 100% FPL or tax data unavailable



Reverting FTR process to 1 year*

Consumers who **fail to file tax returns** (FTR) for tax year '25 lose access to PTCs for FFM states in PY27

Key Provisions to Know for OE27 (2/2)

*As of June 15, 2026, subject to litigation

Recapturing excess PTC



Consumers will be responsible for repaying all excess APTC regardless of income, beginning tax year '26

Limiting PTC/CSR eligibility to US Citizens, Nationals, Eligible Non-Citizens



Eligible Non-Citizens are limited to:
Permanent Residents, eligible Cuban and Haitian immigrants, and COFA migrants (nations with special U.S. agreements)

Prohibiting certain broker marketing practices



Brokers prohibited from certain marketing practices, including financial incentives, promising \$0 premiums, and misrepresenting enrollment deadlines

Tightening SEP verification processes*



Consumers enrolling via (SEPs) will be subject to stricter pre-enrollment verification requirements

City of Columbus vs. Kennedy (“Columbus II”)

In early June, the City of Columbus and other plaintiffs filed a lawsuit challenging several provisions of the finalized 2027 NBPP and asking the court to pause those provisions before the rule’s July 20, 2026 effective date.

This is a follow-on to the *City of Columbus v. Kennedy* (“*Columbus I*”) case that delayed parts of the 2025 Marketplace Integrity Rule last year.

This new case was filed by the same plaintiffs, in the same court, and appears to make similar arguments against several rule changes in the 2027 NBPP.



What this means:

At this time, the court has not ruled on the case, and the entire 2027 NBPP remains scheduled to take effect as finalized.

What’s Next:

Oscar is monitoring the litigation and will share updates if a court order or CMS guidance changes implementation timing.

ID Proofing for EDEs-OE 2027

What to know

- Agents and brokers will be required to do a **one time passcode (OTP)** to start applications or make changes to applications
- “Higher risk” consumers will need to **Identity Proof (ID Proof)**
- **CMS is expected to share details with agents & brokers this summer.**



How Oscar is activating your agents

Brokers

- Provide brokers with consistent awareness, education, and live trainings through OE
- Add Broker Portal features that identify potential “at-risk” consumers and push to ID proof

Consumers

- Raise awareness and educate consumers, while pushing them to talk with their broker

EDE Platforms

- Partner with EDEs to develop seamless ID Proofing workflows
- Ensure Oscar trainings match ID Proofing workflows across most EDEs (i.e. no surprises)

OSCAR BROKER
20
VIP
26

Key Provisions for OE28

Passive renewals prohibited for consumers receiving APTCs

Consumers must verify eligibility before OE28 **starting Aug. 1 2027**

Require a standard broker consent form in FFM states by August 1, 2027

Revert to a **1-year FTR requirement for all SBEs** in PY 2028

Delay of non-network QHPs to PY 2028 (additional guidance expected)

What this means for you



2028 will be a reset year for eligibility and broker consent across the ACA marketplace



Oscar is actively working with CMS to shape the details, protocols, and requirements for the pre-OE verification period

