

A golden retriever is captured in mid-air, running through water and creating a large splash. The dog's fur is wet and matted. The background shows a line of green trees under a sky with white and grey clouds. The overall mood is energetic and joyful.

trupanion™

Medical insurance for the life of your pet.

# 2021 Corporate Social Responsibility Report



## A Letter from our CEO

At Trupanion, we have big aspirations, and with our success and scale comes broader responsibility and increased scrutiny. As a growing, global organization, not only do we believe this is appropriate, we embrace it.

We share these metrics, and more, with you today, not for recognition, but for transparency. Since day one, the values by which we live, and our commitment to sustainable business practices, have not changed. What has changed is the scale of our business—reaching over 1.1 million total enrolled pets and approximately 1,400 team members across 5 countries.<sup>1</sup>

One of my favorite quotes is from Peter Drucker who said, “Culture eats strategy for breakfast.” I believe this to be true. We have a unique culture at Trupanion, one we have worked hard to sustain over the years. We built Trupanion with a team of individuals—individuals that share a set of values—and are celebrated for their individuality. Across our entry way halls, we share the quote by Oscar Wilde, “Be yourself, everyone else is already taken.” After all, our pets love us unconditionally—regardless of our gender, skin color, economic status, education level or our sexual orientation. At Trupanion, we aim to be the person our pets believe us to be.

<sup>1</sup>Includes Territory Partners, Territory Partner Associates and Philippines-based contractors dedicated to Trupanion

Attracting and retaining good people builds a sustainable company that can solve a challenge that has existed for years: how to help loving, responsible pet owners budget and care for their pets. At the end of the day, we're here to help pets. At Trupanion, pets are family, and family matters.

Over a decade ago, we opened our first on-site childcare facility in Seattle, covering the cost of one child per employee and underscoring our commitment to family in the workplace. Our commitment to equity means all team members are offered consistent benefits without regard to title or tenure, are compensated based on the value they create, and are provided opportunities for advancement.

When I look back on the last 20+ years there are many accomplishments I am proud of. We've helped over 1.1 million pets. We've paid over \$1.6 billion in veterinary invoices on behalf of our members. We've earned the trust of veterinarians and their staff from approximately 15,000 veterinary hospitals.

It is with this lens, that I look ahead, and reflect on the work to come. Yes, there will be more pets to help. And we've work to do in earning the trust of every veterinarian and every loving, responsible pet owner. We'll add team members and offices around the world and we'll have to work hard to maintain our culture. But we must also expand the scope of our corporate responsibilities as we grow and scale.

Our goal at Trupanion is to be carbon neutral. It's a goal I am personally committed to achieving well in advance of the standards set forth in the Paris Climate Agreement, which targets carbon neutrality by 2050. Based on the nature of our product and business model today, I believe we are close. Over the next few years, we'll work to validate my beliefs through the hiring of a third-party to measure our Scope 1 emissions, with Scope 2 to follow. We expect to further our progress towards neutrality through leveraging carbon capture technology.

In this report you'll hear other ways in which Trupanion and Trupanion team members are giving back to our communities. One item I'll share is the work we have done right outside our front door in the Seattle neighborhood of Georgetown.

Homelessness is a crisis. A number of unhoused individuals had taken up permanent residence outside our building. Ultimately, we want to be part of a solution. To that end, we engaged the unhoused in constructive dialogue, provided resources, helped secure social services and mental health resources, and partnered with local governments to find more suitable living situations.

We embrace our role in corporate citizenship and as we grow and scale, you can expect more from us on this front. And while we also expect to evolve our reporting on matters of corporate responsibility over time, what won't change is our commitment to do right for our team, our members, their pets, veterinarians, our partners, our communities and our world.

Kuyashii,

A handwritten signature in dark ink, appearing to read 'Darryl', with a stylized flourish extending to the right.

Darryl Rawlings  
Founder & Chief Executive Officer





## How this Report was Developed

In 2019, we proudly released our inaugural Corporate Social Responsibility Report, aimed at providing greater transparency into the sustainability of our business practices.

In this report, you'll find important updates on matters of Corporate Social Responsibility including our efforts around diversity, equity, inclusion and belonging, team member education and development, veterinary support and involvement, environmental responsibility, risk management and corporate governance. We expect to share these updates annually.

You'll also see the evolution of Trupanion's journey towards more complete environmental, social and governance (ESG) reporting, a trend we expect to continue as the Company scales. At Trupanion, we believe in the power of transparency, authenticity and ingenuity. It is with this lens, we look to share our work towards corporate citizenship.

We're proud of the work we do at Trupanion and we're excited to share that with you.



## Table of Contents

Our Mission .....	6
Who We Are .....	<u>11</u>
Health & Well-Being.....	<u>22</u>
Community.....	<u>28</u>
Environment .....	<u>36</u>
Corporate Governance .....	<u>39</u>
Privacy & Data Security .....	<u>42</u>

# Our Mission

To help loving, responsible pet owners  
budget and care for their pets.





# OUR MISSION



## A Mission-Driven Organization

At Trupanion we're on a mission to help loving, responsible pet owners budget and care for their pets. Our mission is our guidepost—our north star. It drives everything we do. And our growing team of over 1,400 pet loving professionals is how we do it!

One of the wonderful things about our team is that each of us is unique. We all have a special story about how we found Trupanion—or about how Trupanion found us.

What we have in common—what unites us as a community—is our shared commitment to our mission and, in turn, our shared commitment to pets, pet owners and the veterinary community. Importantly, what has not changed since Day 1 is our singular focus on helping the pets we all love, and we couldn't do it without the passion, talents, humility and desire of our team members to change the paradigm of pet health forever.

The start of 2020 brought with it much change, including the transition to a remote workforce. Against this backdrop of change and uncertainty, our team rose up in support of every pet owner and veterinarian who placed their trust in Trupanion. We never wavered in our commitment to be available to our members 24/7/365, because at Trupanion, we're here when we're needed most.



### Sheborne Denton NEW MEMBER SPECIALIST

Throughout the pandemic, I have had the pleasure of helping many new pet owners. Being a new pet parent can be

overwhelming. I have had questions ranging from what food should I feed my new pup to how do I potty train. I try to be the kind of person that I would want to speak

to when I call into a contact center. I want to be a listening ear for our members and to comfort and re-assure new pet owners, from the very beginning to always!

## OUR MISSION



### A LETTER FROM THE TWEED FAMILY

Dear Trupanion,

It is hard to put into words how grateful we are that, because of our Trupanion coverage, our puppy was given a chance at a life. Without Trupanion I don't know that she would have survived. I wanted to let you know that the small details you do like the wording in your emails that say "We're happy to help" and "give Olive extra cuddles from us" really had a positive impact during an incredibly stressful time. Those small kindnesses matter.

If it wasn't for your direct billing that is incredibly fast, we would not have had the money to pay for Olive's surgeries upfront and wait to be reimbursed. Days after we discovered that our puppy had severe hip dysplasia, COVID hit and we lost ALL of our work. We had a puppy who needed surgery and no income. Trupanion's option to get pre-approval for a condition really gave us peace of mind during what would be the hardest year we have ever faced.

Because we knew Trupanion had our back, we could focus on our dog's recovery. You gave us our puppy and we are beyond grateful. I don't know what would have happened to Olive without Trupanion. We promise to give her the best life possible and never forget that Trupanion allowed our puppy to thrive.

Thank you for all that you do to save animals and give owners peace of mind.

