

UNITED INSURANCE HOLDINGS CORP.

Form FWP

February 26, 2014

United Insurance Holdings Corp.

NASDAQ: UIHC

Follow-on Offering

February 2014

Filed Pursuant to Rule 433

Issuer Free Writing Prospectus dated

February 26, 2014

Registration No. 333-191472

Presenters

2

Mr. John Forney, CFA  
Chief Executive Officer  
(727) 280-4155  
jforney@upcinsurance.com

Mr. Brad Martz  
Chief Financial Officer

(727) 280-4157

[bmartz@upcinsurance.com](mailto:bmartz@upcinsurance.com)

3

INTRODUCTION

Industry

Property/Casualty Insurance

Business

Homeowners Insurance in FL /

SC / MA / RI / NC / NJ / TX

HQ

St. Petersburg, FL

Employees

Approximately 90

Policies in Force

202,454 (at 12/31/13)

Cash / Inv.

\$323.8M (at 12/31/13)

Dividend

\$0.03 MRQ (at 12/31/13)

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling toll-free 1-800-248-8863. Statements in this presentation that are not historical facts are forward-looking statements that are subject to certain risks and uncertainties that could cause actual events and results to differ materially from those discussed herein. Without limiting the generality of the foregoing, words such as may, will, expect, believe, anticipate, intend, could, would, estimate, or continue or the other negative variations thereof or comparable terminology are intended to identify forward-looking statements. The forward-looking statements in this presentation include statements regarding the Company's or management's plans, objectives, goals, strategies, expectations, estimates, beliefs or projections, or any other statements concerning future performance or events. The risks and uncertainties that could cause our actual results to differ from those expressed or implied herein include, without limitation, the success of the Company's marketing initiatives, inflation and other changes in economic conditions (including changes in interest rates and financial markets); the impact of new regulations adopted which affect the property and casualty insurance market; the costs of reinsurance and the collectability of reinsurance, assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; or ability to obtain regulatory approval for requested rate changes, and the timing thereof; legislative and regulatory developments; the outcome of litigation pending against us, including the terms of any settlements; risks related to the nature of our business; dependence on investment income and the composition of our investment portfolio; the adequacy of our liability for loss and loss adjustment expense; insurance agents; claims experience; ratings by industry services; catastrophe losses; reliance on key personnel; weather conditions (including the severity and frequency of storms, hurricanes, tornadoes and hail); changes in loss trends; acts of war and terrorist activities; court decisions and trends in litigation, and health care; and other matters described from time to time by us in our filings with the SEC, including, but not limited to, the Company's Annual Report on Form 10-K for the year ended December 31, 2013. In addition, investors should be aware that generally accepted accounting principles prescribe when a company may reserve for particular risks, including litigation exposures. Accordingly, results for a given reporting period could be significantly affected if and when a reserve is established for a major contingency. Reported results may therefore, appear to be volatile in certain accounting periods. The Company undertakes no obligations to update, change or revise any forward-looking statement, whether as a result of new information, additional or subsequent developments or otherwise.

Safe Harbor At a Glance

Offering Summary

4

Offering Size

\$50 million

Last Trade

\$14.10

as

of

February

26

th

,

2014

Type

Follow-on public offering of common stock

Over-Allotment

15% (Primary)

Exchange and Symbol

NASDAQ Capital Market stock exchange under the ticker symbol UIHC

Use of Proceeds

General corporate purposes including statutory capital in support of growth

Expected Pricing Date

February

27

th

,

2014

Business Model

5

To build a sustainable franchise that delivers quality homeowners insurance products in select markets in order to produce superior risk-adjusted returns for investors.

MISSION

To be the premier provider of property insurance in catastrophe exposed areas.

VISION

To grow selectively in target markets by building a superior team of insurance professionals that can (i) provide agents and homeowners quality insurance products with world-class service and systems; (ii) raise & manage capital to support business growth; and (iii) build and maintain relationships with external partners.

STRATEGY

Corporate Structure

6

United Insurance Holdings Corp.

(NASDAQ : UIHC)

Insurance subsidiary that writes  
policies and bears risk of loss

Managing general agency that  
provides personnel and

management services for the  
combined entity

Claims subsidiary that provides  
field inspection services for a  
portion of the company's non-  
catastrophe claims

Four wholly-owned subsidiaries

Reinsurance subsidiary that  
provides fully collateralized risk  
transfer for a portion of the  
company's reinsurance program

United Property

& Casualty

Insurance

Company

United Insurance

Management

Skyway Claims

Services

UPC Re

7

Why UPC Insurance?