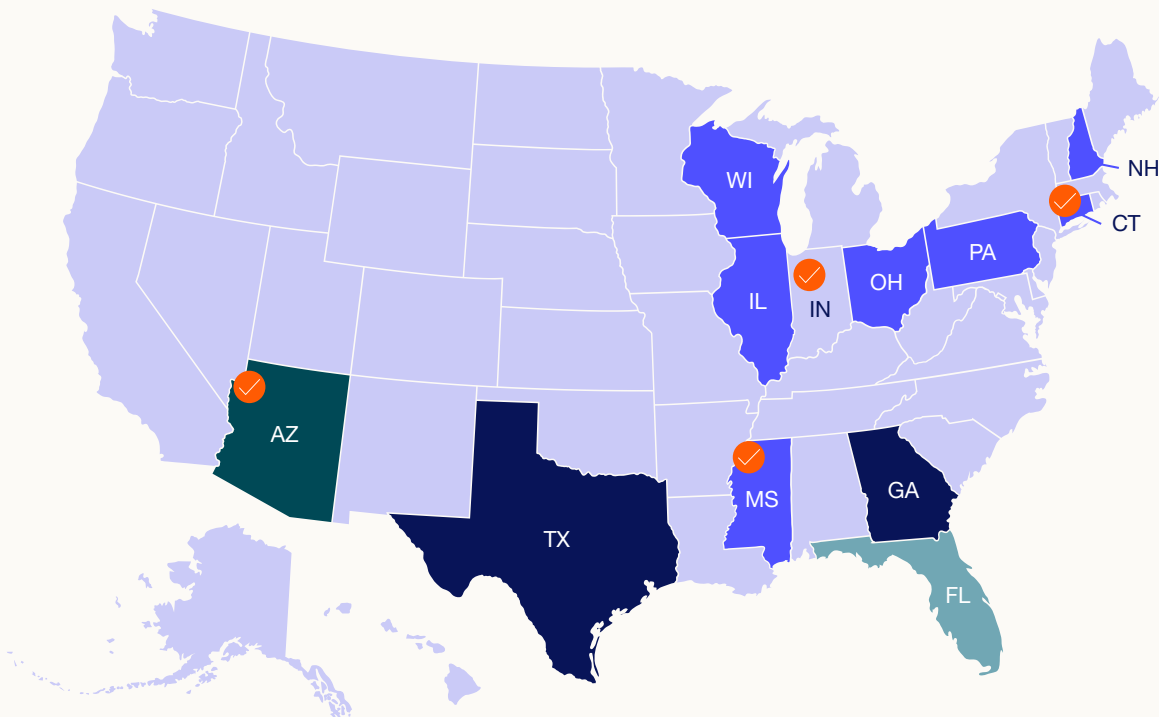


The State ICHRA Game

13 ICHRA bills were filed in **11 states** during the 2025-2026 legislative session

NCOIL Model tax credit legislation adopted

- Adopted
- Tax Credit
- Tax Credit & Interim Study
- Interim Study
- State ICHRA Platform



The Federal ICHRA Game

ICHRA or CHOICE Arrangements provisions introduced in **6 bills** this Congress. Several passed the House with CHOICE but failed in the Senate.

- CHOICE Act ([S 2875](#) / [HR 5463](#))
- Small Business Health Options Awareness Act ([HR 5498](#))
- ICHRA Permanency Act ([H.R.6708](#))

Regulatory Activity

- ICHRA Regulation 2.0
- CMS Engagement

“

ICHRA is the win-win model that gives employers predictable costs and employees the ability to choose the plan that is best for them and their families. Ensuring more small businesses know what ICHRA can do for them is a key step in bringing affordable healthcare to every American.



Mark Bertolini
CEO of Oscar Health

ICHRA Alliance Preview

LAUNCHING SOON! National ICHRA public affairs campaign

Insurance Choice & Affordability Alliance (ICAA)

GOALS

A national coalition advancing modern, flexible, and affordable health coverage — putting choice in the hands of workers and predictability in the hands of employers.

- **Expand Nationwide Adoption:** Modernizing employee benefits across all 50 states.
- **Promote Market Stability:** Advocating for smart state policies and tax incentives — strengthening local risk pools and lowering premium costs for everyone.
- **Simplify Administrative Infrastructure:** Partnering to eliminate administrative friction and streamline onboarding for businesses.

SCAN HERE TO SIGN UP
FOR MORE INFORMATION



Password: OscarBrokerClub

A screenshot of the ICAA website homepage. The top navigation bar is dark blue with the ICAA logo on the left, which includes the text 'ICAA' in a large, bold, white font, and 'Insurance Choice & Affordability Alliance' in a smaller, white font below it. To the right of the logo are the links 'Why ICHRA?' and 'About', and a white 'Sign Up' button. Below the navigation bar is a dark blue banner with the text 'INSURANCE CHOICE & AFFORDABILITY ALLIANCE' in a small, white, all-caps font. The main content area features a large, white, bold headline: 'Health Benefits Should Work for Everyone', where 'Everyone' is in a larger, orange font. To the right of the headline is a section titled 'ICHA BY THE NUMBERS' in a small, white, all-caps font. Below this title is the year '2019' followed by a horizontal line, and the text 'Established under federal regulation. Retained through three administrations.' Below that is the text '13 Introductions, 4 Bills Passed' followed by a horizontal line. At the bottom of this section is the text 'State ICHRA legislation: AZ, CT, FL, GA, IN, MS, OH, TX, IL, NH, PA, WI'. At the very bottom of the page, there is a small, white, all-caps text: 'A national coalition advancing modern, flexible, and affordable health coverage — putting choice in the'.