Sincerely,  
The Tweed Family



## OUR MISSION

 **1.1**  
over  
**million**  
pets helped 

average life  
with Trupanion<sup>1</sup>  
**78**  
months

**\$1.6**  
billion  
paid veterinary invoices

## Trupanion's Assurance

Planning for the unexpected—budgeting for the unforeseen—is at the heart of the problem Trupanion was designed to solve. In times of uncertainty, our assurance is even more important.

We're proud to have paid out over \$1.6 billion in veterinary invoices on behalf of our members. At Trupanion, we celebrate opportunities to help pets! Another reason to celebrate? The majority of veterinary invoices received through our software are now paid directly to veterinarians at the time of check-out—and this number continues to grow!

**4.5/5** ★ Trustpilot

**79**  
Net Promoter Score ("NPS")<sup>2</sup>

**51 sec**  
Average speed of answer<sup>3</sup>

**221k+**  
Claims paid in <5 minutes<sup>4</sup>



**Catherine  
Frazier-Cameron**  
DIRECTOR, CLAIMS

The pandemic brought new challenges to veterinary staff and pet owners alike, from

adapting to new curbside workflows to staffing shortages to financial constraints. We are committed to being there for our vet partners and members when they

need us most, and that means raising the bar for our claims experience by paying claims faster than ever before while providing compassionate service around the clock.

<sup>1</sup>Average subscriber life in months for the period ended 9/30/21. Calculated by dividing one by one minus the average monthly retention rate for the same period.

<sup>2</sup>Inception to-date. NPS helps identify members who are likely to recommend Trupanion and be brand advocates.

<sup>3</sup>Contact Center average speed of answer YTD 2021.

<sup>4</sup>YTD 2021.

# OUR MISSION



## One Simple Plan

Trupanion's branded product was designed with transparency in mind—offering pet owners' one simple product, with the highest value proposition in the industry, and for the life of their pet. In doing so, we offer pet owners and veterinarians a path towards a higher level of care for their pets!

We offer 30-day money back guarantees. With our Trupanion 2.0 product, our promise is to provide pet owners with medical records summaries in the first 30-day period post-enrollment, offering pet owners peace of mind and transparency into anything that won't be covered. We have an extremely low incidence of member complaints, validating the success of our efforts to be fully transparent about our product. While today we insure more than 705,000 pets, over the past year, fewer than 0.01% of members have submitted any complaint for review.<sup>1</sup>

<sup>1</sup>Formal complaints submitted to a Department of Insurance or other body.



### DID YOU KNOW?

Trupanion leverages independent third-party veterinarians to review veterinary invoices that a pet owner believes are incorrectly denied. This service is provided at no-cost to the pet owner and can be utilized without limits for eligible expenses. Should the independent veterinarians agree with the pet owner, we pay our portion of the veterinary invoice—no questions asked!

# Who We Are

"Be yourself, everyone else is already taken."

—Oscar Wilde





# WHO WE ARE

## Our Team DNA

Our team—which now spans five countries in three continents—is courageous, caring and nimble. We're also curious and collaborative, honest and inclusive. These are the attributes of our Team DNA, the characteristics that we want to build in ourselves and the characteristics we value in others.

Who we are and what we do defines Trupanion. It's also what makes Trupanion a great place to work.

Over the past few years, we've learned that our mission transcends the physical—it connects us no matter how much distance has come between us. As we move forward, we do so with an eye for what's ahead—an increasingly global organization and workforce. We want Trupanion to reflect the diversity and vibrancy of the growing number of communities in which we live and work.



**79%**  
CEO approval<sup>1</sup>

**80+%**  
Employee retention<sup>2</sup>

**13.7%**  
Employee turnover<sup>3</sup>  
(down 16% from 2020)

**8.9/10**  
Recommended  
place to work<sup>4</sup>

<sup>1</sup>As of November 2021

<sup>2</sup>Last two years

<sup>3</sup>As of Q3 2021

<sup>4</sup>As of July 2021. Team member surveys on team member satisfaction and belonging conducted 3-4x/year.

# WHO WE ARE

## Diversity, Equity, Inclusion and Belonging

At Trupanion, we know that diversity, equity, inclusion and belonging makes us stronger. When partnered with an inclusive culture, diversity provides better outcomes for everyone in our ecosystem—pet owners, veterinarians and their co-workers, Trupanion team members, strategic partners and shareholders.

With a commitment to learn and grow as a company, in 2020, we sought counsel from Dr. Tony Byers, author and esteemed leader in diversity and inclusion. In 2021, we hired our first Senior Director of Diversity, Equity, and Inclusion to guide the evolution of our DEIB plans.

We want each and every team member to be accountable in creating a diverse, equitable and inclusive culture. In order to do our best work, we must cultivate an environment that encourages each person to be their most authentic self while creating the space for others to do the same.



### Alice Thompson

SENIOR DIRECTOR,  
DIVERSITY, EQUITY,  
INCLUSION & BELONGING

I am proud to work with leaders across the business to support diversity of talent and build upon our culture to meet the ever-changing needs of society and teams. My interest in learning about cultures,

sub-cultures, people, places and languages, stems from my own story. I am an international adoptee, born in Korea and raised by a family that didn't reflect my heritage, my culture, or understand how being an Asian woman in the US would impact my career and day to day experiences.

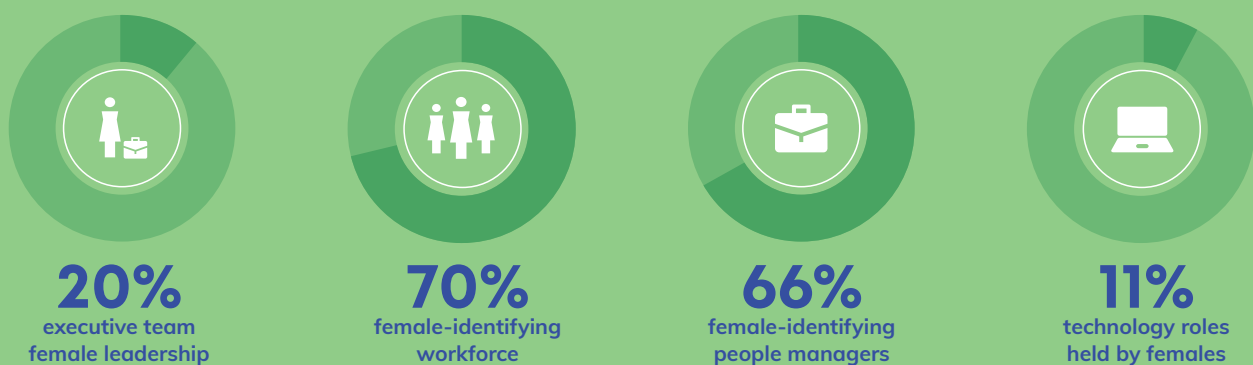
## On Diversity

At Trupanion, we want to understand the representation and diverse experiences of our team members. Currently, Trupanion is collecting voluntary self-identification data, including race/ethnicity, disability, veteran status and other dimensions of diversity in both the application process and during employment. In 2021, we set the groundwork for reporting on our diversity data, including through quarterly reporting to our Board of Directors.