Significant dislocation and lack of windstorm capacity in most coastal states

Only need small market share to generate significant premium growth

Top 10 in Florida & 48 nationally, but 3 fastest growing in homeowners

Public offering December 2012

Raised roughly \$28 million to support growth; achieved NASDAQ listing

Strong demand from reinsurance partners to help manage risk and volatility

Stability and deep experience at the Board level

Augmenting strong foundation of tenured associates with new talent

Developing new incentive compensation plans to ensure proper alignment

Focused on risk selection and spread of risk

Run sophisticated catastrophe modeling in house supported by key partners

Highly automated and easy to use underwriting and agency technology platforms

Strong Financial

Performance

Compelling Market

Opportunity

Proven Access to

Capital

Exceptional

Management Team

Unique Insurance

Capabilities

Profitable in 14 of 15 years since inception in 1999

YTD 12/31/13 results: \$381.4 million written & \$20.3 million of net income

TTM ROAE of 20.8% despite nearly \$8 million of catastrophe and development expense

th

rd

Exceptional Management Team

8

Gregory C. Branch  
Chairman

Chairman of UPC Insurance since inception in 1999

Prior Member of Lloyd's of London for over 20 years

Former Chairman of Summit Holding Southeast, Inc. (acquired by Liberty Mutual)

John L. Forney, CFA

President & CEO

25+ year successful career in investment banking, insurance and risk management

Former  
Managing  
Director,  
Raymond  
James

Advised  
state  
government  
agencies

in  
Florida  
(Citizens/FHCF/FIGA),  
California (CEA), Texas (TWIA), North Carolina (NCJUA) and Louisiana (Citizens) on insuring property catastrophe risks.

Advised  
major  
national  
industry  
consortium

led  
by  
State  
Farm  
and  
Allstate  
on  
managing  
residential  
natural  
catastrophe  
risk  
B. Bradford Martz, CPA  
CFO

19+ years of progressively responsible experience in the insurance, public accounting, homebuilding and technology sectors

Former CFO/CAO, Bankers Insurance Group / Former Managing Partner, Lake, Martz & Co, P.A. / Former CFO, Bonded  
Builders Home Warranty

Andrew Swenson, CISS

CIO

25+ years of experience leading technology efforts at multiple large publicly traded international service organizations

Former CIO at Vology, Tribridge, Sykes Enterprises, ABR Information Services (a/k/a Ceridian) and ServiceMaster, LLP  
Deepak Menon, CPCU  
VP of Operations

18+ years of underwriting, product and distribution strategy experience with a focus on well managed growth

Former VP  
of  
Marketing  
for  
American  
Strategic  
Insurance  
/

Former  
Product  
Manager  
for  
ACE  
and  
One  
Beacon

John Langowski, AIC, AIM  
VP of Claims

22+ years of industry-related experience; 10+ years spent at Fortune 100 companies specializing in P&C insurance

Former VP and Chief Claims Officer, Cypress Insurance Group / Former Regional Director of Claims, Farmers Insurance Group in Texas  
Jay Williams, CIC, CRM,  
AAI, AIP, ACSR  
VP of Marketing

33+ years of insurance experience; served in various new business development and marketing roles for insurance entities

Former Managing Director, Florida Association of Insurance Agents / Former Marketing VP at Bankers Insurance Group

Historical Highlights

9

PHASE 1: 1999-2007

UPC Insurance begins operations in FL in 1999 and records profits every year, even in the wake of 8 hurricanes in 2004-2005

PHASE 2: 2008-2011

UPC Insurance becomes a public company; growth slows as market changes impact FL, but underlying operations remain strong and expansion outside of FL commences

PHASE 3: 2012 & Beyond

Growth and profitability resume upward trajectory with revamped Board and management team leading business expansion in FL and other states

TIMELINE

Started operations in 1999;

Maintained profitability despite significant catastrophic loss activity

Paid over 30,000 claims on 8 separate hurricanes with incurred losses over \$521M

Avoided sinkhole losses that plagued most Florida insurers (1.7% of gross earned premium ITD)

Suffered only unprofitable year in company history (2010) as a result of windstorm mitigation credit actions in FL

Became an SEC-reporting entity in 2008

Began expansion outside of Florida in 2010

Completed first public equity offering and listed on NASDAQ (UIHC) in 2012

Finished 2013 with approximately \$108M of equity capital and \$228M market capitalization

