

Edgar Filing: QUOTESMITH COM INC - Form 10-Q

QUOTESMITH COM INC  
Form 10-Q  
November 13, 2001

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 10-Q

☒ QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 for the quarterly period ended September 30, 2001.

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 for the transition period from \_\_\_\_\_ to \_\_\_\_\_.

QUOTESMITH.COM, INC.  
(EXACT NAME OF REGISTRANT AS SPECIFIED IN ITS CHARTER)

DELAWARE  
(STATE OR OTHER JURISDICTION  
OF INCORPORATION OR ORGANIZATION)

36-3299423  
(I.R.S. EMPLOYER  
IDENTIFICATION NUMBER)

8205 SOUTH CASS AVENUE, SUITE 102  
DARIEN, ILLINOIS 60561  
(630) 515-0170  
(ADDRESS AND TELEPHONE NUMBER, INCLUDING  
AREA CODE, OF REGISTRANT'S PRINCIPAL EXECUTIVE OFFICES)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. ☒ Yes ☐ No

APPLICABLE ONLY TO ISSUERS INVOLVED IN BANKRUPTCY  
PROCEEDINGS DURING THE PRECEDING FIVE YEARS:

Indicate by check mark whether the registrant has filed all documents and reports required to be filed by Section 12, 13 or 15(d) of the Securities and Exchange Act of 1934 subsequent to the distribution of securities under a plan confirmed by a court. N/A

APPLICABLE ONLY TO CORPORATE ISSUERS:

The number of outstanding shares of the registrant's common stock was 5,340,279, net of treasury shares, on October 31, 2001.

INDEX

PAGE  
----

PART I. FINANCIAL INFORMATION

Item 1. Financial Statements (Unaudited)

Balance Sheets.....	3
Statements of Operations.....	4

# Edgar Filing: QUOTESMITH COM INC - Form 10-Q

Statements of Stockholders' Equity.....	5
Statements of Cash Flows.....	6
Notes to Financial Statements.....	7
Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations.....	9
Item 3. Quantitative and Qualitative Disclosures About Market Risk.....	22

## PART II. OTHER INFORMATION

Item 1. Legal Proceedings.....	23
Item 2. Changes in Securities and Use of Proceeds.....	23
Item 3. Defaults Upon Senior Securities.....	23
Item 4. Submission of Matters to a Vote of Security Holders.....	23
Item 5. Other Information.....	24
Item 6. Exhibits and Reports on Form 8-K.....	24

## PART I. FINANCIAL INFORMATION

### ITEM 1. FINANCIAL STATEMENTS

#### QUOTESMITH.COM, INC. BALANCE SHEETS

	SEPTEMBER 30, 2001 (UNAUDITED)	DECEMBER 31, 2000
	-----	-----
ASSETS		
Cash and cash equivalents .....	\$ 6,183,611	\$ 4,269,141
Fixed maturity investments -		
available for sale at fair value .....	13,897,130	24,027,889
Commissions receivable, less allowances (2001-- \$159,000; 2000-- \$239,000) .....	901,716	1,540,515
Other assets .....	252,562	453,071
	-----	-----
Total current assets .....	21,235,019	30,290,616
Furniture, equipment, and computer software at cost, less accumulated depreciation (2001-- \$1,327,055; 2000-- \$873,000) .....	2,213,369	2,352,147
	-----	-----

# Edgar Filing: QUOTESMITH COM INC - Form 10-Q

Total assets .....	\$ 23,448,388	\$ 32,642,763
	=====	=====
LIABILITIES AND STOCKHOLDERS' EQUITY		
Accounts payable and accrued liabilities .....	\$ 988,765	\$ 2,847,508
	-----	-----
Total current liabilities .....	988,765	2,847,508
Long-term capital lease obligations .....	95,751	127,950
	-----	-----
Total liabilities .....	1,084,516	2,975,458
Commitments and contingencies .....	--	--
Stockholders' equity:		
Common stock - par value, \$.003 per share;		
shares authorized: 60,000,000		
shares issued: 2001 and 2000-- 7,253,570 .....	21,761	21,761
Additional paid-in capital .....	63,847,811	63,836,873
Retained-earnings deficit .....	(38,940,699)	(32,828,218)
Treasury stock at cost 2001-- 1,913,291;		
2000-- 1,331,667 shares .....	(2,595,343)	(1,360,313)
Accumulated other comprehensive gain (loss) .....	30,342	(2,798)
	-----	-----
Total stockholders' equity .....	22,363,872	29,667,305
	-----	-----
Total liabilities and stockholders' equity .....	\$ 23,448,388	\$ 32,642,763
	=====	=====

See accompanying notes.

3

## QUOTESMITH.COM, INC. STATEMENTS OF OPERATIONS

	QUARTER ENDED SEPTEMBER 30,		NINE MON SEPTEMBER
	2001	2000	2001
	----	----	----
Revenues:			
Commissions and fees.....	\$ 1,724,895	\$ 3,782,292	\$ 6,247,340
Other.....	5,179	12,463	34,491
	-----	-----	-----
Total revenues.....	1,730,074	3,794,755	6,281,831
Expenses:			
Selling and marketing.....	827,713	5,102,532	6,243,822
Operations .....	1,395,063	1,786,685	4,280,481
General and administrative .....	797,084	956,266	2,798,422

Edgar Filing: QUOTESMITH COM INC - Form 10-Q

Total expenses.....	3,019,860	7,845,483	13,322,725
Operating loss.....	(1,289,786)	(4,050,728)	(7,040,894)
Interest income.....	228,144	544,513	928,413
Net loss.....	\$ (1,061,642)	\$ (3,506,215)	\$ (6,112,481)
Net loss per common share, basic and diluted .....	\$ (0.20)	\$ (0.55)	\$ (1.12)
Weighted average common shares and equivalents outstanding, basic and diluted.....	5,345,252	6,408,904	5,474,995

See accompanying notes.

4

QUOTESMITH.COM, INC.  
STATEMENTS OF STOCKHOLDERS' EQUITY

	COMMON STOCK				
	NUMBER OF SHARES ISSUED	PAR VALUE	ADDITIONAL PAID-IN CAPITAL	RETAINED- EARNINGS DEFICIT	TREASURY STOCK
2000:					
Balance at January 1.....	7,252,727	\$ 21,758	\$63,683,525	\$ (14,206,590)	\$ (263,000)
Net loss.....	--	--	--	(18,621,628)	--
Other comprehensive gain- unrealized gain on investments .....	--	--	--	--	--
Total comprehensive loss.....	--	--	--	--	(1,097,313)
Purchase of treasury stock...	--	--	--	--	--
Proceeds from sale of common stock-exercise of stock options .....	843	3	7,590	--	--
Employee stock compensation	--	--	145,758	--	--
Balance at December 31.....	7,253,570	21,761	63,836,873	(32,828,218)	(1,360,313)
Nine months ended September 30, 2001 (unaudited)					
Net loss.....	--	--	--	(6,112,481)	--
Other comprehensive gain- unrealized gain on investments .....	--	--	--	--	--
Total comprehensive loss ....					

# Edgar Filing: QUOTESMITH COM INC - Form 10-Q

Purchase of treasury stock...	--	--	--	--	(1,235,030)
Employee stock compensation..	--	--	10,938	--	--
	-----	-----	-----	-----	-----
Balance at September 30,					
(unaudited).....	7,253,570	\$ 21,761	\$63,847,811	\$ (38,940,699)	\$ (2,595,343)
	=====	=====	=====	=====	=====

See accompanying notes.