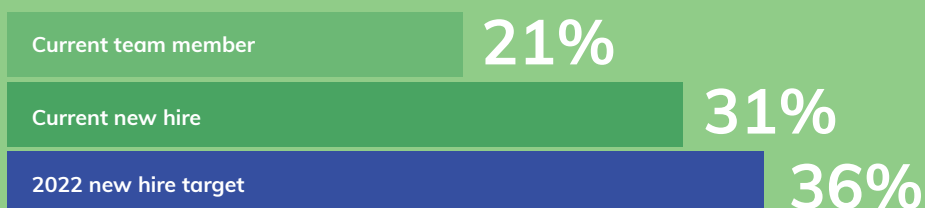
We are taking steps to increase gender and racial diversity across levels and departments. Because each department is unique, every goal will be different! For example, in Information Technology, we'll be working with leaders to grow female or non-male identifying representation.

We will look to increase representation of under-represented minorities across departments by introducing candidate slate requirements and increasing partnerships for under-represented groups. Once a team has racial and gender diversity, we want to continue our goal of becoming even more diverse. Age, nationality, physical ability, languages spoken—we want our organization to increasingly represent every one of these facets and more.

### Female Representation<sup>1</sup>



### Under-Represented Minority (URM) Representation<sup>2</sup>



<sup>1</sup>As of August 31, 2021  
<sup>2</sup>Q3 of 2021



# WHO WE ARE

## OUR BOARD

This philosophy extends to the board level, where members who identify as female, or under-represented minorities, represent 25% and 15% of board members, respectively.<sup>1</sup> We're working towards the day we can hit our target among independent board members of at least 1/3 representation across race, gender and age (including over 40 and under 40).



**Eric Johnson**  
MAYOR OF DALLAS, TX  
ATTORNEY

I have served as an elected official at the state and local level for over a decade, which provides me with a different perspective on the role government plays in our lives. I have also been a practicing lawyer for over 15 years, and have been a champion of diversifying the legal profession. I have actively sought to expand the scope of law firm recruitment to include more law students of color and women and have personally appointed more women and people of color to city boards and commissions than any prior elected official in our city's history.



**Jackie Davidson**  
FINANCIAL EXECUTIVE &  
STRATEGIC ADVISOR

I started my career far ahead of today's focus on diversity and inclusion, and so have often found myself as the only woman at the table over the course of my career. However, I had some early female pioneer role models in public accounting that encouraged me and gave me opportunities to build a great career. Part of the reason that I joined the board at Trupanion is because of their authentic desire to let everyone be who they are and because of their efforts to promote diversity.



**Dr. Zay Satchu**  
CO-FOUNDER, CHIEF VETERINARY  
OFFICER AT BONDVET

As a female founder of a pet health company, I know it's important to lead by example and create a culture of inclusion. For me, good leadership requires adaptability and the ability to nurture strengths and talents of different team members, while simultaneously learning from them. When we push for higher representation at all organizational levels, we see how rich the team member experience is, and how company outcomes are significantly better.

<sup>1</sup>As of April 2021

# WHO WE ARE



## On Equity

We are committed to our efforts to build a diverse and inclusive workplace where our team members feel they belong. We are also continuing our work to better understand equity in our organization as it relates to opportunity, development, promotion, and compensation.



### Margi Tooth

CO-PRESIDENT

The daughter of a devout Muslim, Indian father, and a practicing Catholic, English mother, I grew up with parents who celebrated diversity. Even outside the walls of my home, within a predominately Caucasian, homogenous neighborhood, my diversity—as a half-

Indian girl—was not only welcomed, but celebrated. As a half-Indian woman now living in America, I am proud of my heritage and celebrate my diversity. I also know that diversity in any environment makes us stronger, better, and smarter—a belief that is shared across Trupanion.

# WHO WE ARE



## On Inclusion

At Trupanion, we believe that diversity must be paired with inclusivity and a true sense of belonging. To foster an inclusive work environment, we are continuously evolving our ways of working and programs. One such element is our renewed focus on Employee Resource Groups (ERG). We are proud of the impact the LGBTQIA+ ERG, TruPride, continues to have in our business and we aim to establish additional ERGs to support other communities such as Black employees, the Veteran/Military Community, Parents and Caregivers, Disability and Neurodivergence, and others.

IN 2021 WE ASKED:

**“Do you  
feel like you  
belong at  
Trupanion?”**

 **8.9/10**  
SAID "YES"

## On Belonging

At Trupanion, we want our people to not only feel included, but also to feel like they truly belong. We continue to strive for the day in which different groups of people, and each and every team member, reports a complete sense of belonging.



**Katie Sheena**  
RECRUITER, TRUPRIDE  
ERG SECRETARY

Since joining Trupanion I have enjoyed the opportunity to continue

exploring different passions—I have worked in two different departments, joined the executive board of our TruPride ERG, held

four different titles, and ultimately discovered my true career path on our People Operations team as a Recruiter.



## WHO WE ARE



### TRUPRIDE

TruPride is made up of 130+ Trupanion team members who either identify as part of the LGBTQIA+ community, or an ally to said community, and exists to provide support, education, awareness and networking for all people at Trupanion. We do this by providing welcoming, safe and inclusive spaces to meet and discuss topics relevant to the group, engage in learning topics together, and provide a support network to each other.

TruPride aspires to ensure that the company has training, support and policies in place that protect members of our team and members of Trupanion from being discriminated against based on sexual orientation or gender identity. TruPride prioritizes community, education and awareness, and aims to engage in community-driven events when possible. We have participated in the 2019 Seattle Pride Parade and are looking forward to participating in the next parade, as well as multiple job fairs for queer friendly employers.



**Trenton McGlothlin**  
LEARNING EXPERIENCE  
DESIGNER & TRUPRIDE  
CHAIR

As a part of TruPride and our Learning & Development team, I am at the perfect

intersection to create welcoming and inclusive spaces. We foster our culture of inclusion by asking for pronouns, respecting each other's differences, and learning new things from one another. Bringing new team members

together across different departments during orientation allows us to start the team member journey off in the best way by getting a taste of our culture, connecting with colleagues, and being invited to join groups like TruPride!

# WHO WE ARE



## Growth and Development

When we first offered our high-quality pet medical insurance over 20 years ago, we did so with an eye for re-defining the industry. We introduced a product that was un-replicated in the industry and dug deep moats around our business—moats that by definition are difficult to replicate.

Being the category leader requires ingenuity, and we foster this spirit within our team. Our culture is one of testing and learning, and we embrace a WD-40 mentality. We know that before WD-40, there were 39 failed attempts!

But at Trupanion, we don't look for the easiest path forward. We know hard things are difficult to replicate!

We want Trupanion to be the destination for pet loving individuals to build a career and we celebrate opportunities to promote from within. We're thrilled that in 2020, over 150 team members advanced their careers internally!

**150** Internal advancements in 2020



**Felicia D'Angelo**  
SENIOR BUSINESS  
DEVELOPMENT  
PROGRAM MANAGER

I am a long-time team member of Trupanion—10+ years—and love being part of our community! Pre-COVID, I helped launch

TruPantry, a resource similar to a neighborhood pantry, where Seattle HQ team members could contribute to and/or leverage, as needed. I also serve as a resource to those within our Trupanion community who are experiencing (or

who have experienced) domestic violence, and am openly a part of the LGBTQIA+ community. I take pride in being an advocate to my team members, in support of equity and accessibility and love that Trupanion supports me in doing so.



# WHO WE ARE



## Tru-University

Tru-University, our intensive onboarding program, is the start of each team members' learning journey. Since starting Tru-University in 2016, we've graduated over 1,500 team members. In the last two years, we've had over 650 graduates, including 500 of whom joined us after moving to a virtual format in 2020.

