



# Protected Against The Unexpected

## Shoe Guard Accidental Damage Plan





New Leaf Service Contracts Inc. is an employee-owned company. We were founded and are managed by, forward looking industry professionals. We saw an industry desperate for a whole new approach to providing extended protection plans. New Leaf Service Contracts was built on a foundation of program innovation, fanatical customer service and client support. Today, we are one of the largest, independent extended service plan providers.

New Leaf provides coverage and support in every sales channel including brick and mortar, online, call center and more. New Leaf's whole new approach enables retailers, distributors and product manufacturers to offer protection plans and other support services at each customer touch point. Our custom programs provide unique coverage benefits for virtually all categories of products. We support and protect the products people count on every day.



**New Leaf delivers dynamic extended protection programs and service solutions with customizable components to meet the needs of today's competitive landscape. We enable you to maximize profitability while providing a focus on the customer experience.**





**MISSION STATEMENT:** To be an empowered organization that leverages leading-edge technologies to deliver exceptional service experiences.

## The New Leaf Core Values

- **INTEGRITY:** We are transparent, respectful, loyal and responsible in everything we do.
- **SERVICE:** We deliver an unparalleled experience while providing value our customers, partners and coworkers alike.
- **COMMUNITY:** We value the diversity of our workforce while committing to the enrichment of our communities and the environment.



Plant-It 2020 was founded in 1992 by the singer John Denver. He wanted to plant trees so that denuded and damaged forest ecosystems would return to a state of sustainable health. This first phase was marked by a focus on the planting of tree seedlings around the world, larger city trees in cities, and tree education.

New Leaf donates a portion of every plan sold. Since we partnered with Plant It 2020, New Leaf has contributed to the planting of over 500,000 trees.



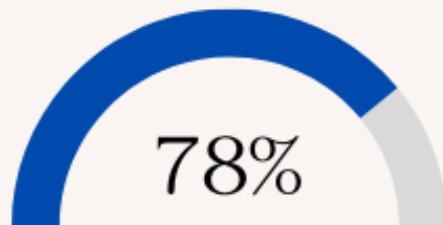


### Why Offer Extended Protection Plans?

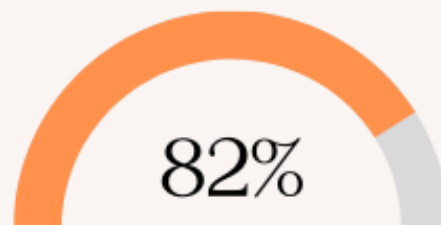
New Leaf realized that the Footwear and Apparel industry has been neglected. So, we did the research and developed an Extended Protection Program that provides coverage consumers told us they want, **Accidental Damage**.

In 2022 we introduced the industries first Extended Protection Plan covering Footwear and in 2023 we added Apparel. The program is quickly being embraced by retailers and their customers. Our retail partners have sold hundreds of thousands of plans and generated millions in new revenue. Boosting Average Ticket Value and driving bottom line profit. Most importantly, the consumer want the ability to purchase additional protection.

## Research Supports Strong Appeal for Additional Coverage with Accidental Damage Protection



Percentage of consumers who say they have experienced footwear damage / breakage within the first year of ownership



Percentage of consumers who responded positively to purchasing additional coverage which included accidental damage protection



Percentage of respondents who state they are more likely to shop at a retailer who offers additional product protection

Survey Sampling International SSI  
2200 Respondents - July 2022





We made Shoe Guard simple to offer your customers in every sales channel. Selling extended protection plans enhance the customers post sale experience and drives incremental gross profit to your bottom line.

#### Benefits to the Retailer

Offer your customers a low-priced, 1-year accidental damage protection plan on All Styles Footwear