5

## QUOTESMITH.COM, INC. STATEMENTS OF CASH FLOWS

	NINE MONTHS ENDED SEPTEMBER 30	
	2001	2000
	----	----
	(UNAUDITED)	
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net loss .....	\$ (6,112,481)	\$ (16,217,077)
Adjustments to reconcile		
to net cash used by operating activities:		
Depreciation expense .....	453,998	388,635
Amortization .....	(81,532)	(817,564)
Accounts payable and		
accrued liabilities .....	(1,858,743)	(2,740,751)
Commissions receivable .....	638,799	(165,462)
Stock compensation .....	10,938	134,820
Other assets .....	200,509	2,220,906
	-----	-----
Net cash used by operating		
activities .....	(6,748,512)	(17,196,493)
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of investments .....	(14,254,568)	(52,320,985)
Proceeds from sales of investments .....	2,500,000	--
Proceeds from investment maturities .....	22,000,000	67,900,000
Purchases of furniture,		
equipment, and computer software .....	(315,221)	(1,156,977)
	-----	-----
Net cash provided by investing		
activities .....	9,930,211	14,422,038
CASH FLOWS FROM FINANCING ACTIVITIES:		
Proceeds from issuance of		
common stock .....	--	7,593
Proceeds used to purchase treasury stock .....	(1,235,030)	--
Payment of capital lease obligation .....	(32,199)	(20,499)
	-----	-----
Net cash used by		
financing activities .....	(1,267,229)	(12,906)

# Edgar Filing: QUOTESMITH COM INC - Form 10-Q

NET INCREASE (DECREASE) IN CASH AND CASH		
EQUIVALENTS .....	1,914,470	(2,787,361)
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD.....	4,269,141	8,990,022
	-----	-----
CASH AND CASH EQUIVALENTS AT END OF PERIOD .....	\$ 6,183,611	\$ 6,202,661
	=====	=====

See accompanying notes.

6

## QUOTESMITH.COM, INC. NOTES TO FINANCIAL STATEMENTS (UNAUDITED)

### 1. DESCRIPTION OF BUSINESS

Quotesmith.com, Inc. (the Company) has developed an Internet-based insurance service that enables consumers and business owners to obtain instant quotes from over 300 insurance companies. The Company's web site allows consumers to: (1) search for, analyze and compare insurance products; (2) request and obtain insurance quotes; and (3) select and purchase insurance coverage from the insurance company of their choice.

The Company incorporated and began its operations in March 1984 and during the period from 1984 to 1994 provided an electronic quotation and policy information service to insurance agents and brokers. Throughout this period the Company was not engaged in the marketing of insurance to consumers. In 1994, the Company began focusing its business strategy on marketing term life insurance to self-directed consumers using its proprietary insurance price comparison technology. In May 1996, the Company began providing real-time quotes for term life insurance on the Internet and began receiving online insurance application requests from consumers. Over the last five years, the Company's primary revenue source has been commissions derived from the sale of individual term life insurance. Revenue is also generated from the sale of auto insurance. The majority of auto insurance revenue is generated from referral fees. Customers seeking auto insurance at the Company's website are referred to certain third party insurance quotation sites who pay the Company a referral fee. The Company continues to develop its own internal auto rating engine.

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### BASIS OF PRESENTATION

The accompanying unaudited financial statements have been prepared in accordance with accounting principles generally accepted in the United States (GAAP) for interim financial information. Accordingly, they do not include all of the information and footnotes required by GAAP for complete financial statements. In the opinion of management, all adjustments (consisting of normal recurring accruals) considered necessary for a fair presentation have been included. Operating results for the nine month period ended September 30, 2001 are not necessarily indicative of the results that may be expected for the year

# Edgar Filing: QUOTESMITH COM INC - Form 10-Q

ended December 31, 2001.

The balance sheet at December 31, 2000 has been derived from the audited financial statements at that date but does not include all of the information and footnotes required by GAAP for complete financial statements.

## 3. COMMITMENTS AND CONTINGENCIES

The Company is subject to legal proceedings and claims in the ordinary course of business. The Company is not aware of any legal proceedings or claims that are believed to have a material effect on the Company's financial position.

7

## QUOTESMITH.COM, INC. NOTES TO FINANCIAL STATEMENTS (UNAUDITED)

## 4. COMPREHENSIVE LOSS

For the Company, comprehensive loss includes net loss and net unrealized investment gains, as follows:

	QUARTER ENDED SEPTEMBER 30,		NINE MON SEPTEMBER
	2001	2000	2001
	----	----	----
Net loss.....	\$ (1,061,642)	\$ (3,506,215)	\$ (6,112,481)
Unrealized gain on investments.....	6,063	29,451	33,140
	-----	-----	-----
Comprehensive loss.....	\$ (1,055,579)	\$ (3,476,764)	\$ (6,079,341)
	=====	=====	=====

## 5. STOCK SPLIT

On March 5, 2001, the Board of Directors of the Company approved a one-for-three reverse stock split and a change of par value per share from \$.001 to \$.003, effective on March 7, 2001. In the accompanying financial statements and related notes, all share and per share amounts have been retroactively adjusted to reflect the stock split. The components of stockholders' equity were not affected by these changes.

8

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

### ITEM 2: MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

#### CAUTIONS ABOUT FORWARD-LOOKING STATEMENTS

This announcement may contain forward-looking statements that involve risks, assumptions and uncertainties pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. This announcement also contains forward-looking statements about events and circumstances that have not yet occurred and may not occur. Expressions of future goals and similar expressions including, without limitation, "may," "will," "believes," "should," "could," "hope," "expects," "expected," "does not currently expect," "anticipates," "predicts," "potential" and "forecast," reflecting something other than historical fact, are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. Investors should be aware that actual results may differ materially from the results predicted and reported results should not be considered an indication of future performance. Reported Web site activity and/or quotes are not necessarily indicative of any present or future revenue. The Company will not necessarily update the information in this document if any forward-looking statement later turns out to be inaccurate. Potential risks and uncertainties include, among others, Quotesmith.com's limited e-commerce operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, seasonality, consumer trends, competition, risks of system interruption, the evolving nature of its business model, the increasingly competitive online commerce environment, dependence on continuing growth of online commerce and risks associated with capacity constraints and the management of growth. More information about potential factors that could affect the Company's financial results is included in the Company's Annual Report on Form 10-K for the year ended December 31, 2000, which is on file with the United States Securities and Exchange Commission. Some insurance companies appear at Quotesmith.com for purely informational purposes only and pay no compensation to Quotesmith.com and some insurers pay commissions or fees to Quotesmith.com based upon premium volume or traffic activity produced by Quotesmith.com. Quote availability by state or any other factor is subject to change without notice.

Quotesmith.com is a service mark of Quotesmith.com, Inc. All other names are trademarks of their respective owners. Copyright 2001. All rights reserved. Quotesmith.com, Inc.