At Trupanion, learning and development extends well beyond new hires. All team members have access to a wide variety of trainings through LinkedIn Learning, monthly & annual training for production-based teams, Leadership Development Programs and TruMentor for aspiring leaders.

Whether through self-service learning, continuing education about our business and career planning workshops are additional development opportunities team members can take advantage of.

Our Learning and Development team is also furthering **DEIB efforts with curated learning libraries** to help our team dive deeper into content where diverse topics and voices are represented—including Black History Month, Women's History Month, Asian American and Pacific Islander History Month, and Allyship in Action.

### 1,500+

Tru-U grads

### ~100 hours

Facilitated training per new Contact Center team member<sup>1</sup>

### ~250 hours

Facilitated training per new Claims team member<sup>2</sup>

### \$4.0M

Investment in production-based team member training<sup>1</sup>

<sup>1</sup>Per year over the last two years

<sup>2</sup>Cumulative investment over last two years



# WHO WE ARE



## Equity and Ownership

We want to compensate our team members based on the value they create, not their title or tenure. We're committed to equitable compensation practices and intend to conduct a pay equity study in 2023.

Sharing a portion of our yearly value creation with our team is an important part of our compensation philosophy. In 2020, we estimate we grew our intrinsic value by 31%.<sup>1</sup> This performance resulted in an aggregate equity pool of 850,608 shares, or approximately 2.6% of our growth in intrinsic value, to be shared with the team. 50,350 shares within our performance

pool were set aside as a charitable contribution to MightyVet.org, which is a non-profit founded to support veterinary professionals and aligns closely with our mission.

We regularly review CEO compensation relative to the median annual compensation of all employees. In 2020, this ratio was 16:1, placing Trupanion in the bottom 33% of the Russell 3000, where the average ratio is less than 50:1.

More details around our compensation philosophy, and the details of the performance grant program can be found [here](#).

**\$73k**

Median annual total compensation of all employees<sup>2</sup>

**16:1**

Ratio of CEO compensation to median annual compensation of all employees

**13%**

of outstanding shares held by Trupanion team and board members<sup>3</sup>

<sup>1</sup>Intrinsic value is defined as the current measure of our Company's worth. We estimate our intrinsic value by forecasting cash flows over a 15 year period and discount it back to present time.

<sup>2</sup>Excluding our founder and CEO

<sup>3</sup>On a fully diluted basis; as of June 30, 2021

# Health and Well-Being

From pets in the workplace to comprehensive benefits, we're committed to promoting the health and wellness of Trupanion employees and family members.



## Supplemental Benefits

At Trupanion, we recognize that to take care of our members and their lovable pets, we first need to take care of each other. Our comprehensive benefits support our colleagues' well-being and enable them to achieve their best at work and at home. These include flexible work arrangements, comprehensive medical benefits, mental health support, and family-friendly benefits like parental leave, mothers' rooms and onsite childcare at our Seattle headquarters.

### CHILDCARE

For team members in the Seattle area, we provide an onsite childcare facility and subsidize 100% of the cost of one child per employee from six weeks old until pre-K. To date, the children of over 100 team members have attended our onsite childcare.



### INCLUSIVE BENEFITS

We have also evolved our time off programs to be more flexible and inclusive. Instead of company designated paid holidays, employees now have the flexibility to pick the nine days each year they want to designate as holidays, whether they be Thanksgiving, Yom Kippur, the first day of back-to-school, or their pets' birthday.<sup>1</sup>

Offering additional transgender benefits, reviewing our office and online environments for those with disabilities, and making physical and digital enhancements for accessibility are all additional measures we are taking to ensure our benefits meet the needs of our growing, diverse team.

<sup>1</sup>Except for countries where certain holidays are government mandated.



# HEALTH AND WELL-BEING



## COVID-19 Response

Throughout the course of the pandemic, the health and safety of our team remained front and center. Starting in 2020, we offered reimbursement for COVID-19 testing for all team members, including free rapid testing to all team members, their family, friends and acquaintances, onsite at our Seattle Headquarters. Over the last 12 months, over 2,400 COVID-19 tests were administered at no cost to the individual.

We recognize the toll fear, anxiety and isolation can take on the mental health and well-being of our team members. In 2020, we added additional mental health resources, implemented an online wellness platform, held manager trainings aimed at supporting team members' mental health, and consolidated mental health resources for accessibility.

From the early days of the pandemic through 2021, we increased communication and company forums to combat isolation, open pathways for conversation and maintain our strong sense of community at Trupanion.



### Tara Knop MEMBER EXPERIENCE SPECIALIST

As a member experience specialist at Trupanion, I have the pleasure of speaking to Trupanion members daily and reinforcing the value Trupanion offers to them

and their pets. Like many at Trupanion, I am pet passionate. I am also neurodiverse, having been recently diagnosed with ADHD. I look forward to increasing awareness around neurodiversity, including by banding together

with other neurodiverse team members to form the beginnings of TruAccess, an employee resource group aimed at supporting others with their neurodiversity, mental health or disability accessibility struggles.

## HEALTH AND WELL-BEING

Online #TruFun gaming, crafting, and fantasy football activities

“

The Trupanion Craft Club, also referred to as "Stitch & Bitch", was started on accident with a how-to-crochet request. Five years later, we meet weekly to share crafts and socialize. Even though COVID necessitated a move to Zoom, it's remained a great way to maintain connection with team members."

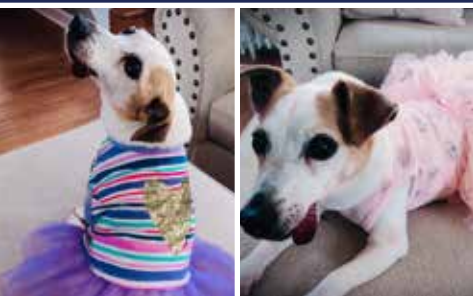
– Diana Cross



"My TRUWFH Experience 2020" video series was launched for team members to share their at-home workspace and furry officemates.



The annual Pet Pageant moved online for family members of all ages and species to join.



