

BENEFITFOCUS FACT SHEET

All Your Benefits. One Place.

Benefitfocus, Inc. (NDAQ: BNFT) is a leading provider of cloud-based benefits software solutions for consumers, employers, insurance carriers and brokers. Benefitfocus serves more than 20 million consumers on its platform that consists of an integrated portfolio of products and services enabling clients to more efficiently shop, enroll, manage and exchange benefits information. Benefitfocus provides marketplace technology and benefits administration software to support all types of benefits.

Design + Engineering

Benefitfocus is dedicated to design and engineering, and our technology is built with the consumer in mind. Our commitment to designing innovative solutions is demonstrated in the flexibility and extensibility of our Platform, as well as the design methodology used to create the Benefitfocus Portfolio of Products & Services.

Benefitfocus Technology

The BENEFITFOCUS® Platform is cloud-based, which means all of our clients benefit from our continuous investment in usability and infrastructure. Our cloud-based model allows for quick response to industry changes, new legislation and the evolving business needs of our clients. The Benefitfocus Platform provides:

- Enrollment for more than 100 types of benefits
- Employee engagement and educational tools
- Benefits management and reporting features
- Defined contribution support
- Private exchange technology
- Sales automation and underwriting
- Online bill presentment and payment
- Data exchange and payroll integration
- Apps supporting voluntary benefits, finance and wellness
- Plan shopping and decision support tools



SCAN TO WATCH

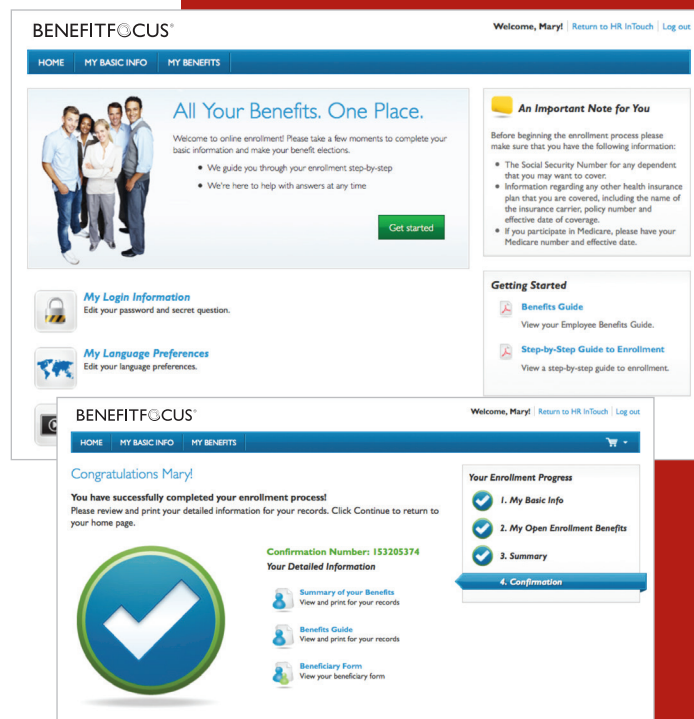
BENEFITFOCUS PORTFOLIO OF PRODUCTS & SERVICES

FOR EMPLOYERS

HR InTouch
HR InTouch Marketplace Edition
Benefit Informatics
Media + Animation

FOR INSURANCE CARRIERS

eEnrollment
eSales
eBilling
eExchange
Marketplace
Benefit Informatics
Media + Animation



BENEFITFOCUS®
All Your Benefits. One Place.®

ECOSYSTEM

The Benefitfocus Ecosystem demonstrates how we work with partners to expand the Benefitfocus Portfolio of Products & Services. We have taken a collaborative approach to extend the value of the Benefitfocus Cloud, creating a dynamic environment where third parties have the ability to make their products, software, content and tools available to more than 20 million consumers through the Benefitfocus Platform.

CLIENTS



LEADERSHIP TEAM

Shawn A. Jenkins
President and CEO (founder)

Andy Howell
Chief Operating Officer

Don Taylor
Chief Technology Officer

Milt Alpern
Chief Financial Officer

Nina Sossamon-Pogue
Vice President, Marketing and Communications

Jim Kelly
Vice President, Employer Sales

Mike Murphy
Vice President, Carrier Sales

Clarke Wallace
Senior Vice President, Client Services

Jessica Brewer
Senior Vice President, Engineering and Global Services

Leslie Jones
Vice President, Human Resources

LOCATIONS

100 Benefitfocus Way, Charleston, SC 29492 (HQ)
1016 Woods Crossing Road, Suite A, Greenville, SC 29607
400 Riverwalk Terrace, Suite 250, Jenks, OK 74037
99 Green Street, San Francisco, CA 94111
Satellite offices across the United States

CONTACT

Charleston Headquarters
Main Line (843) 849-7476
Sales | sales@benefitfocus.com
Public Relations | pr@benefitfocus.com
Partnerships | partnerships@benefitfocus.com
Investor Relations | ir@benefitfocus.com

BENEFITFOCUS®
All Your Benefits. One Place.®

Benefitfocus - All Your Benefits. One Place. | 100 Benefitfocus Way, Charleston, SC 29492 | 843-849-7476 | www.benefitfocus.com

Copyright ©2013, Benefitfocus, Inc. All rights reserved.
BENEFITFOCUS, the BENEFITFOCUS LENS LOGO, the (ALL YOUR BENEFITS. ONE PLACE.) tagline, the (SHOP | ENROLL | MANAGE | EXCHANGE) tagline, HR INTOUCH and HR INTOUCH MARKETPLACE are registered trademarks of Benefitfocus.com, Inc. All other company and product names may be trademarks of their respective companies.