Our Commitment to You



Continue delivering **industry-leading awareness, education, and training for your brokers and members**



Introduce enablement toolkits and Broker Portal enhancements to maximize broker value and efficiency during open enrollment



Partner with EDEs to **make ID proofing process seamless**



Oscar anchors the individual marketplace



\$0 Gold & \$0 Bronze plans with significantly reduced urgent care costs, balanced deductibles and MOOPs to keep upfront costs low



Richer plan designs with wider reach to lead in ICHRA choice



Expanded core and condition-based plan offerings

New lifestyle products bringing whole health benefits for phases of life



Additional medical products across carriers outside Oscar's footprint plus a full suite of ancillary products

Driving Value: PY 27 Core Enhancements & Product Portfolio

HelloMeno

\$0 access to menopause care for women 45+

Diabetes Care

\$0 routine care, specialists and labs – plus a insulin cap

Breathe Easy

Manage Asthma & COPD at a more affordable price

Oscar Dental

Preventive dental care without added cost

Chronic Care CKM

Manage complex conditions without compounding costs

Oscar Vision

See clearly, spend less on care that you use every year

RetireEase

Affordable predictable coverage pre-Medicare

Hy-Vee Health with Oscar

No-cost Hy-Vee Health care & rewards



Impact that Matters

NEW!

Lower urgent care costs

NEW!

Coinsurance reduced in all Silver

~\$900 savings
per member per year

15% increase
in PCP access

13% increase
in clinically relevant exams

Lower ER utilization &
higher Rx adherence

RetireEase

Prime your book to capture and attract
1.6M consumers ages 55-64
before they qualify for Medicare

Improved cost and coverage structure

Gold & Bronze plans on- and off-ex

\$0-35 copays for PCP visits, labs & virtual care

\$0 Tier 1a prescriptions & physical therapy

Specialized care for an active lifestyle

Chiropractic services

Fixed specialist copays = no surprises

Free gym membership

Build lifelong clientele

Build the bridge between employer-sponsored and
Medicare for longer term client retention.

	Gold Plan	Bronze Plan
Deductible	\$3,000 MOOP: \$8,500	\$8,500 MOOP: \$12,000
Coinsurance	30%	50%
PCP / OP BH	\$0	\$35
Labs/ PT / Chiro / Urgent Care	\$20	\$45
Specialist	\$75	\$100
Rx	T1a \$0 T1b \$10 T2 \$40	T1a \$0 T1b \$25

Oscar Dental & Vision

Meeting a consumer's whole health needs

- Dental check-ups covered at 100%
- Basic and major dental services covered @ 50%
- In- and out-of-network dental coverage
- \$0 annual eye exams, \$0 glasses, \$0 contacts and lenses
- Enhanced pediatric coverage



Structured to be agile

Members in FL, GA, OH, NC, SC, TX, TN, & AZ can choose to have coverage bundled or enroll separately

100% frictionless embedded option

Offers a unified 'one card, one app' member experience with no need to manage multiple premiums and logins

Power Year-Round retention

Turn routine care into a retention engine with preventive visits that drive network loyalty and plan satisfaction.

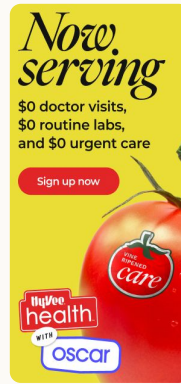


80k+

Individual opportunity with new on-ex and off-ex
Hy-Vee Health with Oscar expansion in IA and
off-ex launches in KS, MO, NE (**81+ counties**)

Expanded on- and off-ex offerings

- Free care at Hy-Vee Health Exemplar Care (\$2-\$3k value)
- Low-cost specialists and prescriptions
- Oscar Care Guide and Oswell support
- \$50 in Hy-Vee rewards for gas, groceries, dietician services, and more



Unveiling the new Oscar Rewards program

More than health – we're making *living* more affordable (and a little more fun)