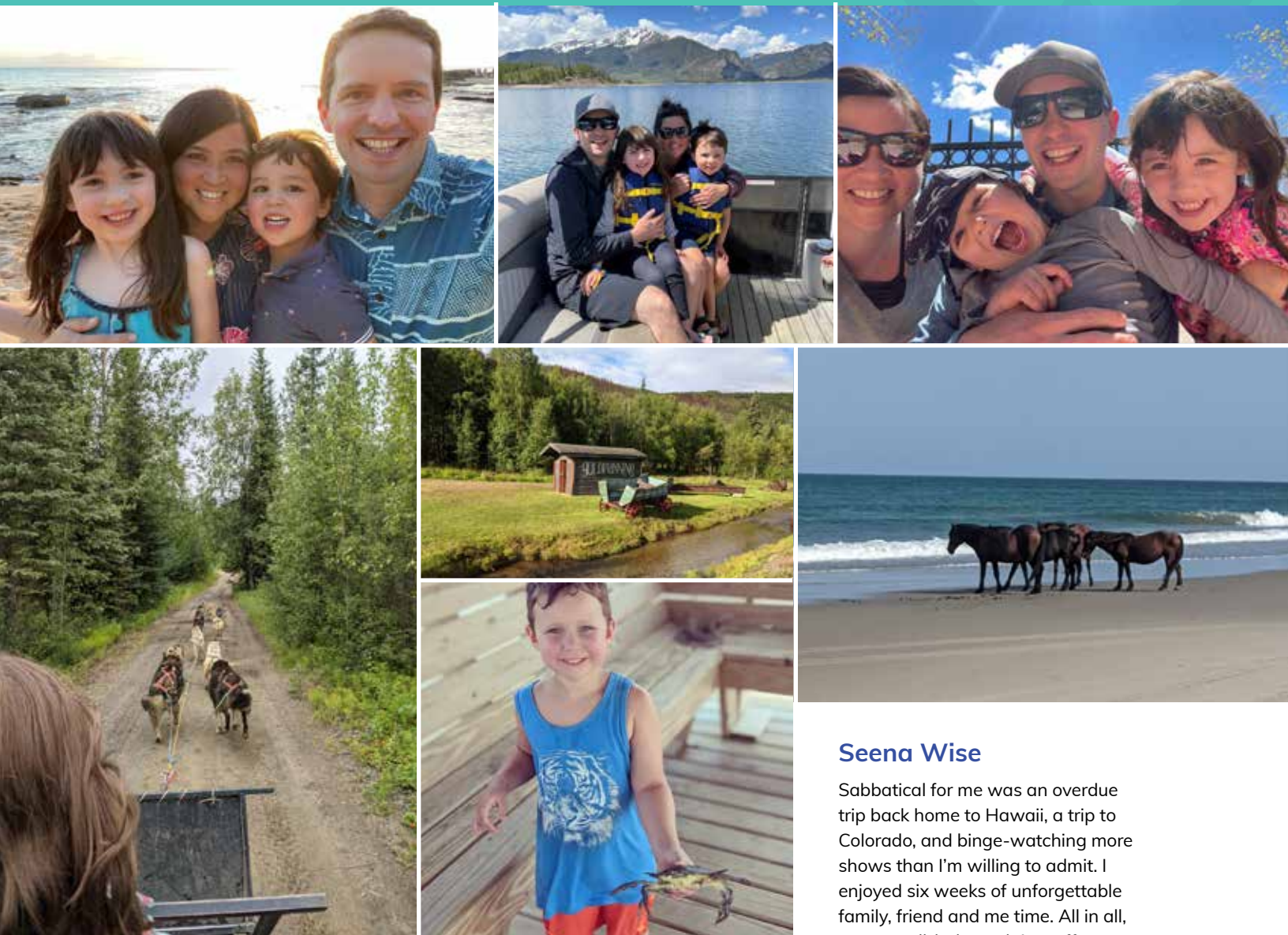
TruCommunity was launched as a hub for team members to connect on Employee Resource Groups, the Trupanion Book Club, and the new Virtual Watercooler (a no work talk space).

## Community and Connection

Loving on pets, socializing and having fun together are cornerstones of our #TrupanionLife. When the pandemic took away the opportunity to be in-person together, we leaned on existing—and created new—virtual channels for staying in touch, supporting and checking in on each other, and, of course, sharing tales of working from home with pets!



## HEALTH AND WELL-BEING



### Sabbatical

Through Trupanion's Sabbatical program, we offer team members a paid five-week vacation after each five years of tenure with the Company. Sabbaticals are offered in addition to paid-time-off, which starts at four weeks at the time of hire and grows up to six weeks total based on tenure with Trupanion. Over the last two years, over 65 team members were able to enjoy their five-week paid sabbatical, bringing the total number of sabbaticals taken to 150+.

#### Seena Wise

Sabbatical for me was an overdue trip back home to Hawaii, a trip to Colorado, and binge-watching more shows than I'm willing to admit. I enjoyed six weeks of unforgettable family, friend and me time. All in all, a very well-balanced time off.

#### Rachel Rhea

My sabbatical started with a solo trip to Alaska where I spent a few days soaking in the natural springs, visiting an ice museum, hiking in Alaska's beautiful wilderness, and going on a sled dog ride! My second part was traveling with family to the Outer Banks, NC, where we enjoyed swimming in the Atlantic Ocean, catching and releasing crabs, playing mini-golf, and gazing in awe at the wild horses.



# HEALTH AND WELL-BEING



## Damon Kenner

We stayed on the Big Island for two amazing weeks, dolphin watching, paddle boarding, visiting a Luau and taking a helicopter tour of the Big Island.

## Marlo Ralston

Sabbatical for me was an opportunity to travel the coast in a '68 VW bus. We experienced astoundingly beautiful scenery, camped under giant sequoias, met some friends along the way, and discovered the joy of cooking outdoors.

## Justin Cooper

My sabbatical afforded me the opportunity to pack up my car with my pup, my friend and hit Highway 101. It was only a 12 day trip, so I spent the rest of my TruSabbatical focusing on myself. It was a once in a lifetime experience and something I am truly grateful for.





# Community

Key to our mission and values is a philosophy of caring and supporting the communities in which we live and work.





<sup>1</sup>Includes Philippines-based contractors dedicated to Trupanion.



## Global Social Responsibility

From our early days in Canada, to now spanning five countries (and growing), we recognize the impact of our global reach and scale. As we grow, we do so with increased recognition of our responsibility to our network of stakeholders—this includes loving responsible pet owners, veterinarians, partners, insurance regulators, team members and the broader communities in which we all live and work.



## On Supporting Veterinarians

Trupanion was founded to help loving, responsible pet owners budget and care for their pets, and—by doing so—help veterinarians practice their best medicine.

Trupanion's pet medical insurance policy was designed in collaboration with veterinarians to facilitate the very best care for our beloved pets. Trupanion pet owners can visit any veterinary hospital—including specialty hospitals or emergency hospitals for their pets' specialized or urgent needs! On average, pet owners with Trupanion visit the veterinarian more frequently and pursue the recommended treatment plan, allowing veterinarians to deliver a higher level of care.

Veterinarians and their staff face unique struggles, from long hours to life-or-death situations to financially dictated decisions, such as offering substandard treatments to fit clients' budgets and performing euthanasia due to cost of care. These all result in compassion fatigue, frustration with the veterinary industry, and burnout. Consider the [story of Dr. Shane Cote](#).



### Jika Martinez

**DIRECTOR OF  
VETERINARY  
OPERATIONS & SUPPORT**

During the COVID-19 pandemic, a highly visible shift was seen in the veterinary community, a change unlike anything the community had seen before—the need

for more veterinary professionals, the need for more financial support for pet owners, the need to be heard by members, veterinarians and the broader veterinary community. Support can be offered in many different ways, but

through the pandemic—with so much change and uncertainty—we wanted to offer support with acts of kindness and words of gratitude. Often, just the support of listening in times of need can be what an individual needs the most.

## VETERINARY APPRECIATION

In 2015, Trupanion created **Veterinary Appreciation Day** to celebrate the critical role that veterinary professionals play in our lives. Veterinary professionals dedicate countless hours providing compassionate care for our pets.

In 2021, Trupanion committed to issue over 50,000 shares of stock worth over \$4.7 million at issuance, to **MightyVet**, a non-profit organization founded to support veterinary professionals in their career and well-being including helping tackle issues not addressed in veterinary school.

Also in 2021, in coordination with Veterinary Appreciation Day—Trupanion, together with our partners, launched **TruCuddle**, a global campaign designed to bring support and joy to veterinary professionals. Starting on Veterinary Appreciation Day (June 18) through National Veterinary Technician Appreciation Week (October 17–23), the TruCuddle campaign raised an estimated \$87,250 in funds to be directed at organizations that empower and support veterinary professionals.