Currently writing in 7 states;  
licensed in 2 additional  
states; applications pending  
in 3 more states

Key Strategies

10

Target mix of 55% FL / 45% Non-FL in 5 years

Minimize concentrations and reduce peak exposures

2. Geographic diversification to capitalize on market opportunity

Follow-on offering will help maintain risk metrics at target levels

Enhance  
catastrophe  
reinsurance  
protection  
against  
frequency  
and  
severity

3. Strengthen capital position to enhance anti-fragility

Increase in-house claims adjudication capabilities

Leverage technology and transition away from BPO model

Blue-Label Service, Keep the Promise

4. Differentiate on service to win agent/customer loyalty

Proprietary in-house risk scoring and exposure modeling

Build out product management model with increased accountability for results

5. Drive Risk Management Culture

Top six officers all joined company in last 18 months

Diverse group with large company, multi-state experience

1. Build world-class leadership team

(1)  
Premium in thousands. Excludes flood line of business. Data as of December 31, 2013.

(2)  
Policy numbers exclude flood line of business. Data as of December 31, 2013  
Current Portfolio Composition

11  
Premium In-Force

By Line of Business

Policies In-Force

97%

3%

Homeowners

Fire

80%

5%

8%

5%

2%

FL

RI

SC

MA

Other (NC, NJ & TX)

Total premium in-force: \$380,692

Total

Premium

in-force:

\$380,692

(1)

Total

policies

in-force:

202,454

(2)

12

State Expansion Status

Continued Growth in Existing States (FL, MA, NC, NJ, SC, RI, TX)

Future Growth Planned in All Coastal States (TX to ME)

### Target Market Competitive Landscape

UPC is 32  
nd  
largest  
writer of Home in  
our target markets,  
but 3

rd  
fastest  
growing in U.S.

Large nationals that  
dominate the top 10  
show very little  
growth in these  
coastal markets.

8 of top 50  
domiciled in FL, but  
only ASI and UPC  
have a meaningful  
presence outside FL.

13  
Source: SNL  
Homeowners data for year ended December 31, 2012 for all Gulf and Atlantic states from TX to ME

Company Name

State

SNL Group Name

Total

Mkt Share

1  
State Farm Mutl Automobile Ins (SNL P&C Group)

IL

State Farm Mutl Automobile Ins (SNL P&C Group)

7,399,552

17.3%

2

Allstate Corp. (SNL P&C Group)

IL

Allstate Corp. (SNL P&C Group)

4,076,862

9.6%

3

Liberty Mutual (SNL P&C Group)

MA

Liberty Mutual (SNL P&C Group)

2,575,611

6.0%

4

Travelers Companies Inc. (SNL P&C Group)

MN

Travelers Companies Inc. (SNL P&C Group)

2,367,721

5.5%

5

USAA Insurance Group (SNL P&C Group)

TX

Edgar Filing: UNITED INSURANCE HOLDINGS CORP. - Form FWP

USAA Insurance Group (SNL P&C Group)  
2,337,322  
5.5%  
6  
Nationwide Mutual Group (SNL P&C Group)  
OH  
Nationwide Mutual Group (SNL P&C Group)  
1,787,314  
4.2%  
7  
Citizens Property Ins Corp.  
FL  
-  
1,637,389  
3.8%  
8  
Chubb Corp. (SNL P&C Group)  
NJ  
Chubb Corp. (SNL P&C Group)  
1,396,628  
3.3%  
9  
Farmers Insurance Group of Cos (SNL P&C Group)  
CA  
Farmers Insurance Group of Cos (SNL P&C Group)  
1,337,534  
3.1%  
10  
Erie Insurance Group (SNL P&C Group)  
PA  
Erie Insurance Group (SNL P&C Group)  
751,893  
1.8%  
11  
Universal Insurance Holdings (SNL P&C Group)  
FL  
Universal Insurance Holdings (SNL P&C Group)  
726,305  
1.7%  
12  
ARX Holding Corp. (SNL P&C Group)  
FL  
ARX Holding Corp. (SNL P&C Group)  
559,785  
1.3%  
13  
Tower Hill Group (SNL P&C Group)  
FL  
Tower Hill Group (SNL P&C Group)  
554,607

