ATTACHMENT 1

Content of Filing for which Confidentiality is Requested

Pricing insurance based on actual driving behavior is commonly referred to as Usage Based Insurance ("UBI"). UBI is an emerging technology in both personal and commercial auto lines of insurance, whereby driving behavior is collected for a driver and the data is sent to a data warehouse via cellular transmission. Insurance companies and data vendors then analyze this data to determine its predictiveness of future insurance losses. Prior studies have proven this data is extremely predictive of future loss propensity. Nine of the top ten insurance companies have implemented some form of this technology in multiple states. The UBI market continues to grow rapidly as new companies and device providers create and refine their offerings.

Octo Analytics, LLC has unique expertise in UBI and has developed algorithms to score drivers based on their actual driving behavior. Subscribing insurance clients of DriveAbility provide the driving data and insurance claims associated with their UBI program. Octo has been collecting this data for over ten years, and our score versions are filed and used by our clients in over 40 states and jurisdictions. The DriveAbility algorithms have been influenced by multiple data studies and decades of expertise. Only a very small group of individuals, approximately 25, knows the algorithm or the process by which it was created. All such individuals are subject to strict confidentiality restrictions with respect to such information.

The algorithm and related processes are considered trade secrets under N.C. Gen Stat. §66-152(3) and §132-1.2, and therefore are afforded confidential treatment as a trade secret under N.C. Gen Stat. §132-1.2.

The DriveAbility algorithm and related processes are considered proprietary rate-related information because they constitute a rating model that includes algorithms and related analyses that have provided Octo Analytics, LLC with both actual and potential independent economic value in a rapidly growing market. Through DriveAbility, Octo Analytics, LLC provides its clients with information to score drivers in exchange for consulting fees and other compensation and helps insurance clients set their insurance rates. Octo Analytics, LLC believes that it is currently the only organization that possesses the algorithm and related analyses described above, and thus, it is the only party currently able to provide the above product. If the algorithm and related analyses were disclosed to a third party, that third party would be able to quickly and easily replicate the analyses that has taken Octo Analytics, LLC decades to create. Those third parties would then be able to use or sell such analyses based substantially on Octo Analytics, LLC's confidential and proprietary information.