Among those, are non-profit organizations that give back to the veterinary community like **Not One More Vet, Inc.** and the **Multicultural Veterinary Medical Association (MCVMA)**.

**Not One More Vet, Inc.** seeks to transform the well-being and status of mental health within the veterinary community by providing education, resources, and support. These include the world's largest peer-to-peer support group, an educational program focused on wellness, an immediate financial support grant program, and an online crisis support system.

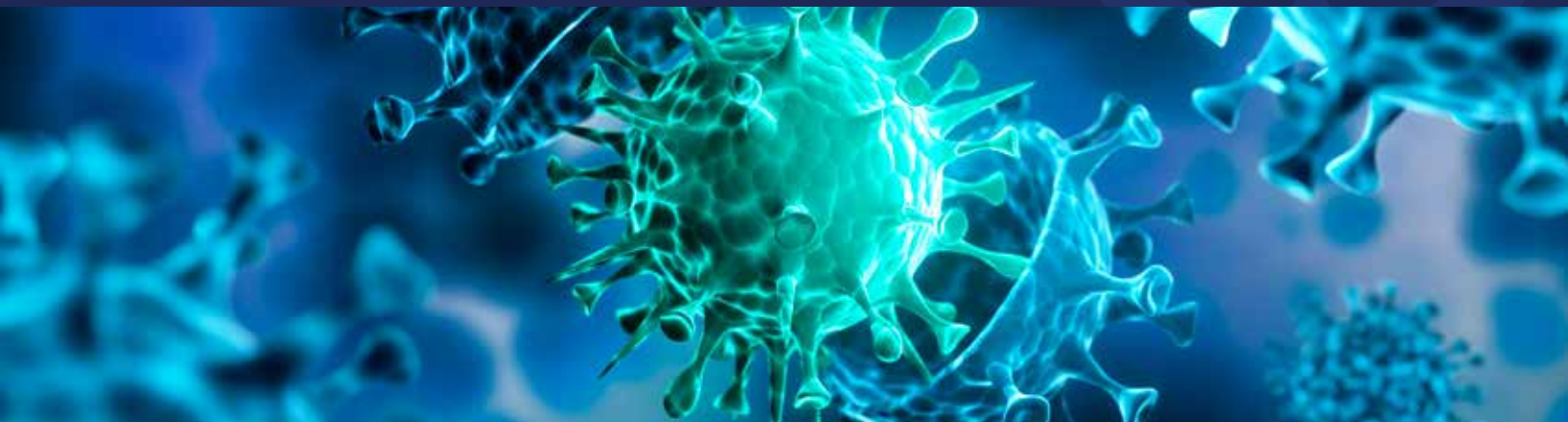
The **Multicultural Veterinary Medical Association** exists to lead veterinary medicine towards the racial and ethnic diversity, equity, and inclusivity. MCVMA is here to provide resources, education, outreach, and support for veterinary professionals.

Trupanion also partnered with **WeRateDogs** on their **#EarstoVets** campaign. Millions of pet lovers within the WeRateDogs community rallied, supported and shared photos in support of the veterinary community and the challenges they're facing.



**MCVMA**  
Multicultural Veterinary  
Medical Association





## The Covid Council

Beginning in 2020, in partnership with The Association for Animal Welfare Advancement (AAWA), the World Small Animal Veterinary Association (WSAVA), Shelter Medicine, Trupanion, MightyVet, and Not One More Vet, we formed the COVID Council with the collective goal of advancing education and awareness around global pet health. We also hosted a series of webinars on topics ranging from keeping pets safe during the COVID-19 pandemic, to debunking common myths around COVID-19, to discussing the how-to's of bringing home and socializing a pet while social distancing. Through our webinars, we were able to bring together pet owners to provide facts and certainty to a world in the middle of a pandemic crisis.

In total, we held seven webinars that collectively received millions of worldwide impressions—including veterinarians and pet owners alike.



### Dusty Bonner EVP, DISTRIBUTION (CDO)

I am proud to have started my career serving our country as a United States Marine, during which I had the privilege of being part of some key changes in diversity and inclusion within our armed forces—moving beyond some of the legacies of “don’t ask, don’t tell”, and prohibiting women from combat and transgender team

members from the privilege to serve. I participated in study groups, built trainings, and led one-to-one conversations with key leaders related to gender diversity and acceptance of LGBTQIA+ into some of the first combat units. To be a part of this work, and then to see the change to accept these under-represented populations within the “big green machine”, was immensely satisfying.



## COVID-19 Field Response

We pride ourselves on being a source of data and truth—particularly in times of uncertainty—for pet owners and veterinarians alike.

Over the course of the COVID-19 pandemic, Trupanion and our field sales force of Territory Partners, found new and innovative ways to support veterinarians and their staff including volunteering at veterinary hospitals to provide much needed staffing relief, partnering with organizations that provide care for underprivileged pet owners, developing COVID-19 response marketing materials, and hosting activities aimed at boosting animal hospital morale. In total, we visited an estimated 17,200 North American veterinary hospitals in 2020.<sup>1</sup>

### TERRITORY PARTNERS



#### **KateAn Hunter, DVM** MINNEAPOLIS, MN

Dr. Kate works relief shifts at the University of Minnesota, treating patients and working with students in veterinary medicine.

#### **Genesis Rendon** RVT, RVN LOS ANGELES, CA

Genesis has been working with organizations to provide low income pet owners with no-cost preventative care.

#### **Sydney Castillo, DVM** SOUTHEAST TEXAS

Dr. Sydney has covered relief shifts across Houston in the past 18 months.

<sup>1</sup>This represents hospitals that were visited at least once during 2020. Given we don't have perfect tracking of visits, this is the definition used to approximate visits every 60-90 days.

## Community Support

Giving back to the communities in which we live and work is an important part of Trupanion's culture.

### VOLUNTEERING PROGRAM

Over 18,000 hours of donated work over the last two years. Trupanion team members have volunteered at Pasado's Safe Haven, Helpline House and Washington Trails Association, among other non-profit organizations.



### MEMBER FACILITATED DONATIONS

Over \$200,000 donated on behalf of our members over the last two years.



### NATURAL DISASTER SUPPORT

\$30,000 donation to Humane Society in 2021 to aid in the support of the Pacific Northwest wildfires.



THE HUMANE SOCIETY  
OF THE UNITED STATES

### PET FOOD DRIVE

23 tons of food donated to local shelters to-date.

# COMMUNITY



## COMMUNITY SUPPORT IN UK

Our UK team members are proud to support their local communities and charitable organizations. Competing in a charity boxing event, running a half marathon in support of Alzheimers research and supporting the front-lines during the COVID-19 pandemic, are a few ways our UK team is giving back.

### Matthew Hoyle

SENIOR TECHNICAL SUPPORT  
ANALYST, TRUPANION UK

Competing in a charity boxing event to raise awareness of Sudden Infant Death Syndrome.

### Mark Colonnese

VP, SALES & IMPLEMENTATIONS,  
TRUPANION UK

Running a half marathon (in 1:44!) to raise funds for Alzheimers research.

### Bridget Stidworthy

HEAD OF PEOPLE SERVICES,  
TRUPANION UK

Assembling personal protective equipment for the elderly and frontline workers during the height of the COVID-19 pandemic.



### SPARC

During the COVID-19 lockdown, the Trupanion UK office donated laptops, to local charities including, SPARC, a local mental health charity, and Inch Arts, England, that supports art in the community. In January, Inch Arts will be using our laptops to help run a music course for young adults who have missed out on some of their education while looking after sick parents.