1.3%  
14  
MetLife Inc. (SNL P&C Group)  
NY  
MetLife Inc. (SNL P&C Group)  
537,227  
1.3%  
15  
American International Group (SNL P&C Group)  
NY  
American International Group (SNL P&C Group)  
526,784  
1.2%  
16  
Hartford Financial Services (SNL P&C Group)  
CT  
Hartford Financial Services (SNL P&C Group)  
509,321  
1.2%  
17  
Amica Mutual Insurance Co. (SNL P&C Group)  
RI  
Amica Mutual Insurance Co. (SNL P&C Group)  
429,172  
1.0%  
18  
Tower Group International Ltd. (SNL P&C Group)  
-  
Tower Group International Ltd. (SNL P&C Group)  
335,752  
0.8%  
19  
Alfa Mutual Group (SNL P&C Group)  
AL  
Alfa Mutual Group (SNL P&C Group)  
315,556  
0.7%  
20  
Allianz Group (SNL P&C Group)  
IL  
Allianz Group (SNL P&C Group)  
311,342  
0.7%  
21  
NC Farm Bureau Mutual Ins Co. (SNL P&C Group)  
NC  
NC Farm Bureau Mutual Ins Co. (SNL P&C Group)  
296,767  
0.7%  
22

Texas Farm Bureau (SNL P&C Group)  
TX  
Texas Farm Bureau (SNL P&C Group)  
290,264  
0.7%  
23  
MAPFRE (SNL P&C Group)  
MA  
MAPFRE (SNL P&C Group)  
290,006  
0.7%  
24  
Sthrn Farm Bureau Cas Ins Grp (SNL P&C Group)  
MS  
Sthrn Farm Bureau Cas Ins Grp (SNL P&C Group)  
284,688  
0.7%  
25  
St. Johns Insurance Co.  
FL  
-  
263,551  
0.6%  
26  
Homesite Group Inc. (SNL P&C Group)  
MA  
Homesite Group Inc. (SNL P&C Group)  
258,587  
0.6%  
27  
Munich-American Holding Corp. (SNL P&C Group)  
NJ  
Munich-American Holding Corp. (SNL P&C Group)  
256,271  
0.6%  
28  
Andover Companies (SNL P&C Group)  
MA  
Andover Companies (SNL P&C Group)  
245,737  
0.6%  
29  
Florida Peninsula Holdings LLC (SNL P&C Group)  
FL  
Florida Peninsula Holdings LLC (SNL P&C Group)  
244,288  
0.6%  
30  
Auto-Owners Insurance Co. (SNL P&C Group)  
MI

Edgar Filing: UNITED INSURANCE HOLDINGS CORP. - Form FWP

Auto-Owners Insurance Co. (SNL P&C Group)

241,198

0.6%

31

Assurant Inc. (SNL P&C Group)

NY

Assurant Inc. (SNL P&C Group)

239,938

0.6%

32

United P&C Insurance Co.

FL

-

233,708

0.5%

33

Hanover Insurance Group Inc. (SNL P&C Group)

MA

Hanover Insurance Group Inc. (SNL P&C Group)

221,081

0.5%

34

Universal Group Inc. (SNL P&C Group)

PR

Universal Group Inc. (SNL P&C Group)

211,210

0.5%

35

Homeowners Choice P&C Ins Co.

FL

-

208,144

0.5%

36

GA Farm Bureau Mutual Ins Co. (SNL P&C Group)

GA

GA Farm Bureau Mutual Ins Co. (SNL P&C Group)

205,599

0.5%

37

Kemper Corp. (SNL P&C Group)

IL

Kemper Corp. (SNL P&C Group)

203,780

0.5%

38

COUNTRY Financial (SNL P&C Group)

IL

COUNTRY Financial (SNL P&C Group)

199,318

0.5%  
39  
Security First Insurance Co.  
FL  
-  
189,243  
0.4%  
40  
NJ Manufacturers Ins Co (SNL P&C Group)  
NJ  
NJ Manufacturers Ins Co (SNL P&C Group)  
187,115  
0.4%  
41  
ACE Ltd. (SNL P&C Group)  
PA  
ACE Ltd. (SNL P&C Group)  
179,249  
0.4%  
42  
Auto Club Exchange Group (SNL P&C Group)  
CA  
Auto Club Exchange Group (SNL P&C Group)  
178,896  
0.4%  
43  
Plymouth Rock Co. (SNL P&C Group)  
NJ  
Plymouth Rock Co. (SNL P&C Group)  
171,110  
0.4%  
44  
NBIC Holdings Inc. (SNL P&C Group)  
RI  
NBIC Holdings Inc. (SNL P&C Group)  
165,631  
0.4%  
45  
NYCM Insurance Group (SNL P&C Group)  
NY  
NYCM Insurance Group (SNL P&C Group)  
161,913  
0.4%  
46  
Arbella Mutual Insurance Co. (SNL P&C Group)  
MA  
Arbella Mutual Insurance Co. (SNL P&C Group)  
153,076  
0.4%  
47