OSCAR BROKER
VIP 26
VIP EVENT

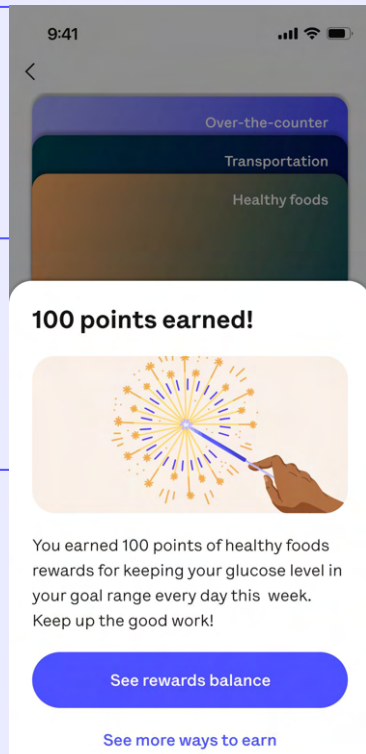
Cover premiums or everyday costs with instant access to earned funds through the Oscar debit card



Turn weekly savings into a game with discount drops from major household brands



Make popular wellness tools available to anyone, anywhere



Your ACA book is your ICHRA advantage



Unlock new revenue streams within your own book

Small business owners now have options they never had before. You can bridge the gap and help them meet new worker expectations.



Build sticky, recurring, and scalable revenue

One employer relationship brings a whole book of individuals renewing every year. Employers who adopt don't churn easily.



Your ACA expertise puts you ahead of the pack

Most group brokers can't do what you do. Metal levels, networks, carriers — you know this better than anyone.



Evolve and modernize as the individual market expands

Capitalize on the 225M+ employer market as ICHRA momentum builds. The opportunity is here and now is the time to embrace it.

*TASC ICHRAs Unlocked: Insights, Growth Drivers, and the Road Ahead (2025).

**The 2026 ICHRA Report (Deft 2026).

82%

of brokers said ICHRA delivers good savings for their clients*

31%

increase in ICHRA adoption for employers 200+ in 2025*

20%

of employers bring in a new consultant to switch to ICHRA**



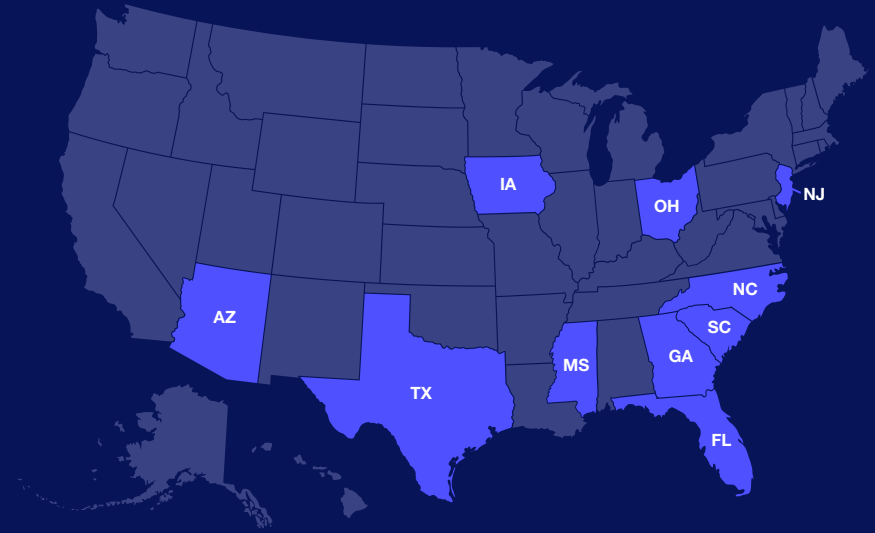
Characteristics of a good ICHRA market

- Diverse carrier mix, not dominated by one player
- Small group pricing greater than individual
- Large predicted total addressable market
- Presence of local policy
- Plans with richer benefits and network access

The average Individual plan can be as much as **\$400 cheaper** than small group plans in prime ICHRA markets*

Where Oscar wins with ICHRA

strong ICHRA markets + strong Oscar portfolio



ICHRA product



A full spectrum of choice with new Gold and Platinum to Silver and Bronze

- ❑ Gold & Platinum with \$0 deductible
- ❑ Platinum plans in OH, FL, NJ to compete with group coverage
- ❑ Expansion into new markets including NC, SC, VA



Growing Off-exchange to reach more members

- ❑ Hy-Vee Health with Oscar into Kansas, Missouri, Nebraska
- ❑ HelloMeno Off-Ex Gold Plan
- ❑ Bronze Saver plans in FL



Network expansion and reciprocity

- ❑ New Ohio network includes Ohio State
- ❑ New network reciprocity with New Jersey members accessing key New York City provider systems

Creating new value for your members



Market Exit Mapping

The market is constantly changing — we'll make it easy to move your clients in the right plans.