#### OVERVIEW

We generate revenues from commissions paid to us by insurance companies based upon the policies sold to consumers through our service. These revenues come in the form of first year, bonus and renewal commissions that vary by company and product. We recognize the full first year commission revenues on term life insurance after the insurance company approves the policy and accepts the initial payment. At the time revenue is recognized, an allowance is recorded based on historical information for estimated commissions that may not be received due to the non-payment of installment first year premiums. The Company recognizes commissions on all other lines of business after we receive notice that the insurance company had received payment of the related premium. First year commission revenues per policy can fluctuate due to changing premiums, commission rates, and types or amount of insurance sold. We occasionally receive bonuses based upon individual criteria set by insurance companies. We recognize bonus revenues when we receive notification from the insurance company of the bonus due to us. Bonus revenues are typically higher in the fourth quarter due to the bonus system used by many life insurance companies. Revenues for renewal commissions are recognized after we receive notice that the insurance company



## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

has received payment for a renewal premium. Renewal commission rates are significantly less than first year commission rates and may not be offered by every insurance company. We also generate a portion of our revenues from fees through our arrangements with other entities who pay commissions or fees to us based upon traffic activity produced by us.

The timing between when we submit a consumer's application for insurance to the insurance company and when we generate revenues has varied over time. The type of insurance product and the insurance company's backlog are the primary factors that impact the length of time between submitted applications and revenue recognition. Over the past three years, the time between application submission and revenue recognition has averaged approximately four months. Any changes in the amount of time between submitted application and revenue recognition, of which a significant portion of time is not under our control, will create fluctuations in our operating results and could harm our business, operating results and financial condition.

9

Operations expenses are comprised of both variable and semi-variable expenses, including wages, benefits and expenses associated with processing insurance applications and maintaining our database and Web site. The historical lag between the times an application is submitted to an insurance company and when we recognize revenues significantly impacts our operating results as most of our variable expenses are incurred prior to application submission.

Selling and marketing expenses consist primarily of direct advertising costs.

### RESULTS OF OPERATIONS

#### COMPARISON OF THE QUARTER AND NINE MONTHS ENDED SEPTEMBER 30, 2001 AND SEPTEMBER 30, 2000

##### Revenues

Revenues decreased 55% to \$1.7 million for the third quarter ended September 30, 2001 compared to \$3.8 million in the third quarter of 2000. For the nine months ended September 30, 2001 revenues decreased 50% to \$6.3 million from \$12.6 million for the nine month period in 2000. The decline in revenues in the third quarter of 2001 and the nine months ended September 30, 2001 was due to a 57% and 49% decline in the number of paid policies, respectively, compared to 2000. The decline in the number of paid policies is largely attributable to a significant decline in sales and marketing expenses during the same periods. The impact of the decrease in paid policies during the quarter was partially offset by an increase in the average first year revenue per term life policy to \$454 in the third quarter of 2001, compared to \$403 in the third quarter of 2000. For the nine month period, the impact of the decrease in paid policies was increased by a decline in average first year revenue per term life policy to \$390 in 2001, compared to \$397 for the same nine month period in 2000. The changes in average first year revenue per term life policy result from shifts in business mix to insurance carriers with different levels of first year commissions. We would expect continued fluctuations due to carrier mix in future quarters.

##### Expenses

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

**Selling and Marketing.** Selling and marketing expenses decreased to \$0.8 million in the third quarter of 2001 compared to \$5.1 million in the third quarter of 2000, and decreased to \$6.2 million for the nine months ended September 30, 2001 compared to \$21.1 million for the nine months ended September 30, 2000. Selling and marketing expenses were 48% of revenue in the third quarter of 2001, a significant decline in percentage from 99% for the entire nine months ended September 30, 2001. Selling and marketing expenses were 134% and 168% of revenues for the quarter and nine month period ended September 30, 2000. The decrease in total selling and marketing expenses was due to the elimination of television advertisements and reductions in print and radio advertisements. The Company intends to maintain selling and marketing expenses at levels consistent with the third quarter of 2001.

**Operations.** Operations expenses decreased 22% to \$1.4 million in the third quarter of 2001 from \$1.8 million in the third quarter of 2000, but increased as a percentage of revenues to 81% from 47%, respectively. Operations expense decreased 27% to \$4.3 million for the nine months ended September 30, 2001, compared to \$5.9 million for the nine months ended September 30, 2000, but increased as a percentage of revenues to 68% in 2001 from 47% in 2000. The overall decrease in operating expense for all periods noted is primarily due to a decrease in employees to 78 at September 30, 2001, from 144 at September 30, 2000. On August 2, 2001, the Company announced a reduction in staff of 25 employees as a result of its decision to shift certain back-office functions related to the handling of insurance applications to third party administrative firms.

The operating cost per paid policy was \$364 in the third quarter of 2001 compared to \$199 in the third quarter of 2000, versus \$277 for the nine months ended September 30, 2001 compared to \$193 for the nine months ended September 30, 2000. The number of paid policies rises or falls in line with increases or decreases in the level of selling and marketing expenses. Operating costs having a proportionately larger component of semi-variable costs than selling and marketing costs, increase or decrease at a slower rate. The increasing costs per paid policy reflect operating costs declining at a slower rate than paid

10

policies. Certain customer service functions formerly performed by Company personnel have been shifted to certain insurance companies and to third party administrators thereby increasing the variable nature of certain operating costs.

**General and Administrative.** General and administrative expenses decreased 20% to \$0.8 million in the third quarter of 2001 from \$1.0 million in the third quarter of 2000, and decreased 20% to \$2.8 million for the nine months ended September 30, 2001 compared to \$3.5 million for the nine months ended September 30, 2000. General and administrative expenses increased as a percentage of revenues to 46% from 25% for the quarters ended September 30, 2001 and 2000 respectively, and increased as a percentage of revenues to 45% from 28% for the nine months ended September 30, 2001 and 2000 respectively.

### Interest Income

Interest income was \$228,000 in the third quarter of 2001 compared to \$545,000 in the third quarter of 2000 and \$928,000 for the nine months ended

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

September 30, 2001 compared to \$1.7 million for nine months ended September 30, 2000. The decrease in interest income reflects the use of investment principal to fund operating losses and the overall decline in short term interest rates. Interest income will continue to decrease as the Company uses its cash to fund operating losses.

### Income Taxes (Credit)

We had no income tax credit for 2001 and 2000 due to valuation allowances provided against net deferred tax assets.

### Loan to Director

During the quarter ended September 30, 2001, a secured loan in the amount of \$80,000 was made to Robert S. Bland, Chairman of the Board, President and Chief Executive Officer. The Compensation Committee of the Board of Directors approved the loan. Mr. Bland used the loan in connection with the purchase of a new home. The loan was outstanding for three calendar days at which time it was repaid in full with interest calculated at the rate of 10% per annum.

### LIQUIDITY AND CAPITAL RESOURCES

We currently expect that the cash and fixed maturity investments of \$20.1 million at September 30, 2001 will be sufficient to meet our anticipated cash requirements for at least the next 12 months. We may need to raise additional capital in order to meet competitive pressures, support more rapid expansion, develop new products, acquire related or complementary businesses or technologies and or take advantage of unforeseen opportunities. The timing and amounts of working capital expenditures are difficult to predict, and if they vary materially, we may require additional financing sooner than anticipated. If we require additional equity financing, it may be dilutive to our stockholders and the equity securities issued in a subsequent offering may have rights or privileges senior to the holders of our common stock. If debt financing is available, it may require restrictive covenants with respect to dividends, raising capital and other financial and operational matters, which could impact or restrict our operations. If we cannot obtain adequate financing on acceptable terms, we may be required to reduce the scope of our marketing or operations, which could harm our business, results of operations and our financial condition.