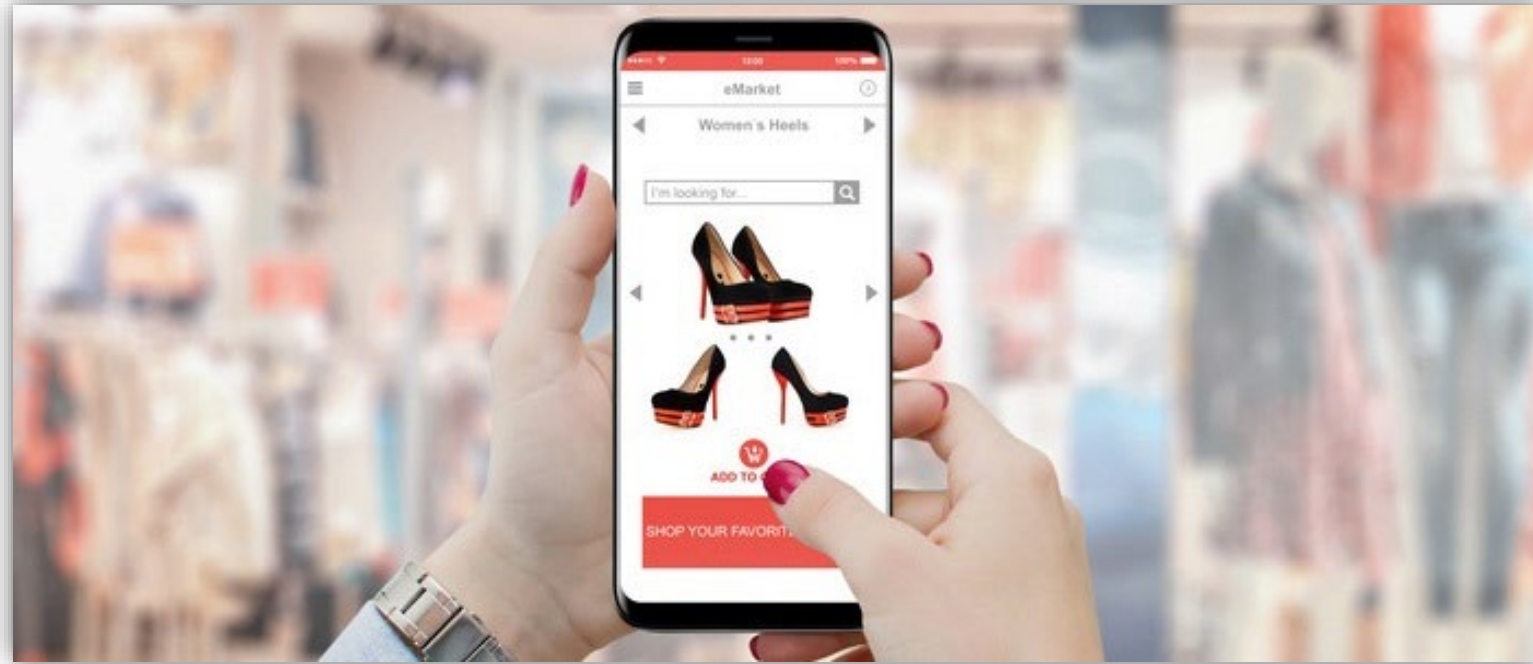
- 100% Consignment model – no open to buy dollars used and no inventory to manage
- Brand new source of revenue – drives average transaction value (ATV)
- Generates incremental gross margin – Shoe Guard generates 45% - 50% gross profit margin
- Reduce product returns and increase customer post sale satisfaction
- High perceived value makes this a perfect addition for customer loyalty programs.
- Stay connected with your customer- drives capture of customer information specifically email addresses.

# PROTECT AGAINST THE UNEXPECTED

## with Shoe Guard Protection



# Defend Against “Showrooming” and Direct to Consumer Manufacturers



There is an increasing trend of footwear manufacturers competing against the independent retailer by offering their product direct to the consumer, usually at lower retail selling prices.

Why should the manufacturer benefit from the customer “showrooming” and then purchase from them instead of you. Rather than lowering your price to compete, with Shoe Guard you have another option. Shoe Guard gives you a unique value the manufacturers don’t have, that’s coverage for Accidental Damage.





## Protected Against The Unexpected Filing a Claim is Simple



# Service on Demand



## PHONE & EMAIL

- Multiple Call Centers
- Dedicated Support Agents
- Over 75,000 Service interactions Monthly
- Dynamic Automated Reporting
- 100% Call and Data Recording
- True Multi-Lingual support

## ONLINE and MOBILE

- Available 24/7
- Register Protection Plan
- File a Claim
- Claim Status Updates
- Chat with a Support Agent
- SMS Text Messaging