QBE Insurance Group Ltd. (SNL P&C Group)

NY

QBE Insurance Group Ltd. (SNL P&C Group)

141,049

0.3%

48

State Auto Insurance Companies (SNL P&C Group)

OH

State Auto Insurance Companies (SNL P&C Group)

132,180

0.3%

49

GeoVera Insurance Holdings Ltd (SNL P&C Group)

CA

GeoVera Insurance Holdings Ltd (SNL P&C Group)

127,850

0.3%

50

Republic Companies Group (SNL P&C Group)

TX

Republic Companies Group (SNL P&C Group)

126,520

0.3%

Huge Super Regional Opportunity  
14  
Homeowners Direct Written Premium  
2012  
0.00 to 0.25  
0.25 to 0.50  
0.50 to 1  
1 to 2

2 to 3

3 to 4

4 to 5

5 to 6

6 to 7

7+

FL

20%

NON-FL

80%

Source: SNL

DC

Scale (\$ Bil )

Ideal Mix in 5 Years ~ 55% in Florida / 45% Coastal

Florida = 20% of DWP in UPC Insurance s Target Markets

Regulatory & Political Environment

Favorable Conditions for Homeowners Carriers

Continued de-concentration/optimization fueling hard market in many cat-exposed areas.

Florida  
market

softening  
due  
to  
lower  
reinsurance  
and  
loss  
costs  
as  
well  
as  
several  
years  
of  
rate  
increases.

Market fragmentation supports ability to achieve desired spread of risk.

Rate adequacy improving in most states, but affordability constraints remain.

CAT claims experience is critical as service standards are increasingly tightened and regulated.

Emphasis on Depopulation of Residual Markets

Exposure growth is generally viewed as a serious financial threat in many states.

The Clearinghouse

concept

is

a

good

keep

out

strategy

that

could

help

UPC

achieve

balanced

growth

in Florida, Texas, North Carolina and elsewhere.

Good risks can inadvertently land in residual markets which allows for opportunistic assumption or takeout of policies that improve overall portfolio risk metrics.

Growing Acceptance of Rate-to-Risk Methods

Expanded use of model-based rating for expected losses using distance-to-coast factors.

Increased flexibility of coverage and form changes to help control loss costs.

Use of credit scoring becoming more prevalent.

15

Marketing Highlights

16

PIF

GPE

Y/Y Growth = 46.7%

Y/Y Growth = 49.6%

Q4 GPE:

\$91.8M

\$47.1

\$49.1

\$50.7

\$54.4

\$58.6

\$62.6

\$69.9

\$74.9

\$80.1

\$91.8

\$0

\$20

\$40

\$60

\$80

\$100

98

102

108

115

124

135

157

168

179

202

50

100

150

200

250

-

Q4 PIF:

202,454

Increasing Geographic Diversification

17

Policies in-force at 12/31/2013

Policies in-force at 12/31/2012

Total PIF: 135,297

(1)

Total *PIF*: 202,454

(1)

87%

8%

2%

3%

8%

5%

5%

80%

2%

(1)

Policy numbers exclude flood line of business. Data as of December 31, 2013.

117,233

10,569

4,247

3,248

18,064

FL

SC

MA

RI

163,314

15,186

10,900

9,990

3,064

39,140

FL

SC

MA

RI

Other (NC, NJ & TX)

Strong Retention Rates  
18  
Annual Average %  
2011  
2012  
2013  
Retained At Renewal  
90%

93%

91%

Retained Through Full Policy Term

78%

82%

86%

+15.9%

FL Rate Changes

+7.6%

+9.5%

60%

65%

70%

75%

80%

85%

90%

95%

100%

Retained At Renewal

Retained Through Full Policy Term

Quality Growth Reflected in Portfolio Metrics

Modeled Cat Avg.

