SERFF Tracking #:	*LEMO-135157422*	***State Tracking #:***		***Company Tracking #:***	*LIC-PET-WI-2611RR*

State:	*Wisconsin*	***Filing Company:***	*Lemonade Insurance Company*
TOI/Sub-TOI:	*09.0 Inland Marine/09.0004 Pet Insurance Plans*		
Product Name:	*Pet Insurance*		
Project Name/Number:	*/*		

Disposition

Disposition Date: 11/12/2026
Effective Date (New): 12/16/2026
Effective Date (Renewal): 02/14/2027
Status: Filed

Comment: Filed is used with rates, rules, and advertisements.

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	Number of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where req'd):	Minimum % Change (where req'd):
Lemonade Insurance Company	37.700%	36.100%	$1,984,783	9,196	$5,503,797	195.500%	-46.400%

Schedule	Schedule Item	Schedule Item Status	Public Access
Rate	Rating Order of Calculations	Filed	Yes
Rate	Pet Insurance Manual	Filed	Yes
Supporting Document	Rate	Filed	Yes
Supporting Document	Redlines	Filed	Yes

Ratemaking Indication

The ratemaking indications of the Indication Exhibits are calculated using the loss ratio method. The extension of exposures method was used to on-level earned premium to the current rate level. The following is an overview of each of the major components to the calculation:

Premium Trend

Changes in average premium levels due to shifts in the book of business are accounted for in premium trend factors. For Accident & Illness coverage, we selected a -1.0% annual retrospective premium trend and 0.0% annual prospective premium trend based on Countrywide and Wisconsin historical data. For Preventative coverage, we selected a -1.0% annual retrospective and prospective premium trend based on Countrywide and Wisconsin historical data. Due to the release of new coverage choices and an increasing adoption rate, our preventative premium trend has increased historically more rapidly than we expect will reasonably happen in the projection period. As we continue to collect more data for this program, we will monitor the premium trend and adjust selections accordingly.

Loss Trend

Loss trends are reflected through the use of loss trend factors. Annual cost analysis and trend projection for Accident & Illness coverage were developed considering Wisconsin and Countrywide experience from 2025Q1 to 2026Q3. Since our loss trend experience has been volatile, we judgmentally selected a 10.0% annual retrospective loss trend and 16.0% prospective loss trend for Accident & Illness coverage based on Countrywide and Wisconsin historical data. For Preventative coverage, we selected a -5.0% annual retrospective and prospective loss trend based on Countrywide and Wisconsin historical data. These selections were used to project the losses from the average occurrence date of the experience period to the average occurrence date of the future effective period.

Loss Development

Since the indication is performed on an accident year basis, losses for each year may not be fully developed. The Loss Development Factor adjusts Paid Losses to the expected ultimate result by analyzing historical patterns of change in this data. We calculate quarterly development factors using countrywide data. Please see derivation of loss development factors in the Loss Development Factors Exhibit.

Credibility

The credibility standard for this Pet Insurance Program was determined by using a Buhlmann-Straub model. Please see details in the Credibility Exhibit.

Actuarial Certification

I, Kim Hoogenboom, am an Associate of the Society of Actuaries and meet the Qualification Standards to render the actuarial opinion contained herein.

I hereby certify, to the best of my knowledge and judgment, that:

- The enclosed filing is in compliance with the applicable laws of the state being filed;
- Actuarial methods, considerations, and assumptions used in forming this certification conform to the appropriate Standards of Practice and guidelines of the Actuarial Standards Board;
- The benefits provided are reasonable in relation to the proposed premiums;
- The rates are not excessive, inadequate, or unfairly discriminatory.

Respectfully submitted,



Kim Hoogenboom, ASA, CERA
Actuarial Manager
Lemonade Insurance Company
November 6th, 2026