# Retailers, Buying Groups and Associations are Joining



# Retailers Currently Offering Shoe Guard



**Montgomery Ward**  
Improving American Homes Since 1872

**MONROE&MAIN** PLUS & MISSES

**Dr. Leonard's**  
AMERICA'S LEADING DISCOUNT HEALTHCARE CATALOG

**SEVENTH AVENUE**  
Always Fun • Always Unique • Always Within Your Reach



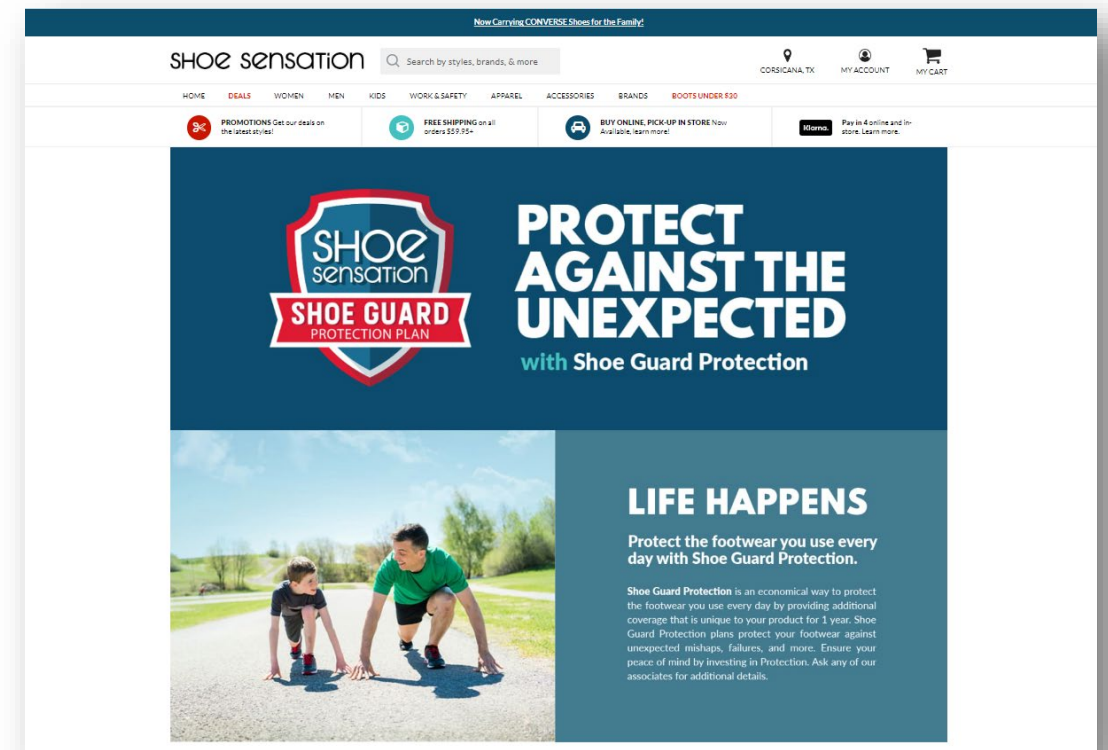
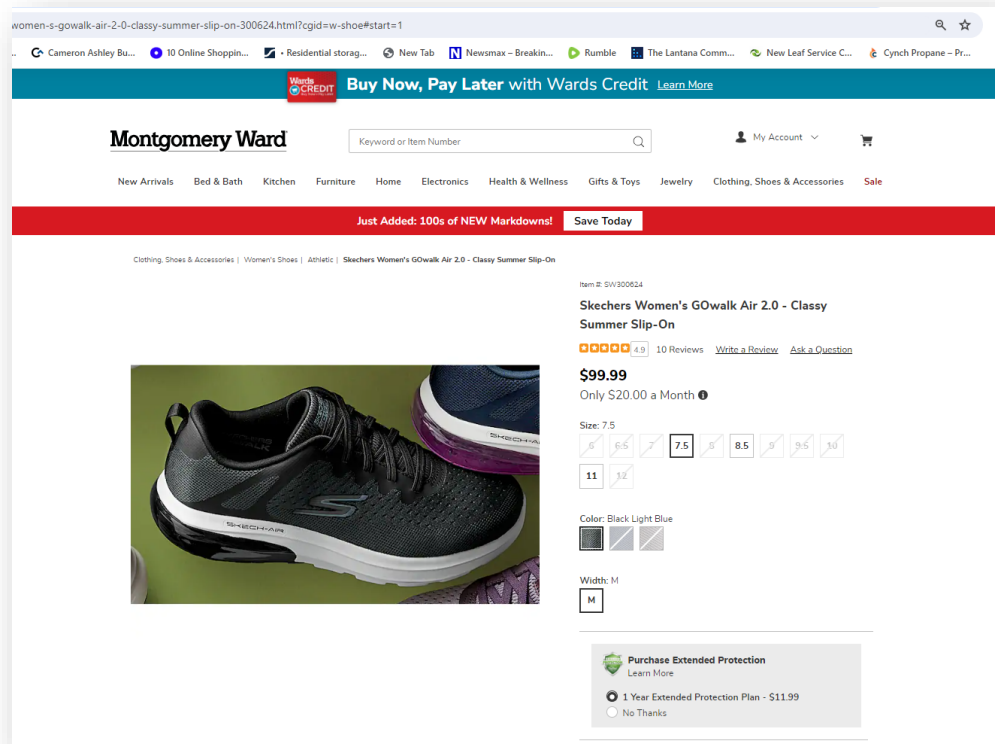
**snibbs**

**Colony**  
BRANDS, INC.

**COUNTRY DOOR**

**ASHRO**

**Ginny's**







**New Leaf**  
SERVICE CONTRACTS, INC.  
*An Employee-Owned Company*



# PROTECT AGAINST THE UNEXPECTED

with Shoe Guard Protection



**TALK TO YOUR SALES ASSOCIATE**  
about Shoe Guard Protection and enjoy the coverage benefits starting today!



Scan For Details!