Annual Loss to

Premium In-Force

Note: AAL and PML are modeled using AIR assuming long-term and no demand surge. The TIV presented is adjusted for cov  
19

Total Insured Value and

Policies In-Force

0  
50  
100  
150  
200  
250  
\$0  
\$20  
\$40  
\$60  
\$80  
\$100  
YE  
2010  
YE  
2011  
YE  
2012  
YE  
2013  
10.0%  
12.0%  
14.0%  
16.0%  
18.0%  
20.0%  
22.0%  
24.0%  
26.0%  
28.0%  
YE  
2009  
YE  
2010  
YE  
2011  
YE  
2012  
YE  
2013  
\$ in thousands,  
except policy data  
Years Ended December 31,  
2013  
2012  
2011  
2010  
Number of Policies In-Force (PIF)  
202,454  
135,297

101,754

80,514

Growth of PIF

49.6%

33.2%

26.4%

-13.4%

Total Insured Value (TIV)

\$89,532,383

\$62,094,925

\$46,032,280

\$36,312,297

Growth of TIV

44.2%

34.9%

26.8%

-17.2%

Probable Maximum Loss (PML)

\$757,210

\$528,622

\$472,620

\$500,628

Growth of PML

43.2%

11.8%

-5.6%

-19.0%

Operational Excellence

Strong Marketing Presence

Growing independent agent distribution channels and aggregator relationships (Allstate, FAIA)

State marketing directors with strong agency relationships and extensive local market knowledge

Strategic partnerships with established carriers to bundle products

Rolling 12-month policy production average was roughly 5,900 policies per month as of 12/31/2013

#### Risk Management

Conservative underwriting culture to select the right risks at the right rate

Utilize front end portfolio optimization tools to manage concentrations and spread of risk

Sophisticated in-house modeling with focus on data quality

Evolving enterprise risk management platform and policy profitability analysis

#### Experienced Claims Management

Handled roughly 33,000 claims from 16 catastrophes events with over \$534 million losses since 1999

John  
Langowski,  
VP  
Claims

hired  
October  
2012  
(22+  
years  
industry  
experience)

All adjusters are UPC Insurance employees

Dedicated  
CAT  
manager

20  
years  
experience  
in  
agency,  
claims,  
and  
CAT  
operations  
20

UPC Insurance claims adjusters (all in-house) average 10+ years experience

Non-CAT losses have been historically driven by Florida and are likely to move upward as UPC expands into other states, but be offset by lower reinsurance costs

Current AY Non-CAT loss ratio: 29.9%

(only 1.5% attributable to sinkhole)

Historical Non-CAT Loss Experience

6 Year

Average

21

Gross

Earned

Case

Ultimate

Accident

Earned

House

Paid

Loss & LAE

IBNR

Ultimate

Ultimate

Loss & LAE

Year (AY)

Premiums

Years

Loss & LAE

Reserves

Reserves

Loss & LAE

Loss Ratio

per Exposure

2007

\$143,475,314

66,313

\$26,307,616

\$ 187,440

\$ 47,877

\$26,542,933

18.5%

\$ 400

2008

\$129,086,314

71,029

\$26,696,816

\$ 15,309

\$ 8,742

\$26,720,867

20.7%

\$ 376

2009

\$144,145,338

91,302

\$42,616,461  
 \$ 308,018  
 \$ 174,977  
 \$43,099,456  
 29.9%  
 \$ 472  
 2010  
 \$146,526,000  
 87,496  
 \$40,232,515  
 \$ 1,011,984  
 \$ 589,578  
 \$41,834,077  
 28.6%  
 \$ 478  
 2011  
 \$170,907,656  
 95,331  
 \$42,033,616  
 \$ 2,360,372  
 \$ 1,070,011  
 \$45,463,999  
 26.6%  
 \$ 477  
 2012  
 \$215,657,173  
 116,482  
 \$49,254,868  
 \$ 2,517,267  
 \$ 2,813,809  
 \$54,585,944  
 25.3%  
 \$ 469  
 2013  
 \$304,196,425  
 170,327  
 \$59,276,905  
 \$19,735,933  
 \$11,878,462  
 \$90,891,300  
 29.9%  
 \$ 534  
 0.0%  
 5.0%  
 10.0%  
 15.0%  
 20.0%  
 25.0%  
 30.0%  
 35.0%

2007

2008

2009

2010

2011

2012

2013

Historical Non CAT Loss Ratio

#### UPC Insurance's Reinsurance Philosophy

We try to  
balance  
vertical  
coverage,  
horizontal  
coverage,  
and

reinsurance

spend

22

Here Today, Here Tomorrow

Consistent risk transfer is an integral part of  
our capital strategy

View reinsurers as long-term partners, not  
short-term commodity relationships

Oriented toward long-term solvency, even at  
the expense of some short-term profitability