Our sources of funds consist primarily of commissions and fee revenue generated from the sale of insurance products and investment income from our cash and fixed maturity portfolio. The principal uses of funds are marketing and advertising expenses, operations, and general and administrative expenses.

Cash used in operating activities was approximately \$6.7 million and \$17.2 million, respectively, for the nine months ended September 30, 2001 and 2000. The decrease in cash used in 2001 was primarily a result of reduced marketing expenditures.

Cash flows provided by investing activities were \$9.9 million and \$14.4 million, respectively, for the nine months ended September 30, 2001 and 2000. Cash flows provided by investing activities in the first nine months of 2001 were used to fund the operating loss and to fund the purchase of \$1.2 million in treasury stock.

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

Cash used by financing activities was approximately \$1.3 million in the nine month period ended September 30, 2001, compared to \$12,906 used by financing activities for the same period in 2000. Approximately all of the cash used in 2001 reflects monies expended to purchase treasury stock under a previously announced share repurchase program. The Company repurchased 581,624 shares during the first nine months of 2001 at an average price of \$2.12 per share.

12

### FACTORS THAT MAY AFFECT OUR FUTURE OPERATING RESULTS

#### RISKS RELATED TO OUR BUSINESS

IF THE TERRORIST ATTACKS OF SEPTEMBER 11, 2001 RESULT IN AN ECONOMIC DOWNTURN, OUR REVENUES AND OUR BUSINESS COULD BE HARMED

The impact of the events of September 11 upon our business is still uncertain. Subsequent to that date the Company has experienced an increase in the volume of term life insurance quotation requests. We are unable to determine if this increased volume is a temporary reaction to the terrorism of September 11 or if it represents a sustainable increase in our business. If there is a significant economic downturn, demand for term life insurance may decrease and our business could be harmed.

IF WE DO NOT SUCCESSFULLY IMPLEMENT OUR NEW AUTO RATING ENGINE, OUR REVENUES AND BUSINESS COULD BE HARMED

The Company intends to participate in the auto insurance brokerage business via a proprietary comparative multi-company auto rating engine. Launch of the auto rating engine for customers in Illinois occurred in July 2001. Subsequent to the Illinois launch, customer access to the engine was restricted until further technical enhancements can be implemented. We have entered into a referral agreement with ComparisonMarket Inc. allowing our customers to obtain auto insurance quotations in 41 states using ComparisonMarket's service. ComparisonMarket pays us a fee for successful referrals.

We may experience additional difficulties that could further delay or prevent the successful transition into the auto brokerage business using our proprietary product, which could result in additional expenditures and the loss of revenue.

OUR INTERNET-BASED INSURANCE SERVICE HAS NOT BEEN PROFITABLE AND MAY NOT BECOME PROFITABLE IN THE FUTURE

Our first complete year of focusing on our Internet-based insurance service

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

was 1997. We incurred operating losses of approximately \$15.0 million in 1999, \$20.8 million in 2000 and \$7.0 million in the first nine months of 2001. Because we plan to continue to incur high levels of marketing expenses, compared to revenue, in an attempt to increase our consumer base, we will need to generate significantly higher revenues to achieve profitability. Even if we achieve profitability, we may not be able to maintain profitability in the future. In addition, as our business model evolves, we expect to introduce a number of new products and services that take time and money to develop and may or may not be profitable for us.

IF THE TERM LIFE INSURANCE INDUSTRY DECLINES, OUR BUSINESS WILL SUFFER BECAUSE A SUBSTANTIAL PORTION OF OUR REVENUES ARE CURRENTLY DERIVED FROM CONSUMERS PURCHASING TERM LIFE INSURANCE THROUGH US

For the nine month period ended September 30, 2001, approximately 78% of our revenue was derived from consumers purchasing life insurance through us. Because nearly all of our revenues are currently derived from consumers purchasing term life insurance through us, our current financial condition is largely dependent on the term life insurance industry and, in particular, on consumers' demand for term life insurance policies. If sales of term life insurance decline, whether due to the introduction of new products, shifting consumer preferences or otherwise, our business would be substantially harmed. In addition, in recent years, term life insurance premiums have been declining. This decline has caused our average commission per equivalent face amount of a policy to decrease and has contributed to our operating losses since 1997. If term life insurance premiums continue to decline, it may become more difficult for us to become profitable.

IF THE PURCHASE OF INSURANCE OVER THE INTERNET OR OUR SERVICE OFFERINGS DO NOT ACHIEVE WIDESPREAD CONSUMER ACCEPTANCE, OUR BUSINESS WILL BE HARMED

Our success will depend in large part on widespread consumer acceptance of purchasing insurance online. The development of an online market for insurance has only recently begun, is rapidly evolving and likely will be characterized by

13

an increasing number of market entrants. Therefore, there is significant uncertainty with respect to the viability and growth potential of this market. Our future growth, if any, will depend on the following critical factors:

- the growth of the Internet as a commercial medium generally, and as a market for consumer financial products and services specifically;
- consumers' willingness to conduct self-directed insurance research;
- our ability to successfully and cost-effectively market our services to a sufficiently large number of consumers;
- our ability to consistently fulfill application requests on an efficient and timely basis; and
- our ability to overcome a perception among many consumers that obtaining insurance online is risky.

We cannot assure you that the market for our services will develop, that our services will be adopted or that consumers will significantly increase their use of the Internet for obtaining insurance. If the online market for insurance fails to develop or develops more slowly than we expect, or if our services do

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

not achieve widespread market acceptance, our business would be significantly harmed.

WE MAY GENERATE LIMITED REVENUES BECAUSE CONSUMERS CAN OBTAIN FREE QUOTES AND OTHER INFORMATION WITHOUT PURCHASING INSURANCE THROUGH OUR WEB SITE

We only generate revenues if a consumer purchases insurance through our service. Consumers can access our Web site and obtain quotes and other information free of charge without any obligation to purchase insurance through us. Because all of the insurance policies quoted at our Web site can be purchased through sources other than us, consumers may take the quotes and other information that we provide to them and purchase one of our quoted policies from the agent or broker of their choice. If consumers only use our Web site for quote information purposes, we will not generate revenues and our business would be significantly harmed.

WE MAY EXPERIENCE SIGNIFICANT FLUCTUATIONS IN OUR QUARTERLY RESULTS, WHICH MAKES IT DIFFICULT FOR INVESTORS TO MAKE RELIABLE PERIOD-TO-PERIOD COMPARISONS AND MAY CONTRIBUTE TO VOLATILITY IN OUR STOCK PRICE

Our quarterly revenues and operating results have fluctuated significantly in the past and we expect them to continue to fluctuate significantly in the future. Causes of these fluctuations have included, among other factors:

- the length of time it takes for an insurance company to verify that an applicant meets the specified underwriting criteria--this process can be lengthy, unpredictable and subject to delays over which we have little or no control, including underwriting backlogs of the insurance company and the accuracy of information provided by the applicant; we tend to place a significant number of policies with the most price-competitive insurance companies, who, due to volume, have longer and more unpredictable underwriting time frames;
- changes in selling and marketing expenses, as well as other operating expenses;
- volatility in bonus commissions paid to us by insurance companies which typically are highest in the fourth quarter;
- volatility in renewal commission income;
- the conversion and fulfillment rates of consumers' applications, which vary according to insurance product;
- new sites, services and products by our competitors;
- price competition by insurance companies in the sale of insurance policies; and

14

- the level of Internet usage for insurance products and services.

