



MARKET SHARE ANALYSIS

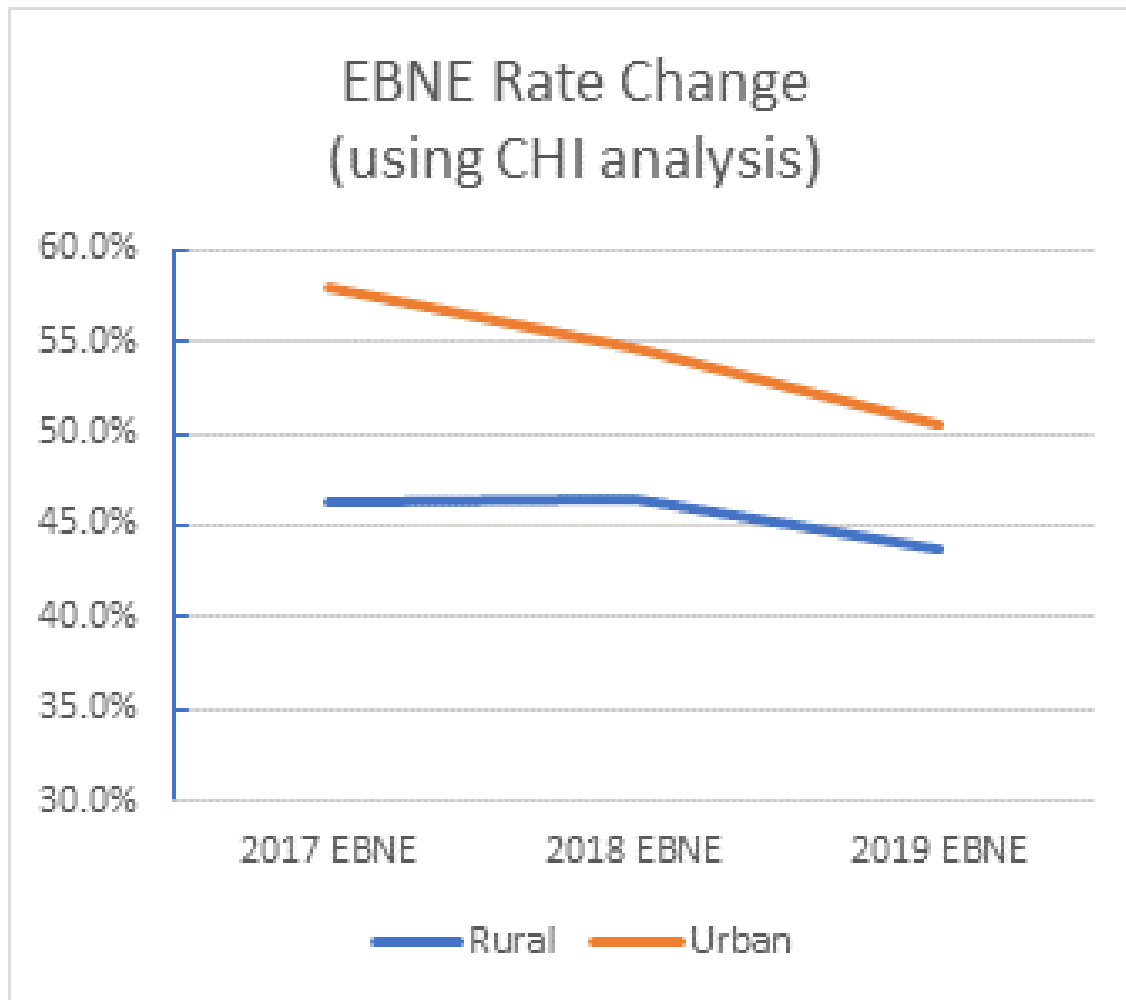
2017-2019 Marketplace Enrollments and EBNE Trends