### UK SUPPORTED ORGANIZATIONS

- RSPCA is the largest animal welfare charity in the UK
- Cancer Research UK
- Macmillan Cancer Support
- The Donkey Sanctuary Manchester
- Stockport Progress and Recovery Centre
- The Lullaby Trust
- Windyway Trust
- Inch Arts, England
- Friends of Serenity



# Environment

Sustainability in our business practices remains front and center with a focus on practices and processes that are more efficient, more sustainable, and that deliver better outcomes across our universe of stakeholders.



# ENVIRONMENT

## Sustainability in Practice



<sup>1</sup>The ENERGY STAR score is a 1-100 assessment of a building's energy efficiency as compared with similar building's nationwide, adjusting for climate and business activity. For the twelve month period ending May 31, 2021.

## Environmental Impact

Our goal is to be carbon neutral and we intend to reach this goal ten years ahead of the 2050 target established in the Paris Climate Agreement. Based on the nature of our product, our business model, and internal evaluations of Scope 1 and Scope 2 emissions—those emissions that are generated directly or indirectly from operations within our scope of control—we do not believe we are far off!

By next year's report, we expect to have engaged a third party to measure Scope 1 emissions to validate our beliefs and inform our efforts towards carbon neutrality. We intend to formally measure Scope 2 emissions by 2025, and Scope 3 emissions by 2027. Continued growth and scale in the Company will provide us with the necessary resources to do so.



### Steve Volkman FACILITIES ASSOCIATE

My path to a Facilities Associate at Trupanion was unconventional. I am a peer recovery coach for Peer Seattle, a part-time outreach coordinator for the People's Harm Reduction Alliance, and

am involved with the King County Drug Court program. I am 10+ years in recovery, and formerly homeless. Knowing my background, Trupanion has accepted me with open arms and has viewed my background as an asset. I leveraged

my experience to help with the homelessness crisis outside our Seattle office. I was able to relate to the unhoused, help communicate their needs and show empathy for their situation. We were able to find the unhoused a more suitable location.



## Minimizing our Footprint

Our Georgetown Headquarters facility, which we purchased in 2018, was retrofitted with sustainable and pet-friendly materials including eco-friendly flooring, LED lighting, energy efficient building control systems, and low-flow toilets and low-flow touchless faucets.

We've also implemented additional measures to reduce energy consumption including more efficient air flow management, downsizing our water cooler and modernizing our elevators.

In 2020, the majority of Trupanion's servers were migrated to the cloud, creating efficiencies by the sharing of resources on multi-tenant systems, and not consuming unnecessary resources associated with additional overhead.

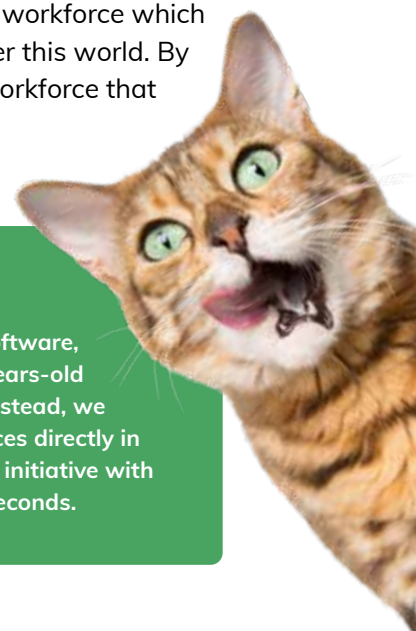
During the height of the COVID-19 pandemic, we transitioned to an entirely remote workforce which proved what we knew all along—talented, pet loving professionals are found all over this world. By promoting a flexible work environment, we are helping create a more sustainable workforce that supports our focus on reducing our overall carbon footprint.

### SUSTAINABLE SOURCING

Our break rooms feature 100% compostable supplies and we've increased team member education around waste management strategies.

#### DID YOU KNOW?

Through our patented software, we are eliminating the years-old reimbursement model. Instead, we can pay veterinary invoices directly in minutes—or through our initiative with claims automation—in seconds.





# Corporate Governance

We are committed to maintaining high ethical standards, integrity and transparency in the way we conduct ourselves and our business, in order to grow value for all stakeholders.





## Transparency

We value transparency at Trupanion. Reporting to our Chief Financial Officer, our sustainability committee, comprised of business leaders, is dedicated to increasing transparency around sustainable business practices.

Today, through the issuance of our high-quality medical insurance for pets' products, climate change carries very little underwriting or catastrophic risk, nor are we exposed to climate related risks with any investments.

As of September 30, 2021, Trupanion had \$221.5 million in cash, cash equivalents and short-term investments held in U.S. government securities.

### WE ARE TAKING STEPS TO—

- Understand environmental risks and opportunities associated with our products
- Promote environmental responsibility
- Report to our Board of Directors on environmental, social and governance practices (ESG)
- Report externally on the progress of our ESG practices and commitments
- Seek input from stakeholders on ESG practices and performance



### Wei Li

SENIOR DIRECTOR  
FINANCIAL REPORTING &  
TREASURY

In many ways, I seem to be an outlier at Trupanion—an Asian immigrant that never worked in pet care or the insurance industry before. I don't even have my own pet! Yet I just love

this place—a warm and inclusive organization where I'm able to truly be myself, apply my own strengths and special skills, and most importantly, share a vision and mission with all of my colleagues: to help pet owners and their pets.

<sup>5</sup>Monthly average YTD through September 30, 2021.

## Governance

The Trupanion leadership team and Board of Directors set high standards for the company's employees, officers, and directors.

It is important that our Board has alignment with shareholders and is long-term focused. To support alignment, Trupanion's Board of Directors are generally compensated in the form of equity. As of June 30, 2021, Trupanion's Board of Directors held approximately 6% of our outstanding shares.

Trupanion's Board of Directors are responsible for CEO oversight, including monitoring performance and compensation, and ensuring that the Company operates in a legal and ethical manner. With the exception of Darryl, all Board of Directors are independent. Trupanion's Board of Directors maintains an Audit Committee, a Compensation Committee and a Nominating and Governance Committee.

### RISK COMMITTEE

Trupanion's risk committee reports quarterly to the Audit Committee and has oversight over risk management governance, risk management procedures and risk control infrastructure for the Company's business and operations. As part of our risk framework, Trupanion considers business continuity risks detailed in our Business Continuity and Disaster Recovery Plan, including those related to extreme weather events.

### GUIDELINES AND POLICIES

Our **Code of Conduct and Ethics** serves to guide the actions and decisions of our team members—including executive officers and directors—consistent with our company vision, values, and goals. The Code of Conduct and Ethics also outlines certain key legal requirements of which all Company parties must be generally aware and with which all parties must comply.

Our **Human Rights Policy** reaffirms our commitment to respecting the human rights and dignity of everyone, and our support for efforts to promote and protect human rights.

In our **Vendor Code of Conduct**, we outline our high standards of ethical business conduct.

On additional issues of importance to our team, our business and broader stakeholders, Trupanion has adopted the following policies—

- **Related Person Transactions**
- **Anti-Bribery & Anti-Corruption**, which includes policies, procedures, training and third-party due diligence designed to prevent and detect potential violations of applicable anti-bribery and anti-corruption laws.
- **Insider Trading Policy**, which allows all insiders (including all team members and others) to trade Company stock in compliance with laws prohibiting insider trading.