In addition, we have a very long revenue cycle. As a result, substantial portions of our expenses, including selling and marketing expenses, are incurred well in advance of potential revenue generation. If our sales and marketing expenses fail to produce the expected revenue, our results of operations will be harmed.

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

Any one or more of the above-mentioned factors could harm our business and results of operations, which makes quarterly predictions difficult and often unreliable. As a result, we believe that quarter-to-quarter comparisons of our operating results are not necessarily meaningful and not good indicators of our future performance. Due to the above-mentioned and other factors, it is possible that in one or more future quarters our operating results will fall below the expectations of securities analysts and investors. If this happens, the trading price of our common stock would likely decrease.

### WE MUST FURTHER DEVELOP OUR BRAND RECOGNITION IN ORDER TO REMAIN COMPETITIVE

There are a number of Web sites that offer services that are competitive with the services we offer. Therefore, we believe that broader recognition and a favorable consumer perception of the Quotesmith.com brand are essential to our future success. Accordingly, we intend to continue to pursue a brand-enhancement strategy consisting of our traditional print advertising, as well as online marketing and promotional efforts. If these expenditures do not result in a sufficient increase in revenues to cover these additional selling and marketing expenses, our business, results of operations and financial condition would be harmed.

### WE MUST SUCCESSFULLY EXPAND INTO ADDITIONAL INSURANCE PRODUCTS IN ORDER TO REMAIN COMPETITIVE

We have recently expanded our product offering to include other types of insurance, including auto insurance, in addition to our traditional term life product and will continue to do so in the future. Expanding our product offering has required significant expenditures and further expansion, if any, will require additional expenditures. In addition, a portion of our selling and marketing expenditures will be used to promote these new product offerings. However, to date we have generated small amounts of revenues from our new product types. If our new product offerings do not generate sufficient revenues to cover the related expenditures, our business, results of operations and financial condition would be harmed.

WE DO NOT HAVE AGENCY CONTRACTS WITH ALL OF THE INSURANCE COMPANIES WE QUOTE ON OUR WEB SITE AND SOME INSURANCE COMPANIES MAY REFUSE TO PARTICIPATE IN OUR DATABASE OR REFUSE TO DO BUSINESS WITH US

While we obtain the information contained in our database directly from over 300 insurance companies being quoted and listed at our Web site, we currently hold agency contracts with 161 of these insurance companies. We typically seek formal agency appointment from an insurance company after we receive a purchase request for that insurance company's product from a consumer. In the past a number of insurance companies quoted on our Web site have refused to appoint us as an agent or refused to permit us to publish their quotes for various reasons, including:

- we do not meet with our customers on a face-to-face basis;
- some insurance companies may have exclusive relationships with other agents;
- we publicly market our service on a price-oriented basis which is not compatible with the insurance company's branding efforts; and
- a formal business relationship with us might be perceived negatively by the insurance company's existing distribution channels.

We do not intentionally include in our database insurance companies who object to their inclusion. If a significant number of insurance companies object

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

to the inclusion of their information in our database the breadth of our database would be limited. If consumers desire to purchase a material number of policies from insurance companies with whom we are not

15

appointed as an agent, and these insurance companies refuse to enter into agency contracts with us, it could harm our business and results of operations.

OUR STRATEGIC RELATIONSHIPS AND AGREEMENTS DO NOT CURRENTLY, AND MAY NEVER, GENERATE A MATERIAL AMOUNT OF REVENUES FOR US

As part of our marketing strategy, we began to enter into strategic relationships and agreements to increase our access to online consumers. However, to date we have derived only a minimal amount of revenues from these arrangements. Under certain of these strategic agreements, we are obligated to pay referral fees based upon requests for applications or quotes, each of which do not generate revenue for us unless it results in a purchased insurance policy. In addition, most of these strategic agreements permit either party to terminate the agreement with short notice. As a result, we cannot assure you that any of these relationships or agreements will be profitable or generate any material amount of revenues in the future. If our strategic relationships and agreements do not meet our expectations regarding revenues and earnings, our business could be harmed.

IF WE DO NOT MANAGE OUR GROWTH EFFECTIVELY, OUR BUSINESS COULD BE HARMED

We have expanded our operations significantly since May 1996. However, during the nine months ending September 30, 2001, we have substantially reduced our staffing levels in response to decreases in revenue. These fluctuations in our operations growth continue to place significant demands on our management and other resources and are likely to continue. To manage our future growth, we will need to attract, hire and retain highly skilled and motivated officers, managers and employees and improve existing systems and/or implement new systems for:

- transaction processing;
- operational and financial management; and
- training, integrating and managing our employee base.

We may not be successful in managing or expanding our operations or maintaining adequate management, financial and operating systems and controls.

IF WE DO NOT MANAGE OUR THIRD PARTY SERVICE PROVIDERS EFFECTIVELY, OUR BUSINESS COULD BE HARMED

Certain customer service functions formerly performed by Company personnel have been shifted to third party administrators thereby increasing the variable nature of certain operating costs. If our oversight of the actions of these third party administrators is not effective, resulting in lost revenue opportunities or increased operating costs, we could be harmed. Our contractual agreements with these third party administrators are automatically renewed for additional successive twelve month terms unless either party shall give the other written notice not to renew at least 90 days prior to the expiration of the current term. If the third party administrators chose not to renew the agreement and we are unable to reassume those customer service functions within



## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

90 days, revenue opportunities could be lost and we could be harmed.

IF OUR QUOTES ARE INACCURATE AND WE MUST PAY OUT CASH REWARD GUARANTEES, OUR BUSINESS COULD BE HARMED

We offer consumers a \$500 cash reward guarantee that we provide an accurate quote. In 1999 we paid \$12,000, for the year ended December 31, 2000 we paid \$11,500, and for the nine months ended September 30, 2001, we paid \$8,000 in guarantees. If our quotes or those of services with respect to which we have click-through arrangements are inaccurate and we are required to pay a substantial number of cash reward guarantees, we could be harmed.

IF WE LOSE ANY OF OUR EXECUTIVE OFFICERS OUR BUSINESS MAY SUFFER BECAUSE WE RELY ON THEIR KNOWLEDGE OF OUR BUSINESS

16

We believe that our success is significantly dependent upon the continued employment and collective skills of our executive officers, including Founder and Chief Executive Officer, Robert S. Bland, and Executive Vice President, William V. Thoms. Both of these officers have entered into employment contracts with us. The loss of either of these two executives or any of our other executive officers could harm our company. Burke A. Christensen, our Vice President of Operations and General Counsel, announced his plans to leave the Company during the fourth quarter of 2001.

### RISKS RELATED TO THE INSURANCE INDUSTRY

OUR BONUS COMMISSION REVENUES ARE HIGHLY UNPREDICTABLE WHICH MAY CAUSE FLUCTUATIONS IN OUR OPERATING RESULTS

Our bonus commission revenues relate to the amount of premiums paid for new insurance policies to a single insurance company. In other words, if consumers purchase policies from a fewer number of insurance companies our bonus commissions will be higher than if the same policies were purchased from a larger number of insurance companies. The decision to purchase a policy from a particular insurance company typically relates to, among other factors, price of the policy and rating of the insurance company, both are factors over which we have no control. Insurance companies often change their prices in the middle of the year for competitive reasons. This may reduce the number of policies placed with that insurance company which may then reduce our potential bonus commissions. In addition, we have no control over the bonus commission rates that are set by each individual insurance company. As a result of these factors, we are unable to control the amount of bonus commission we receive in any particular quarter or year and these amounts may fluctuate significantly.