Plan Selections in Urban and Rural Colorado

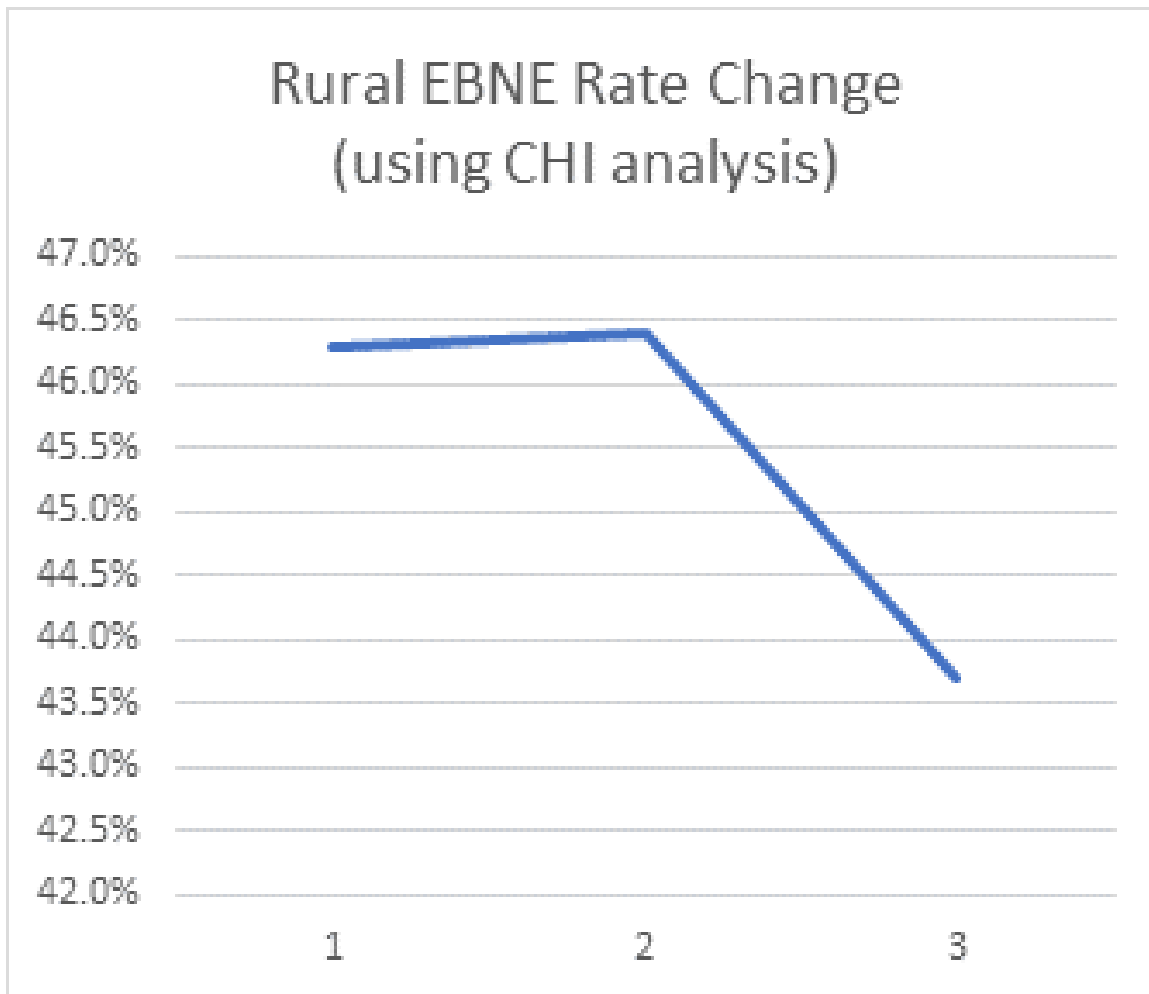
Year	2018	2019
Rural Enrollments	42,676	43,995
Urban Enrollments	123,101	126,146

Year	2018	2019
Rural Premiums (Avg)	\$153	\$107
Urban Premiums (Avg)	\$122	\$141

EBNE Trends: 2017-2019

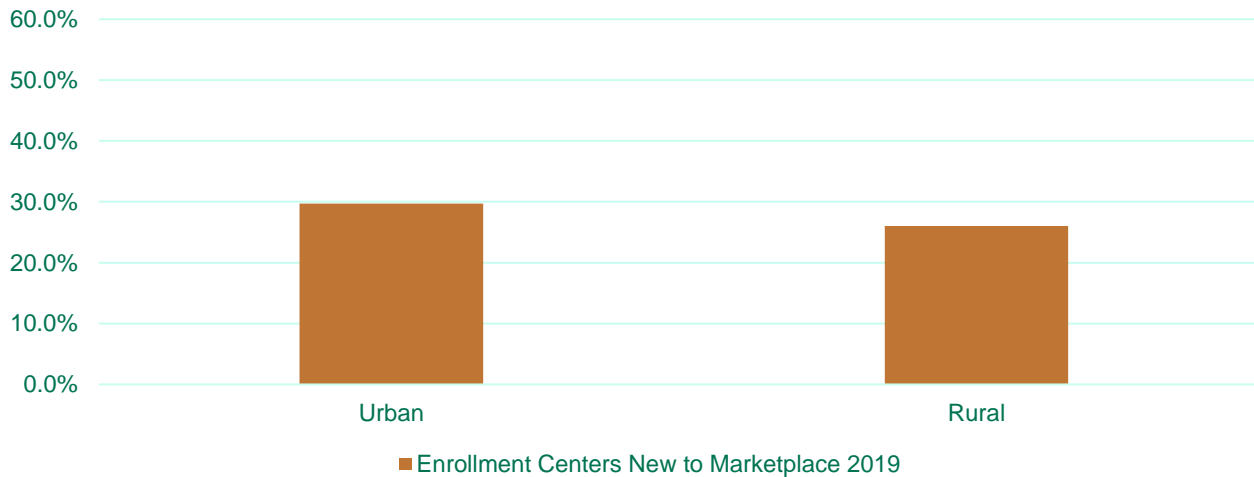


Rural EBNE Trends: 2017-2019



Enrollment Center Business Growth

Percent of Enrollment Center Customers
New to Marketplace
% of business that did not have Marketplace coverage in
2018



OE6 Enrollment Gains

COUNTIES WITH THE HIGHEST PERCENTAGE OF ENROLLMENT INCREASES 2019 VERSUS 2018 MEDICAL ENROLLMENTS

County	2019 Enrollments	Increase in Enrollments over 2018
Cheyenne	56	40%
Huerfano	249	30%
Kiowa	49	26%
Las Animas	385	25%
Rio Grande	331	24%
Mineral	53	23%
Custer	240	18%
Lake	299	18%
Alamosa	324	14%
San Juan	72	14%

¹Rural counties include the 54 designated as "rural" or as "ag-urban" by the Colorado Rural Development Council. That organization designated 10 Front Range counties as urban: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, El Paso, Jefferson, Larimer and Pueblo.