

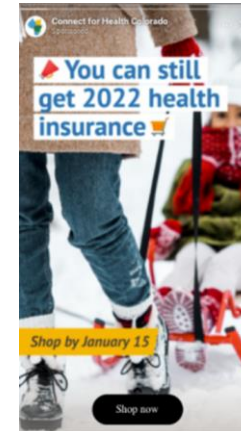
Marketing Updates

Through December 8, 2021

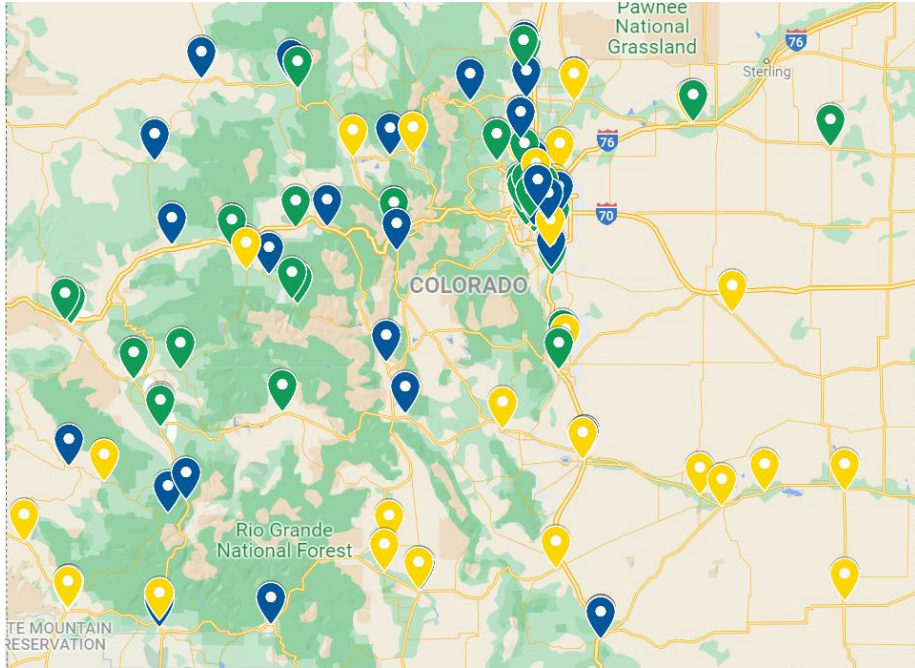


Advertising

- 11 million ad impressions
- 15,000 additional website visits
- Held Get Covered Day to promote the Dec. 15th deadline



Enrollment Assistance



Green = Enrollment Centers
Blue = Health Coverage Guides
Yellow = Certified Application Counselors

Broker-supported Enrollments: Up 23% YoY
Assister-supported Enrollments: Up 8% YoY