THE INSURANCE SALES INDUSTRY IS INTENSELY COMPETITIVE, AND IF WE FAIL TO SUCCESSFULLY COMPETE IN THIS INDUSTRY OUR MARKET SHARE AND BUSINESS WILL BE HARMED

The markets for the products and services offered on our site are intensely competitive and characterized by rapidly changing technology, evolving regulatory requirements and changing consumer demands. We compete with both traditional insurance distribution channels, including insurance agents and brokers, new non-traditional channels such as commercial banks and savings and loan associations, and a growing number of direct distributors including other online services, such as InsWeb Corporation and SelectQuote.

We also potentially face competition from a number of large online services

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

that have expertise in developing online commerce and in facilitating a high volume of Internet traffic for or on behalf of our competitors. For instance, some of our competitors have relationships with major electronic commerce companies, including InsWeb, which has relationships with Yahoo! and Quicken. Other large companies with strong brand recognition, technical expertise and experience in online commerce and direct marketing could also seek to compete in the online insurance market.

There can be no assurance that we will be able to successfully compete with any of these current or potential insurance providers.

17

### RISKS RELATED TO REGULATION

OUR COMPLIANCE WITH THE STRICT REGULATORY ENVIRONMENT APPLICABLE TO THE INSURANCE INDUSTRY IS COSTLY, AND IF WE FAIL TO COMPLY WITH THE NUMEROUS LAWS AND REGULATIONS THAT GOVERN THE INDUSTRY WE COULD BE SUBJECT TO PENALTIES

We must comply with the complex rules and regulations of each jurisdiction's insurance department which impose strict and burdensome guidelines on us regarding our operations. Compliance with these rules and regulations imposes significant costs on our business. Each jurisdiction's insurance department typically has the power, among other things, to:

- authorize how, by which personnel and under what circumstances an insurance premium can be quoted and published;
- approve which entities can be paid commissions from insurance companies;
- license insurance agents and brokers;
- monitor the activity of our non-licensed customer service representatives; and
- approve policy forms and regulate some premium rates.

Due to the complexity, periodic modification and differing statutory interpretations of these laws, we may not have always been and we may not always be in compliance with all these laws. Failure to comply with these numerous laws could result in fines, additional licensing requirements or the revocation of our license in the particular jurisdiction. These penalties could significantly increase our general operating expenses and harm our business. In addition, even if the allegations in any regulatory action against us turn out to be false, negative publicity relating to any allegations could result in a loss of consumer confidence and significant damage to our brand. We believe that because many consumers and insurance companies are not yet comfortable with the concept of purchasing insurance online, the publicity relating to any such regulatory or legal issues could harm our business.

REGULATION OF THE SALE OF INSURANCE OVER THE INTERNET AND OTHER ELECTRONIC COMMERCE IS UNSETTLED, AND FUTURE REGULATIONS COULD FORCE US TO CHANGE THE WAY WE DO BUSINESS OR MAKE OPERATING OUR BUSINESS MORE COSTLY

As a company involved in the sale of insurance over the Internet, we are subject to additional regulatory risk, as insurance regulations have not been fully modified to cover Internet transactions. Currently, many state insurance regulators are exploring the need for specific regulation of insurance sales over the Internet. Any new regulation could dampen the growth of the Internet as

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

a means of providing insurance services. Moreover, the laws governing general commerce on the Internet remain largely unsettled, even in areas where there has been some legislative action. It may take years to determine whether and how existing laws such as those governing intellectual property, privacy and taxation apply to the Internet. In addition, the growth and development of the market for electronic commerce may prompt calls for more stringent consumer protection laws that may impose additional burdens on companies conducting business over the Internet. Any new laws or regulations or new interpretations of existing laws or regulations relating to the Internet could harm our business.

IF WE BECOME SUBJECT TO LEGAL LIABILITY FOR THE INFORMATION WE DISTRIBUTE ON OUR WEB SITE OR COMMUNICATE TO OUR CUSTOMERS, OUR BUSINESS COULD BE HARMED

Our customers rely upon information we provide regarding insurance quotes, coverage, exclusions, limitations and ratings. To the extent that the information we provide is not accurate, we could be liable for damages from both consumers and insurance companies. These types of claims have been brought, sometimes successfully, against agents, online services and print publications in the past. These types of claims could be time-consuming and expensive to defend, divert management's attention, and could cause consumers to lose confidence in our service. As a result, these types of claims, whether or not successful, could harm our business, financial condition and results of operations.

18

In addition, because we are appointed as an agent for only 161 of the over 300 insurance companies quoted on our Web site, we do not have contractual authorization to publish information regarding the policies from insurance companies for whom we are not appointed. Several of these insurance companies have in the past demanded that we cease publishing their policy information and others may do so in the future. In some cases we have published information despite these demands. If we are required to stop publishing information regarding some of the insurance policies that we track in our database, it could harm us.

### RISKS RELATED TO THE INTERNET AND ELECTRONIC COMMERCE

ANY FAILURES OF, OR CAPACITY CONSTRAINTS IN, OUR SYSTEMS OR THE SYSTEMS OF THIRD PARTIES ON WHICH WE RELY COULD REDUCE OR LIMIT VISITORS TO OUR WEB SITE AND HARM OUR ABILITY TO GENERATE REVENUE

We use both internally developed and third-party systems to operate our service. If the number of users of our service increases substantially, we will need to significantly expand and upgrade our technology, transaction processing systems and network infrastructure. We do not know whether we will be able to accurately project the rate or timing of any these increases, or expand and upgrade our systems and infrastructure to accommodate these increases in a timely manner. Our ability to facilitate transactions successfully and provide high quality customer service also depends on the efficient and uninterrupted operation of our computer and communications hardware systems. Our service has experienced periodic system interruptions, and it is likely that these interruptions will continue to occur from time to time. Additionally, our systems and operations are vulnerable to damage or interruption from human error, natural disasters, power loss, telecommunication failures, break-ins, sabotage, denial-of-service attacks, computer viruses, acts of vandalism and similar events. We may not carry sufficient business interruption insurance to compensate for losses that could occur. Any system failure that causes an

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

interruption in service or decreases the responsiveness of our service would impair our revenue-generating capabilities, and could damage our reputation and our brand name.

OUR SUCCESS DEPENDS, IN PART, ON OUR ABILITY TO PROTECT OUR PROPRIETARY TECHNOLOGY

We believe that our success depends, in part, on protecting our intellectual property. Other than our trademarks, most of our intellectual property consists of proprietary or confidential information that is not subject to patent or similar protection. Competitors may independently develop similar or superior products, software or business models.

We cannot guarantee that we will be able to protect our intellectual property. Unauthorized third parties may try to copy our products or business model or use our confidential information to develop competing products. Legal standards relating to the validity, enforceability and scope of protection of proprietary rights in Internet-related businesses are uncertain and still evolving. As a result, we cannot predict the future viability or value of our proprietary rights and those of other companies within the industry.

