



## **Evolve Capital Partners Advises Insuritas on its Acquisition by VIU by HUB**

**New York, NY, December 4, 2024** – Evolve Capital Partners Inc. ("Evolve"), is pleased to announce its role as the exclusive financial advisor to BIS Management Services, Inc. d.b.a. Insuritas ("Insuritas") on its acquisition by VIU by HUB, an omnichannel insurance brokerage platform powered by Hub International Limited, based in Chicago, IL.

A leading embedded insurance provider for financial institutions, Insuritas partners with banks and credit unions to bolster their product offerings and enhance the customer journey. The move positions VIU for rapid expansion as it strengthens its roster of financial institution partners and opens its digital platform to new customers.

"We are thrilled to join forces with VIU by HUB to advance our shared mission of providing a seamless, transparent shopping experience in which customers have the ability to find the right coverage at the right price," said Chesky, CEO of Insuritas. "We look forward to leveraging VIU by HUB's strength as an innovative digital insurance marketplace to grow our existing relationships and expand new capabilities within the financial institution space."

"We were impressed by Evolve's nimbleness, responsiveness, and their understanding of Insuritas' unique embedded insurance distribution model serving financial institutions, which enabled them to clearly convey our distinct value proposition as we vetted the market for a suitor," stated Jeff Chesky, Founder at Insuritas.

"We were incredibly excited to partner with the Insuritas team on this transaction," noted Alex Koles, Evolve's Founder and Managing Director. "This successful sale underscores our commitment to providing exceptional advisory services and highlights the strength of our relationships within the insurance industry. We are enthusiastic about the long-term prospects of this industry."

This transaction follows on the heels of Evolve's recent transaction in November 2024, in which the Evolve advised a leading ETF data provider on a strategic investment from a proprietary trading firm specializing in equity index and commodity derivatives.

VIU by HUB is a digital insurance platform offering a seamless experience to compare, shop, and manage policies from top-rated carriers. Founded in 2021 and headquartered in Chicago, VIU provides personalized coverage options, expert advice, and consolidates all policies in one place. Its innovative approach has earned it recognition as a leader in digital insurance solutions. VIU is a part of HUB International, a leading global insurance brokerage.

### **About Evolve Capital Partners**

Evolve Capital Partners Inc. ("Evolve") is a growing investment bank focused exclusively on entrepreneurial businesses operating at the intersection of technology-enabled solutions and financial services. Evolve's primary coverage verticals include Insurance and Capital Markets, focused exclusively on advising tech-enabled service and software companies.

Our team of dedicated investment bankers delivers bespoke, mission-critical advice in a creative, entrepreneurial environment—consistently driving value and successful outcomes. Evolve exclusively advises on mergers and acquisitions, divestitures, capital raises, and financial restructurings, and is headquartered in New York, NY.