## Counter Mat & Mirror Cling Sample



# PROTECT AGAINST THE UNEXPECTED

with Shoe Guard Protection

SHOE GUARD PROTECTION RETAILS

SHOE RETAIL	PLAN PRICE	AVERAGE DAILY COST
Under \$25	\$2.99	\$0.01
Under \$50	\$4.99	\$0.01
Under \$75	\$7.99	\$0.02
Under \$100	\$9.99	\$0.03
Under \$150	\$14.99	\$0.04
Under \$200	\$19.99	\$0.05
Over \$200	\$39.99	\$0.11

RIPS & TEARS



### WHAT IS COVERED

- ✓ Athletic Shoes
- ✓ Sneakers
- ✓ Casual Shoes
- ✓ Dress Shoes
- ✓ Outdoor Shoes
- ✓ Boots
- ✓ Flats
- ✓ Loafers
- ✓ Pumps
- ✓ Sandals
- ✓ Slippers

### PLAN BENEFITS INCLUDE

- ✓ Accidental Damage Coverage
- ✓ No Hidden Charges or Deductibles
- ✓ 24/7 Online Support
- ✓ Replacement Guarantee

- 1** Take Your Accidentally Damaged Shoes to a (Retailer name Here). Must have your Original Sales Receipt\*
- 2** Store Associate will Replace Your Shoes with a Brand New Pair
- 3** Purchase a new Shoe Guard Protection Plan on Your New Shoes



# In-Store Brochure Sample

## HAVE A CLAIM?

- 1 Take Your Accidentally Damaged Shoes to a (Retailer Name Here) (Must have your Original Sales Receipt)\*
- 2 Store Associate will Replace Your Shoes with a Brand New Pair
- 3 Purchase a new Shoe Guard Plan on Your New Shoes

If there is no (Retailer Name Here) store conveniently located by you, simply visit [www.newleafsc/ShoeGuard](http://www.newleafsc/ShoeGuard) or Contact us at 800-206-5614





**New Leaf**  
SERVICE CONTRACTS, INC.  
*An Employee-Owned Company*

Serving Millions of Customers

STAPLE YOUR RECEIPT HERE  
*Please keep in a safe place*

RETAILERS NAME HERE

## ENJOY THE BENEFITS OF FOOTWEAR PROTECTION!



**SHOE GUARD**  
PROTECTION PLAN  
POWERED BY New Leaf SERVICE CONTRACTS





**SHOE GUARD**  
PROTECTION PLAN  
POWERED BY New Leaf SERVICE CONTRACTS

## PROTECTED AGAINST THE UNEXPECTED WITH SHOE GUARD PROTECTION

TALK TO YOUR SALES ASSOCIATE about how you can invest in Shoe Guard Protection and enjoy the coverage benefits starting today!

### Life Happens

Protect the footwear you use every day with Shoe Guard Protection.

Shoe Guard Protection is an economical way to protect the footwear you use every day by providing additional coverage that is unique to your product for 1 year.

Shoe Guard Protection plans protect your footwear against unexpected mishaps, failures, and more. Ensure your peace of mind by investing in Protection.

*Ask any of our associates for additional details.*

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- ✓ Clogs
- ✓ And More...



#### PLAN BENEFITS INCLUDE

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- ✓ No Hidden Charges or Deductibles
- ✓ 24/7 Online Support
- ✓ Replacement Guarantee



\*Limitations and exclusions apply. See terms and conditions for full service agreement details. This brochure provides a summary of coverage under the Service Plan. For full terms and conditions go to [www.newleafsc.com/shoeguard/terms](http://www.newleafsc.com/shoeguard/terms)



# Finally An Extended Protection Plan For Footwear



## Why Shoe Guard?

Survey Says  
75% Of Consumers  
Want Protection Against  
Accidental Damage



## What's In It For You?

- Brand New Revenue Stream
- No Inventory
- 50% Profit Margin
- Full Consignment Model
- Reduces Returns

## Intrested?



Scan Here to Learn More



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SHOE GUARD PROTECTION PLAN  
THE FREEDOM TO PLAY AGAIN  
WORRY FREE....



**New Leaf**  
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*An Employee-Owned Company*

### Contact Information

**Kharl Mena**  
**Vice President Business Development**  
**Direct Line: 817-271-2352**  
**Email: [kmena@newleafsc.net](mailto:kmena@newleafsc.net)**