- Leverage Oscar's localized stability
- Carrier plan mapping tools and guides
- Incentive programs

Buy-Up and Buy-Down

Oscar offers a curated portfolio with affordable options for all your clients.

- Robust market heat maps
- Optimized and new portal features
- Plan Comparison Scenarios

Enable Consultative Selling

No health need, budget or plan choice is the same.

- Lucie offers bundling for ancillary benefits
- Lifestyle plan portfolio guides
- Robust digital toolkits



The only marketplace for individual ancillary and supplemental enrollment

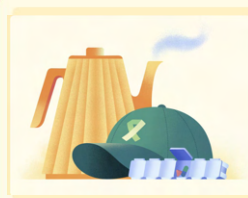
- ✓ Added financial protection for members
- ✓ You get to keep your FMO hierarchy



Short-Term



Critical Illness



Cancer



Dental



Accident



Vision



Estella

A 46 year-old single mom working part time in a Miami bakery making \$48K/year. She meets with her broker from Madrinas Insurance every October to go over her healthcare needs and understand her options.

- **Income Level:** 300% of FPL
- **Subsidy on ACA:** \$397/month
- **Estimated Premium w/ Dental & Vision:** \$210
- **Supplemental via Lucie:** \$59
- **Total Monthly Cost:** \$269/month

Guided shopping



Find the Right Coverage

Oscar + HelloMeno:

Her broker used **the plan comparison tools** to match her with a plan that affordably addresses her health concerns (\$153/month)



HelloMeno

Oscar + Dental/Vision:

Her broker ensured she was enrolled in embedded dental / vision for new glasses and vi-annual cleanings (~ +60/month).



Enrollment



Bundle and Enroll

Aflac + Cancer Coverage:

Due to genetic concerns, she protects herself with additional coverage (~\$39/month)



Allstate + Accident:

As a busy mom teens who drive, she's prepared with cash-back benefits just in case (~\$20/month).



Her broker - trained in Lucie - completes all enrollments with one transaction.

Retention



Personalized Engagement

Welcome and Onboarding:

Reflects her bundled choices and outlines the benefits in one place.

Next Open Enrollment

Her total coverage is saved to her profile to easily reference when it's time to renew.





Meet Shannon

Shannon is 42 and lives in Orlando, FL, she has limited expendable income and is saving to buy her first home. Income is \$45,000 a year.

- **Insurance:** Oscar Bronze Classic Standard (2026 Version)
- **Monthly Premium:** \$0
- **FPL Subsidy:** \$586
- **Deductible:** \$7,500
- **Out of Pocket Max:** \$10,000

The power of bundling for Bronze plans

Option A: Accident Insurance

Members are paid a set amount of cash if they experience a covered injury or illness, or after a hospital stay

Option B: Critical Illness

Members receive lump-sum financial support after a covered critical illness or injury to help focus on recovery

Option C: Cancer Insurance

Members get a cash payout for a covered diagnosis. That helps with specialty drugs, travel costs, or keeping bills paid

Option A by the numbers How Accident Insurance Works

MONTHLY PREMIUM BREAKDOWN

Oscar Health:	\$0
Allstate Health:	\$18
Total Premium:	\$18

MEMBER RESPONSIBILITY BREAKDOWN

Hospital Admission	\$9,300
Oscar Deductible:	\$7,500
Plan Enhancer Benefit:	\$7,500
Member Responsibility	\$250¹