WE MAY BE SUBJECT TO CLAIMS OF INFRINGEMENT THAT MAY BE COSTLY TO RESOLVE AND, IF SUCCESSFUL, COULD HARM OUR BUSINESS

Our business activities and products may infringe upon the proprietary rights of others. We have not searched to determine if any actions or products infringe upon the rights of others. Parties may assert valid or invalid infringement claims against us. Any infringement claims and resulting litigation, should it occur, could subject us to significant liability for damages and could result in invalidation of our proprietary rights. Even if we eventually won, any resulting litigation could be time-consuming and expensive to defend and could divert our management's attention.

IF WE ARE UNABLE TO ADAPT TO THE RAPID TECHNOLOGICAL CHANGE IN OUR INDUSTRY, WE WILL NOT REMAIN COMPETITIVE AND OUR BUSINESS WILL SUFFER.

Our market is characterized by rapidly changing technologies, frequent new product and service introductions and evolving industry standards. The recent growth of the Internet and intense competition in our industry exacerbate these market characteristics. Our future success will depend on our ability to adapt to rapidly changing technologies by continually

improving the features and reliability of our database and service. We may experience difficulties that could delay or prevent the successful introduction or marketing of new products and services. In addition, new enhancements must meet the requirements of our current and prospective customers and must achieve significant market acceptance. We could also incur substantial costs if we need to modify our service or infrastructures or adapt our technology to respond to these changes.

DEMAND FOR OUR SERVICES MAY BE REDUCED IF WE ARE UNABLE TO SAFEGUARD THE SECURITY AND PRIVACY OF OUR CUSTOMER'S INFORMATION

A significant barrier to electronic commerce and online communications has been the need for secure transmission of confidential information over the Internet. Our ability to secure the transmission of confidential information over the Internet is essential in maintaining consumer and insurance company

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

confidence in our service. In addition, because we handle confidential and sensitive information about our customers, any security breaches would damage our reputation and could expose us to litigation and liability. We cannot guarantee that our systems will prevent security breaches.

OUR BUSINESS ASSUMES THE CONTINUED DEPENDABILITY OF THE INTERNET INFRASTRUCTURE

Our success will depend upon the development and maintenance of the Internet's infrastructure to cope with its significant growth and increased traffic. This will require a reliable network backbone with the necessary speed, data capacity and security, and the timely development of complementary products, such as high-speed modems, for providing reliable Internet access and services. The Internet has experienced a variety of outages and other delays as a result of damage to portions of its infrastructure and could face outages and delays in the future. Outages and delays are likely to cause a loss of business by affecting the level of Internet usage and the processing of insurance quotes and applications requests made through our Web site. We are unlikely to make up for this loss of business.

### RISKS RELATED TO OWNERSHIP OF OUR COMMON STOCK

OUR STOCK COULD BECOME DELISTED IF WE FAIL TO MEET THE MINIMUM FINANCIAL REQUIREMENTS FOR CONTINUED LISTING ON THE NASDAQ SMALLCAP MARKET

Effective at the opening of business on July 20, 2001, the Company's stock listing transferred from the Nasdaq National Market to the Nasdaq SmallCap Market. This transfer was mandated by Nasdaq because the Company's public float was unable to sustain a value in excess of \$5.0 million for 30 consecutive trading days, making our shares ineligible for continued Nasdaq National Market listing. The shares continue to be listed under the existing symbol QUOT.

In response to the extraordinary market conditions following the tragedies of September 11, 2001, The Nasdaq Stock Market, Inc. implemented an across-the-board moratorium on the minimum bid and public float requirements for continued listing on the Nasdaq. The temporary suspension of these requirements is effective from September 27, 2001 until January 2, 2002. Upon expiration of this temporary suspension, our common stock must maintain a minimum bid price of \$1.00 per share in order to remain eligible for continued listing on the Nasdaq SmallCap Market. On October 31, 2001, the closing bid price of our common stock on the Nasdaq SmallCap Market was \$1.97 per share. There can be no assurance that we will be able to maintain a bid price in excess of \$1.00 per share.

In addition to the \$1.00 minimum bid price per share requirement described above, the continued listing of our common stock on the Nasdaq SmallCap Market is subject to the maintenance of the other quantitative and qualitative requirements set forth in the Nasdaq SmallCap Market Listing Requirements. In particular, the Nasdaq SmallCap Market Listing Requirements require that a company currently included in the Nasdaq SmallCap Market meet each of the following standards to maintain its continued listing:

- (1) either (a) net tangible assets of \$2,500,000, (b) net income in two of the last three years of \$500,000, or (c) a market capitalization of \$35,000,000;

20

- (2) a public float of 500,000 shares;

- (3) a market value of public float of \$1,000,000;

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

- (4) a minimum bid price of \$1 per share;
- (5) 300 round lot shareholders;
- (6) two market makers; and
- (7) compliance with Nasdaq corporate governance rules.

Inclusion in the Nasdaq SmallCap Market increases liquidity and may potentially minimize the spread between the "bid" and "asked" prices quoted by market makers. Further, a Nasdaq SmallCap Market listing may enhance our access to capital and increase our flexibility in responding to anticipated capital requirements.

We believe that the current per share price level of the common stock has reduced the effective marketability of our shares of common stock because of the reluctance of many leading brokerage firms to recommend low-priced stock to their clients. Certain investors view low-priced stock as speculative and unattractive. In addition, a variety of brokerage house policies and practices tend to discourage individual brokers within those firms from dealing in low-priced stock. Such policies and practices pertain to the payment of brokers' commissions and to time-consuming procedures that make the handling of low-priced stocks unattractive to brokers from an economic standpoint.

In addition, because brokerage commissions on low-priced stock generally represent a higher percentage of the stock price than commissions on higher-priced stock, the current share price of the common stock can result in individual stockholders paying transaction costs (commissions, markups or markdowns) that represent a higher percentage of their total share value than would be the case if the share price were substantially higher. This factor also may limit the willingness of institutions to purchase the common stock at its current low share price.

In addition, if the common stock is not listed on the Nasdaq SmallCap Market and the trading price of the common stock were to fall below \$1.00 per share, trading in the common stock would also be subject to the requirements of certain rules promulgated under the Securities Exchange Act of 1934 which require additional disclosures by broker-dealers in connection with any trades involving a stock defined as a "penny stock" (generally, a non-Nasdaq equity security that has a market price of less than \$5.00 per share, subject to certain exceptions). In such event, the additional burdens imposed upon broker-dealers to effect transactions in the common stock could further limit the market liquidity of the common stock and the ability of investors to trade the common stock.

If our common stock were delisted from the Nasdaq SmallCap Market, sales of our common stock would likely be conducted only in the over-the-counter market or potentially in regional exchanges. This may have a negative impact on the liquidity and price of the common stock and investors may find it more difficult to purchase or dispose of, or to obtain accurate quotations as to the market value of, our common stock.

OUR STOCK PRICE MAY HAVE WIDE FLUCTUATIONS, AND INTERNET-RELATED STOCKS HAVE BEEN PARTICULARLY VOLATILE

The market price of our common stock is highly volatile and is subject to wide fluctuations. Recently, the stock market has experienced significant price and volume fluctuations and the market prices of securities of technology companies, particularly Internet-related companies, have been highly volatile. Market fluctuations, as well as general political and economic conditions, such

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

as a recession or interest rate fluctuations, could adversely affect the market price of our common stock. In addition, the market prices for stocks of Internet-related and technology companies, particularly following an initial public offering, frequently reach levels that bear no relationship to the operating performance of such companies. These

21

market prices generally are not sustainable and are subject to wide variations. If our common stock trades to unsustainably high levels, it likely will thereafter experience a material decline.

