



## Root Insurance Joins Industry-Leading EZLynx and PL Rating to Expand Access for Independent Agents

August 6, 2025

*Root's Competitive, Data-Driven Pricing Now Available to Independent Agents Through Comparative Rater Integration*

August 6, 2025 — Root Insurance is now available on the industry's largest comparative raters, EZLynx and PL Rating. With this expansion, independent agents across the country can now easily and quickly offer Root insurance, broadening customer choice and further strengthening Root's presence in the agency channel.

Powered by Root's advanced technology, the platform built exclusively for independent agents is a quick, intuitive, and data-driven quoting tool that helps them grow their businesses by delivering the fast, personalized experience today's consumers expect. Independent agents can get appointed directly with Root and begin quoting within days. Once appointed, they can add Root to their existing EZLynx and PL Rating rosters.

"Root has built a formidable technology platform to deliver a faster and easier experience for agents and their customers," said Jill Kellett, VP of Product at Root. "Making Root available through EZLynx and PL Rating is a big step forward in our commitment to servicing independent agents."

Since expanding its distribution to independent agents in 2024, Root has appointed more than 7,000 agents and counting.

"It's exciting to see Root showing up where we already do business," said Mike Barr, EZLynx user and founder of Barr Insurance in Alpharetta, Georgia. "Being able to quote Root in the same place as other carriers is a game-changer. Root's platform makes the entire process faster, easier, and far more efficient to help agents better serve our customers."

In a 2024 survey of independent agents, respondents identified EZ Lynx and PL Rating as the two most commonly used comparative raters, with nearly half of agents relying on them to quote and bind policies<sup>1</sup>. By joining these platforms, Root significantly expands its reach, empowering more agents to access its competitive pricing and continuing to simplify and modernize car insurance through technology.

Root Insurance is offered through EZLynx and PL Rating in 23 states with plans to expand across the country in the coming months. To get appointed and join the thousands of agents already offering Root, or to learn more about Root's independent agent experience, visit [joinroot.com/agents](https://www.joinroot.com/agents).

### **About Root, Inc.**

Founded in 2015 and based in Columbus, Ohio, Root, Inc. (NASDAQ: ROOT) is the parent company of Root Insurance Company. Root is revolutionizing insurance through data science and technology to provide consumers a personalized, easy, and fair experience. The Root app has more than 15 million app downloads and has collected over 32 billion miles of driving data to inform its insurance offerings.

For more information, visit <https://www.joinroot.com/>.

### **References**

<sup>1</sup>The Big "I" | The Association for Independent Insurance Agents | 2024 Agency Universe Study

### **Contacts**

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### **Forward-Looking Statements**

This communication contains forward-looking statements within the meaning of federal securities laws regarding Root, Inc. These forward-looking statements relate to, among other things, expectations about our future business results and the success of our integrations with comparative raters. Such forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the company's control and are difficult to predict, including our ability to profitably acquire new customers through the comparative raters, our ability to retain any such customers, and the availability of the respective systems. We have based our forward-looking statements on our current expectations, estimates and projections about our industry and our company. We caution that these statements are not guarantees of future performance and you should not rely unduly on them, as they involve risks, uncertainties and assumptions that we cannot predict and many of which are beyond our control. Accordingly, our actual results may differ materially from the future performance that we have expressed or forecast in our forward-looking statements. In accordance with "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, we have included in Root's Form 10-K for the year ended Dec. 31, 2024, and other SEC filings, cautionary language identifying important factors, though not necessarily all such factors, that could cause future outcomes to differ materially from those set forth in the forward-looking statements. Copies of Root's Form 10-K and other SEC filings are available on the SEC's website, Root's website at [ir.joinroot.com/investor-relations](http://ir.joinroot.com/investor-relations) or by contacting Root's Investor Relations office.