2013-14 Catastrophe Reinsurance Program (expires June 1, 2014)

23

2

1

st

nd

\$20.0M

\$677.8M

\$187.2M  
\$110.0M  
\$50.0M  
\$415.0M  
\$801.6M  
1:100 YR  
\$611M \*  
Charley  
\$221M  
Andrew  
\$65M  
LAYER 3  
\$100.0M xs \$20.0M  
LAYER 4  
\$150.0M xs \$20.0M  
FHCF  
90% of  
\$490.6M xs \$187.2M  
(\$441.5M Limit)  
LAYER 2  
\$60.0M xs \$20.0M  
LAYER 1  
\$30.0M xs \$20.0M  
\$14.0M RETENTION  
30%  
QS  
\$228.2M  
Remaining  
Limit  
after  
\$202.8M  
Loss  
(Approx. 20 YR Event)  
FHCF  
90% of  
\$474.9M xs \$187.2M  
(\$427.4M Limit)  
LAYER 4  
\$150.0M xs \$20.0M  
LAYER 3  
\$21.3M xs \$20.0M  
\$7.0M RETENTION  
30%  
QS  
1 EVENT  
2  
EVENT  
Total Limit = \$788M  
Cascading Limit = \$340M  
2

ND

: 70% \$10.0M xs \$10.0M

Attachment point of Layer 1 is net of a \$20M retention

Subsequent layers are excess of loss over the immediately preceding layer

If the aggregate limit of the preceding layer is exhausted, the next layer drops down in its place

Unused layer protection from first event drops down in multiple events, net of a \$20M retention

Dedicated \$10M x \$10M (placed 70%) for second event to protect against surplus erosion

Third and subsequent event coverage of \$10M x \$10M (placed 100%), subject to aggregate limits

\* Modeled hypothetical 1:100 year estimate shown using AIR v13 long-term excluding demand surge

1. Represents modeled losses on UPC Insurance's current book from a repeat of Hurricane Charley in August 2004. Actual
2. Represents modeled losses on UPC Insurance's current book from a repeat of Hurricane Andrew in August 1992. UPC di

Cascading

Structure

(Layers

1-4):

Multiple

Events:

UPC Insurance is Well-Positioned Financially

Positive Net Income For 14 of Past 15 Years

Profitable in both 2004 and 2005, despite paying out over \$521 million in claims from 8 separate hurricanes

Only unprofitable year was 2010

small loss of \$925K caused by  
wind mitigation credits, not losses

Approximately \$108M of Group Equity

\$28M of additional capital raised in Q4 2012

Resulted in NASDAQ listing

Year end risk based capital ratio at 632%

Group GAAP Equity (\$000s)

Book Value Per Share

Earned Premiums (\$000s)

In-force premium has grown over

154% in past two years, from

\$247M to \$381M

24

\$4.07

\$6.64

\$3.50

\$4.00

\$4.50

\$5.00

\$5.50

\$6.00

\$6.50

\$7.00

10,000

20,000

30,000

40,000

50,000

60,000

70,000

80,000

90,000

100,000

Gross Earned

24,113

46,099

42,927

48,071

45,293

54,989

20,000

30,000

40,000

50,000

60,000

70,000

80,000  
90,000  
100,000  
110,000  
120,000

FY'06

FY'07

FY'08

FY'09

FY'10

FY'11

FY'12

FY'13

87,986

107,587

Net Earned

Over 63% Growth in Five Years;