In the past, securities class action litigation has often been brought against a company following periods of volatility in the market price of their securities. We may in the future be the target of similar litigation. Securities litigation could result in substantial costs, divert management's attention and resources, and harm our financial condition and results of operations.

TWO OF OUR OFFICERS AND DIRECTORS OWN A SIGNIFICANT PORTION OF OUR STOCK AND CONTINUE TO CONTROL OUR COMPANY AND THEIR INTERESTS MAY NOT BE THE SAME AS OUR PUBLIC STOCKHOLDERS

As of October 31, 2001, Robert Bland, our Chairman, President and Chief Executive Officer directly or indirectly controls 44.59% of our outstanding common stock, and William Thoms, our Executive Vice President, directly controls 13.49% of our outstanding common stock. As a result, if Messrs. Bland and Thoms act together, they will be able to take any of the following actions without the approval of additional stockholders:

- elect our directors;
- amend several provisions of our charter;
- approve a merger, sale of assets or other major corporate transaction;
- defeat any takeover attempt, even if it would be beneficial to our public stockholders; and
- otherwise control the outcome of all matters submitted for a stockholder vote.

This control could discourage others from initiating a potential merger, takeover or another change of control transaction that could be beneficial to our stockholders. As a result, the market price of our common stock could be harmed.

OUR CHARTER DOCUMENTS AND DELAWARE LAW CONTAIN PROVISIONS THAT MAY DISCOURAGE TAKEOVER ATTEMPTS, WHICH COULD PRECLUDE OUR STOCKHOLDERS FROM RECEIVING A CHANGE OF CONTROL PREMIUM

Our certificate of incorporation and bylaws and Delaware law contain anti-takeover provisions that could have the effect of delaying or preventing changes in control that a stockholder may consider favorable. The provisions in our charter documents include the following:

- a classified board of directors with three-year staggered terms;
- the ability of our board of directors to issue shares of preferred stock and to determine the price and other terms, including preferences and

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

voting rights, of those shares without stockholder approval;

- stockholder action to be taken only at a special or regular meeting; and
- advance notice procedures for nominating candidates to our board of directors.

Our preferred stock purchase rights would cause substantial dilution to any person or group who attempts to acquire a significant interest in our company without advance approval of our board of directors. In addition, our executive officers have employment agreements that may entitle them to substantial payments in the event of a change of control.

The foregoing could have the effect of delaying, deferring or preventing a change in control of our company, discourage bids for our common stock at a premium over the market price, or harm the market price of, and the voting and

22

other rights of the holders of, our common stock. We also are subject to Delaware laws that could have similar effects. One of these laws prohibits us from engaging in a business combination with any significant stockholder for a period of three years from the date the person became a significant stockholder unless specific conditions are met.

23

### ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

The primary objective of our investment activities is to preserve principal while at the same time maximizing yields without significantly increasing risk. To achieve this objective, we maintain a portfolio of cash and equivalents and short-term investments in a variety of securities, including both government and



## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

corporate obligations and money market funds.

Substantially all of our investments are subject to interest rate risk. We consider all investments as available-for-sale and unrealized gains on those investments totaled \$33,140 in the first nine months of 2001, and totaled \$36,420 for the year ended December 31, 2000.

We did not hold any derivative financial instruments as of September 30, 2001, and we have never held such instruments in the past. Additionally, all our transactions have been denoted in U.S. currency, and do not have any risk associated with foreign currency transactions.

Due to the short-term nature of our investments, a 1% increase in interest rates would decrease the fair value of our investments by an immaterial amount.

### PART II. OTHER INFORMATION

#### ITEM 1. LEGAL PROCEEDINGS

Not applicable.

#### ITEM 2. CHANGES IN SECURITIES AND USE OF PROCEEDS

Initial Public Offering. The effective date of our first registration statement, filed on Form S-1 under the Securities Act of 1933 (No. 333-79355) relating to Quotesmith.com's initial public offering of its Common Stock, was August 3, 1999. A total of 1,903,030 shares of common stock were sold at a price of \$33.00 per share to an underwriting syndicate led by Hambrecht & Quist, Paine Webber Incorporated, ABN AMRO Rothschild and Charles Schwab & Co., Inc. The initial offering commenced on August 3, 1999, and closed on August 6, 1999. Net proceeds from the offering were approximately \$57.5 million. We did not pay any of the net proceeds of the offering, directly or indirectly, to any director, officer of Quotesmith.com, or to any persons owning ten percent or more of our common stock, or any of our affiliates.

Use of Proceeds. As of September 30, 2001, our balance sheet reflected approximately \$13.9 million in investments and \$6.2 million in cash equivalents with respect to proceeds received from the initial public offering. Proceeds from the initial public offering have been used for the repayment of a loan from Intuit, Inc. totaling \$2.0 million, for general corporate purposes and the expansion of our marketing efforts.

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

### ITEM 3. DEFAULTS UPON SENIOR SECURITIES

Not applicable.

### ITEM 4. SUBMISSION OF MATTERS TO A VOTE OF SECURITY HOLDERS

- (a) The Company held a Special Meeting of Stockholders on March 5, 2001.
- (b) At the Special Meeting of Shareholders, the stockholders voted to effect a reverse stock split of the Company's outstanding common stock based upon the following ratios: 3:1 or 6:1. The aggregate number of votes cast for, or withheld, for a reverse stock split of the Company's outstanding common stock of 6:1 was as follows: 12,983,328 for and none withheld. The aggregate number of votes cast for or withheld, for a reverse stock split of the Company's outstanding common stock of 3:1 was as follows: 13,011,647 for and none withheld.
- (c) The Company's Annual Meeting of Stockholders was held on May 24, 2001.
- (d) At the Annual Meeting, the stockholders reelected to the Company's Board of Directors Mr. Jeremiah A. Denton and Mr. John McCartney, both Class II Directors. Messrs. Denton and McCartney will serve three-year terms ending upon the election of Class II Directors at the 2004 annual meeting of stockholders. The aggregate number of votes cast for, or withheld, for the election of Mr. Denton was as follows: 5,164,139 for and 14,077 abstained. The aggregate number of votes cast for or withheld, for the election of Mr. McCartney was as follows: 5,170,404 for and 7,812 abstained.

The Board of Directors of the Company is composed of two Class I Directors, Messrs. Gretsche and Rueben, whose terms expire in 2003, two Class II Directors, named above, and three Class III Directors, Messrs. Bland, Shannon and Thoms, whose terms expire at the 2002 Annual Meeting of Stockholders.

25

- (e) At the Annual Meeting the stockholders also ratified the appointment of Ernst & Young, LLP as auditors of the Company for the 2001 fiscal year. The aggregate number of votes cast for, against or abstained, for the ratification of Ernst & Young LLP was 5,167,892 for, 8,661 against and 1,663 abstained.

### ITEM 5. OTHER INFORMATION

Not applicable.

### ITEM 6. EXHIBITS AND REPORTS ON FORM 8-K

(a).Exhibits

Exhibit Number	Description
-----	-----
None	----

## Edgar Filing: QUOTESMITH COM INC - Form 10-Q

(b). Reports on Form 8-K

No reports were filed on Form 8-K for the quarter ended September 30, 2001.

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

QUOTESMITH.COM, INC.

Date: November 5, 2001.

By: /s/ Walter B. Kulikowski  
Walter B. Kulikowski  
Chief Financial Officer,  
Vice President and Secretary