¹Allstate Plan Enhancer Deductible

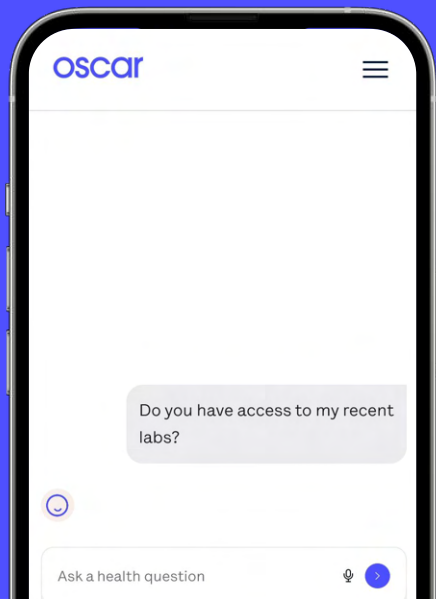
A man with dark hair, shirtless, is sitting in a grey upholstered chair. He is holding a dark grey mug with both hands and looking out a window to his right. His legs are crossed and resting on a windowsill. He is wearing blue and white checkered pajama pants. The background shows a kitchen with teal cabinets and a white countertop. A window with white curtains is visible on the right side of the frame.

Consumers expect choice,
affordability, and quality.

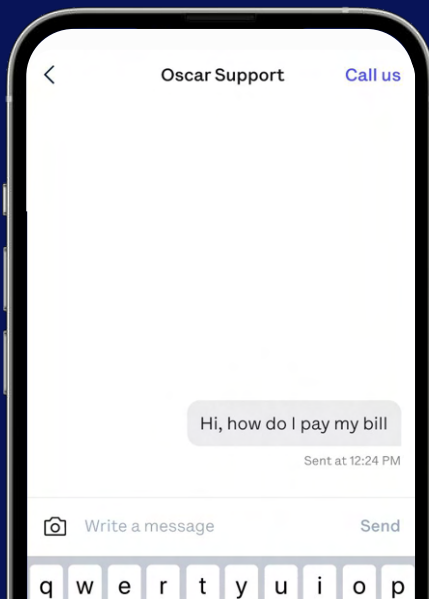
Oscar blazed the trail and is building
the experience to deliver it.

AI-powered potential

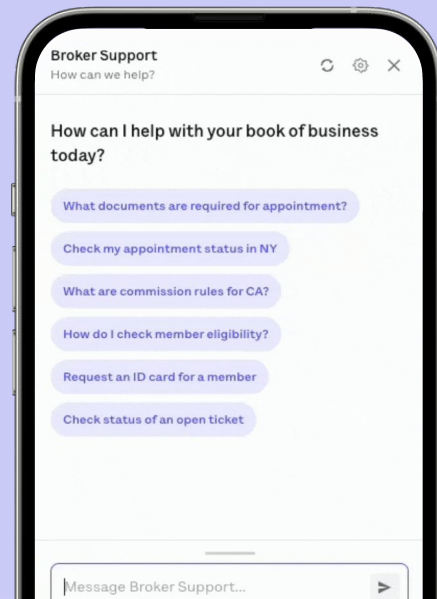
Member tools that change the outcome beyond the health plan



Curate **personal benefits** and care navigation so you can focus on your business



Broker tools that don't just manage, but grow your book



OSCAR BROKER
20
VIP
VIP EVENT

Meet Oswell.

Our new personal health AI agent.



Resolves

85%+ success rate in
first responses to members

Drives

20% return rates with 16K+
conversations *powering your
long-term renewals*

Guides

members to in-network care,
increasing plan satisfaction

Always learning

leverages real-time data to stay
a current and trusted resource

Real-time Drug Pricing.

Transparency members only get here.

Explains & clarifies

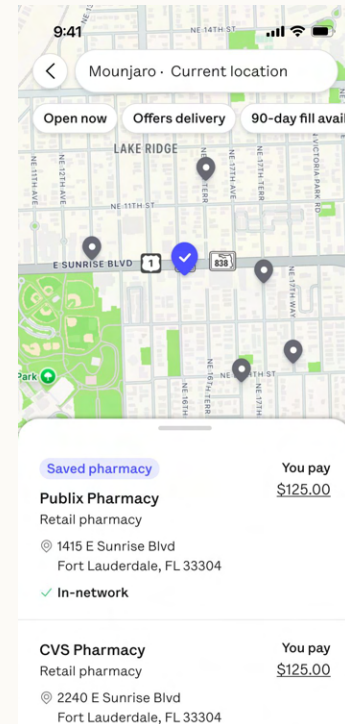
coverage details, requirements,
and real-time pharmacy pricing

Guides members

to lower cost in-network pharmacies
and covered alternatives

Closes care gaps

50% of members have at least
one prescription drug claim



24/7 AI Benefit support in English & Spanish.