Compounded Annual Growth Rate is 10%,

even with dilutive effects of recent equity offering

December 2013 & 2012 YTD Financial Highlights

25  
2013  
2012  
2013  
2012  
2013  
2012

Gross Loss Ratio

31.2%

25.8%

Net Loss Ratio

50.0%

47.9%

Gross Expense Ratio

23.5%

25.3%

Net Expense Ratio

37.7%

46.9%

313,614

\$

Ceding Ratio

34.5%

43.5%

Gross Earned Premiums

316,708

\$

226,254

\$

Investments

288,926

\$

152,180

\$

Gross Written Premiums

381,352

\$

254,909

\$

Cash and Equivalents

34,888

\$

71,205

\$

Net Earned Premiums

197,378

\$

121,968

\$

Total Assets

441,230

\$

Net Combined Ratio

87.7%

94.8%

Operating, G&A Expenses

74,764

\$  
57,596  
\$  
Total Liabilities  
333,643  
\$  
225,628  
\$  
Underlying Combined Ratio  
Loss and LAE  
98,830  
\$  
58,409  
\$  
Loss Reserves  
47,451  
\$  
35,692  
\$  
83.8%  
91.2%  
Net Income  
20,342  
\$  
9,705  
\$  
Shareholders' Equity  
107,587  
\$  
87,986  
\$  
LAE to Incurred Ratio  
8.1%  
14.4%  
EPS  
1.26  
\$  
0.91  
\$  
Book Value per Share  
6.64  
\$  
5.70  
\$  
Return on Average Equity  
20.8%  
16.1%

Components of Operating Return on Equity

1

26

Core UW

Results

Improving

ROAE

ROAE

ROAE

ROAE

ROAE

8.4%

-2.0%

16.1%

16.1%

20.8%

-10,000

-5,000

0

5,000

10,000

15,000

20,000

25,000

YE

2009

YE

2010

YE

2011

YE

2012

YE

2013

Underwriting G/L

Investment Income

Current Year CAT Losses

PY CAT Development

Other PY Development

Investment Portfolio

1

Designed to preserve capital, maximize after-tax investment income, maintain liquidity and minimize risk

As of December 31, 2013, 100% of the

Company's fixed maturity portfolio was rated  
investment grade

Average duration: 3.49 years

Composite rating: A

Average coupon: 2.56%

(1)

Includes investment income and realized and unrealized gains. Data as of December 31, 2013

27

Historical Return on Investments <sup>1</sup>

2009

2010

2011

2012

2013

1 Year

4.55%

8.43%

5.92%

5.68%

1.74%

3 Year

6.30%

6.68%

4.45%

5 Year

5.26%

U.S

Government

& Agency

Securities

30.1%

Cash & Cash

Equivalents

10.7%

Public

Utilities,

Corporate

and Foreign

Securities

40.1%

State,

Municipalities

& Political

Subdivisions

14.1%

Common

Stocks

4.8%	
Preferred	
Stocks	
0.1%	
Other Long-	
Term	
Investments	
0.1%	
Securities Portfolio	
Value	
(\$mm)	
% of total	
Cash and	
Investment	
U.S Government & agency securities	
\$ 97.5	
30.1%	
Cash & cash equivalents	
34.8	
10.7%	
Public utilities and corporate securities	
129.8	
40.1%	
State, municipalities & political subdivisions	
45.8	
14.1%	
Common stocks	
15.4	
4.8%	
Preferred stocks	
0.2	
0.1%	
Other long-term investments	
0.3	
0.1%	
Total cash and investments	
\$323.8	
100%	

Company Highlights  
1  
Compelling  
Market  
Opportunity  
Strong  
Financial  
Performance

Excellent Risk  
Management  
Capabilities  
Exceptional  
Management  
Team  
Proven Access to  
Capital Markets  
28

Definitions of Non-GAAP Measures

29

We believe that investors

understanding of UPC Insurance's performance is enhanced by our disclosure of the following non-GAAP measures. Our methods for calculating these measures may differ from those used by other companies and therefore comparability may be limited.

Combined ratio excluding the effects of current year catastrophe losses, prior year development from lines in

run-off and prior year development (underlying combined ratio)

is a non-GAAP ratio, which is computed as the

difference between four GAAP operating ratios: the combined ratio, the effect of current year catastrophe losses on the combined ratio, the effect of development from lines in run-off and prior year development on the combined ratio.

We

believe

that

this

ratio

is

useful

to

investors

and

it

is

used

by

management

to

reveal

the

trends

in

our

business

that

may be obscured by current year catastrophe losses, losses from lines in run-off and prior year development. Current year catastrophe losses cause our loss trends to vary significantly between periods as a result of their incidence of occurrence and magnitude, and can have a significant impact on the combined ratio. Prior year development from

lines

in

run-off

is

caused

by

unexpected

development

from

our

commercial

auto

product

that

is

no

longer

offered

by

the Company. Prior year development is unexpected loss development on historical reserves. We believe it is useful

for  
investors  
to  
evaluate  
these  
components  
separately  
and  
in  
the  
aggregate  
when  
reviewing  
our  
performance.

The  
most direct comparable GAAP measure is the combined ratio. The underlying combined ratio should not be considered as a substitute for the combined ratio and does not reflect the overall profitability of our business.

