

Cake is the #1 platform for navigating end-of-life.

Cake is the leading provider of digital tools and resources that support end-of-life planning and what to do after a loss.

Market Leader

- Largest in the world, serving **35+ million** people every year
- Trusted by top insurance, financial services, and healthcare organizations including **Natwest Bank** and **Kaiser Permanente**
- Featured by **Stanford Graduate School of Business** case study as the leader in the category

Expertise in End-of-Life (EOL) & Consumer Tech

- Advised by top **legal, medical, financial, funeral, and grief experts**
- Combining human expertise with **data science and AI** for personalized user experience
- **Consumer tech experience in C-suite:** TripAdvisor, BuoyHealth, eBay alums
- **AARP Innovation Labs** portfolio company

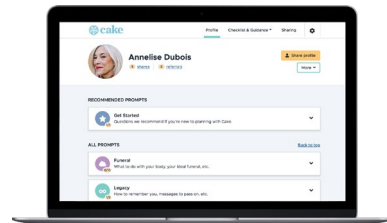


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Benefits of Cake

- ✓ Customer **retention/persistency**
- ✓ Customer **attraction/acquisition**
- ✓ **Cross-selling/lead gen**
- ✓ **Data and market research**
- ✓ Forging **long-term relationships** with customers
- ✓ **Improved perception** of your brand



Best-in-class Digital Tools for EOL Planning and Post Loss Support

- ✓ The most **user-friendly:** modern, simple, self-serve
- ✓ **Customizable** content & user journeys
- ✓ **Fast** implementation
- ✓ **Accessible** on any device
- ✓ **Secure and private:** bank-level security, HIPAA- and GDPR-compliant