57%

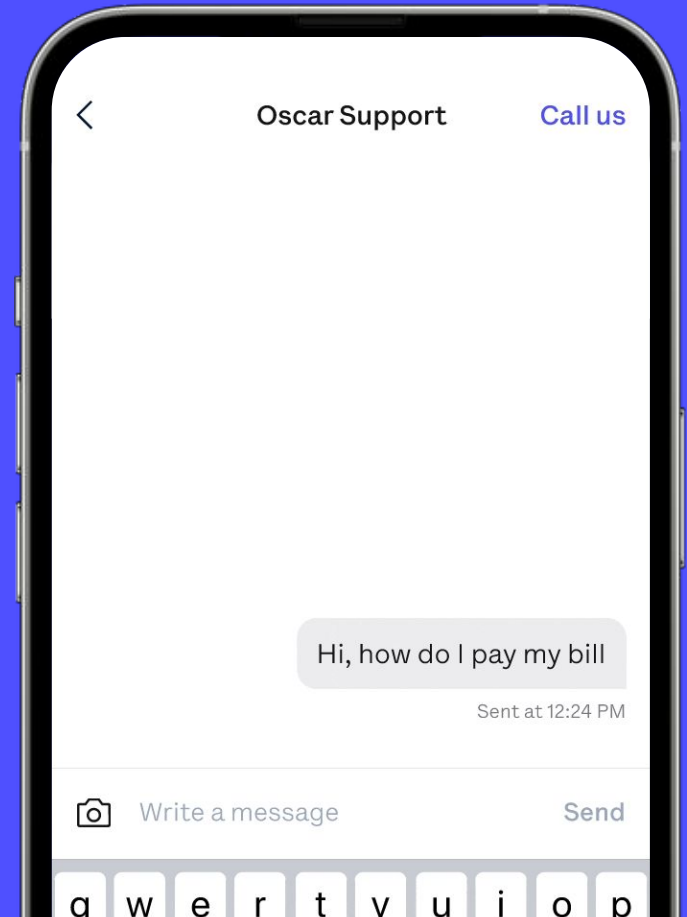
Eligible messages are resolved without a call

38%

Eligible calls resolved by the AI agent

25%

Secure message volume freeing up agent capacity



Broker Leaderboards



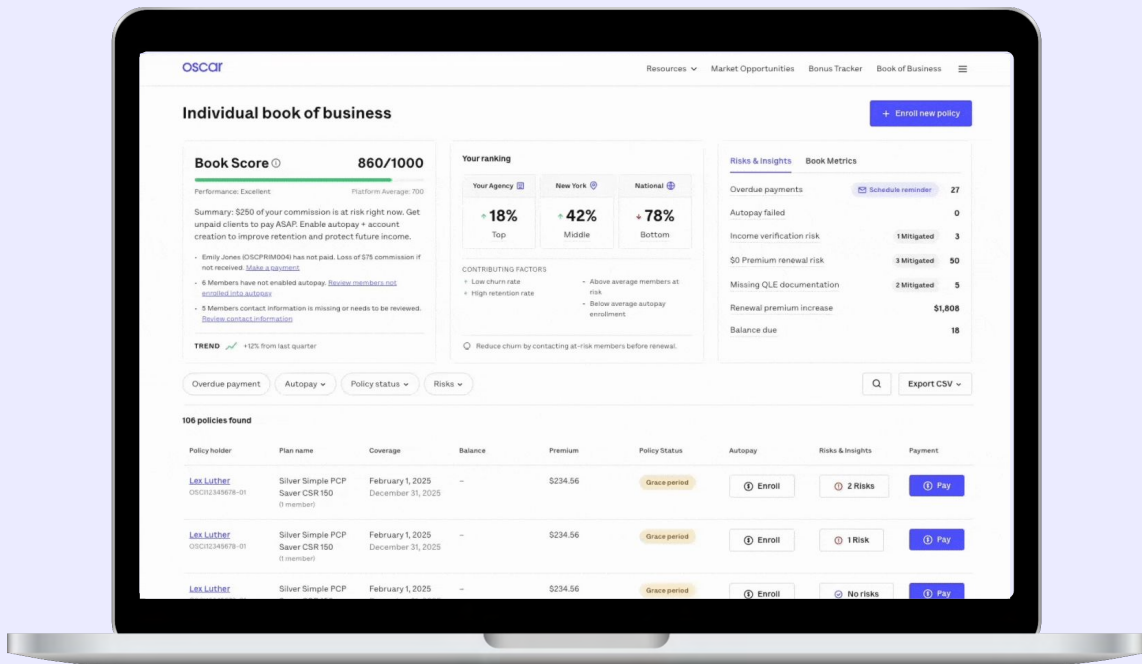
View your rank at agency, state and national levels