You can access board committee information and our corporate governance documents [here](#).



# Privacy and Data Security

At Trupanion, we know the importance of respecting the privacy and maintaining the trust of our members and veterinarians, and we are committed to safeguarding personal data.





## Privacy and Data Security

We want to ensure our members understand the measures we have in place to protect personal information and how we manage and use that information. We provide the details of our Privacy Policy [here](#).

We're committed to transparency in all aspects of our business, including surrounding data security and privacy. Our commitment to members is that any material breach of personal data will be met with broad, public and immediate disclosure.

**No material or other data breach in the past three years**

---

**No reportable privacy incidents<sup>1</sup> in the past three years**

---



**Zaina Harb**  
TRUPANION U.K.,  
PROGRAMME MANAGER

I'm a half-English, half-Lebanese kickboxing, heavy rock music-loving animal fan, so I have a diverse and unusual

makeup! I love how pet-passionate Trupanion is and how I fit right in. In fact, at home, I have what people refer to as Zaina's zoo - two Frenchie's, two rabbits, two hamsters, and a few

fish and shrimps! I was part of the UK cultural committee where one focused on welcoming all the new starts to our team, and making them feel comfortable.

<sup>1</sup>Privacy incident defined as incident where personal information used inappropriately.



## Data Governance

Trupanion's security and privacy programs are constantly evolving in response to current and anticipated threats to the confidentiality, integrity, availability, and privacy of the data we control, and the people, processes, and technology that control and process data. The programs seek to balance mature, industry-leading practices with a unified approach to security, privacy, and compliance.

Privacy and compliance teams ensure responsible and careful use of personal data to satisfy Trupanion's requirements as an insurance company, while honoring personal data privacy rights.

### BOARD OF DIRECTORS

Trupanion's Board has oversight into the Company's data security and privacy efforts. At least once per year, the Executive Vice President of Information Technology reports on the state of Trupanion's Information Security Program to the Board, covering cybersecurity resiliency, risk and threat assessments, third-party audit and assessment results, incidents, and security and privacy initiatives, both in-progress and planned.

The Board's Audit Committee, which oversees risk-related items including cybersecurity, meets with Trupanion's Risk Committee, comprised of executive leadership responsible for overseeing most Trupanion departments, and Trupanion's Security Committee, comprised of senior technology and IT leaders, to discuss strategic planning, current data threats, and recent material audit findings and incidents, among other relevant topics.





## Data Safeguards

Protecting the confidentiality, integrity, and availability of data to better serve Trupanion members.

### PRIVACY AND COMPLIANCE TEAMS

Privacy and compliance teams are responsible for ensuring responsible and careful use of member and personal data to ensure Trupanion can satisfy its requirements as an insurance company, while honoring personal data privacy rights.

### INFORMATION SECURITY MANAGEMENT SYSTEMS

ISMSs were designed and implemented to manage the security of Trupanion's business and consumer-facing systems.

### ACCESS CONTROLS

All Trupanion employee, partner and contractor access to data must be explicitly authorized and is limited to the permissions and time needed for their role. This "least privilege" information access model is used for all technology systems that handle member, claim, and veterinary practice information management data.

### SECURE SYSTEMS AND APPLICATIONS

Trupanion utilizes industry leading security technologies to secure and protect systems and data, including next-gen firewalls, advanced intrusion detection and prevention systems, malicious code protections, multi-factor authentication, and continuous monitoring system to protect Trupanion clouds.

# PRIVACY AND DATA SECURITY

## SECURE STORAGE

All the sensitive and confidential information Trupanion stores is hosted within secure facilities and datacenters that meet strict security standards, including ISO 27001, AICPA Service Organization Controls, and the Payment Card Industry Data Security Standard ("PCI DSS"). All data "at rest" is also secured using industry accepted strong data encryption (for example, AES-256) and other techniques appropriate to the sensitivity of that data.

## SECURE TRANSMISSION

Communications between Trupanion partners, its members through the Member Portal, hospital practice management systems and its services are protected "in transit" using strong encryption techniques and private connections. All webserver and service endpoints use the Transport Layer Security (TLS) 1.2 security protocol, are configured to support high-strength encryption algorithms, and use certificates from publicly trusted Certification Authorities.

For non web-based communications, other security techniques are used, including strongly encrypted file transfer systems, virtual private network (VPN) connections, and dedicated private circuits that provide equal or better security than is supported on the webserver and service endpoints.

## THIRD-PARTY SECURITY TESTING

At least once a year, Trupanion engages external security experts to conduct penetration testing of each of its technology systems, social engineering and phishing tests of its employees, and assessments of the physical security of its offices and datacenter locations. Exploitable vulnerabilities discovered by penetration tests are evaluated, prioritized, and remediated and security awareness training content is modified to better help staff avoid becoming cybercrime victims.

## SECURITY AND ACTIVITY MONITORING

All information systems feed security, system, and activity logging data into a centralized system that performs real-time correlation, analysis, and alerting on identified security events. Alerts are triaged by Trupanion's security operations team, then assigned to a Security or Information Technology team member for further analysis and handling.

## SECURITY TRAINING AND ACKNOWLEDGEMENT

All Trupanion employees, contractors, and partners receive security awareness and compliance training at hire, at least once per year, and following significant policy changes. Along with training, all staff are asked to acknowledge they have received, read, and understood Trupanion policies.

## VENDOR RISK AND SUPPLY CHAIN MANAGEMENT

Trupanion's Vendor Risk and Supply Chain Management program evaluates, tracks, and measures third-party risk to assess its impact on critical aspects of the business and develop controls to mitigate or lessen the impact of a negative event on the business.

# PRIVACY AND DATA SECURITY

## SECURITY AND COMPLIANCE VALIDATION

In addition to security monitoring and testing processes, Trupanion's safeguards are assessed each year for alignment and compliance with industry best practices and data security requirements like those outlined in the PCI Data Security Standard (DSS), the New York Department of Financial Services (NYDFS) Cybersecurity Requirements for Financial Services Companies (23 NYCRR § 500), and NIST Cybersecurity Framework. The Information Security Management System protecting the UK-based Aquarium platform is also assessed and verified against the ISO 27001:2013 standard.

## PRIVACY SAFEGUARDS

Trupanion recognizes the importance of respecting individuals' privacy and maintaining their trust. In addition to the security policies mentioned above, Trupanion has implemented policies and procedures governing the handling of personal data. Activity logging and access controls are in place to track the use of personal data and to control where and in which systems it is housed.

## NOTICES

Trupanion's [Privacy Policies](#) are posted on its public facing websites and provide information on what personal data is collected, how it is used, and with who and for what reasons it may be shared.

## DATA RIGHTS PROCESSES

Personal data rights are guaranteed for individuals by law in various jurisdictions like California, Virginia, Canada, and the UK. Trupanion has implemented processes to satisfy requests by individuals to exercise those rights, including data deletion, data correction, and opting out of marketing.

## INCIDENT RESPONSE PROCESSES

Trupanion has implemented response plans that include support from some of the best security, privacy, and forensics experts available. Additionally, Trupanion conducts annual live drills and exercises of those response plans and uses the results to further improve and enhance its safeguards and practices.



trupanion<sup>™</sup>

Medical insurance for the life of your pet.

**TRUPANION.COM**

For questions, please contact:

**Laura Bainbridge**

Vice President, Corporate Communications

[InvestorRelations@Trupanion.com](mailto:InvestorRelations@Trupanion.com)