See how rank is defined with insights and actions



Personalized insights with recommended actions



Oswell for Brokers

COMING SOON!

Resolve inquiries instantly

Get real time answers on eligibility, commissions & appointment

Empower member support

Query specific member details through natural language

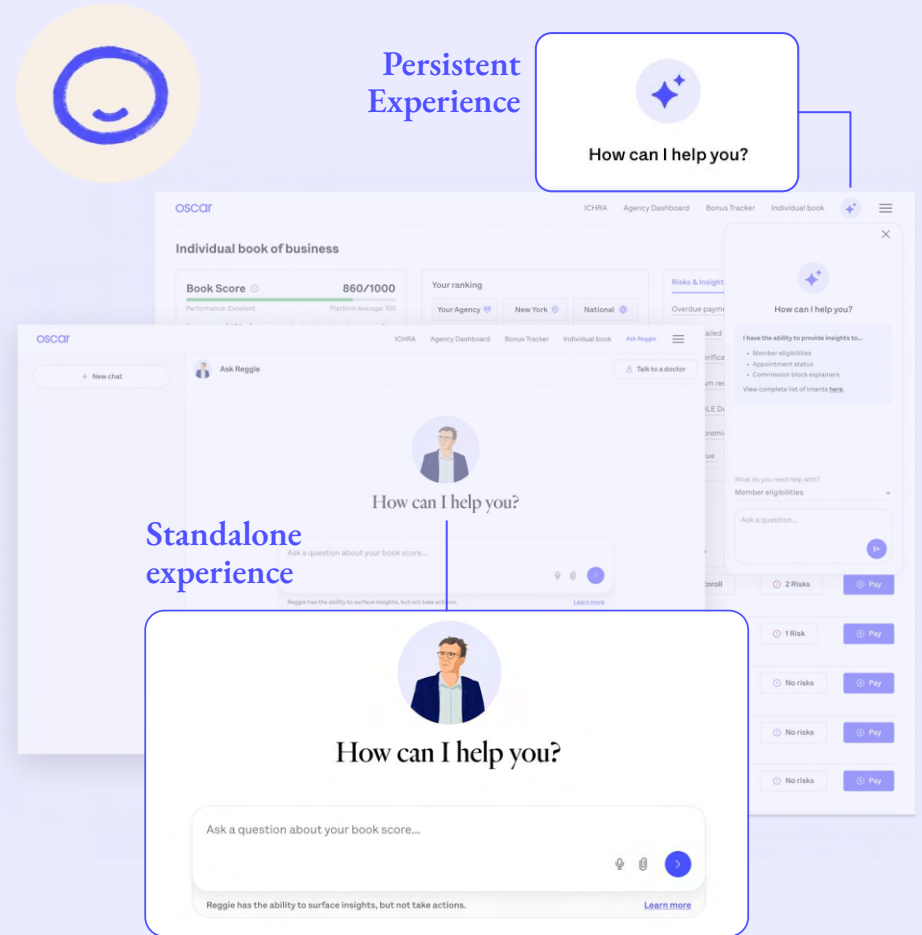
Enable scale

Phased testing and national rollout occurring through 2026

Unlock Retention Insights

Predictive analytics on member churn & engagement actions

Concepts for an AI powered chat experience for brokers.



Our Future Starts Now



We are shaping the future
of the individual market



Our collective innovation
sets us apart



Your success is our success

OSCAR BROKER
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