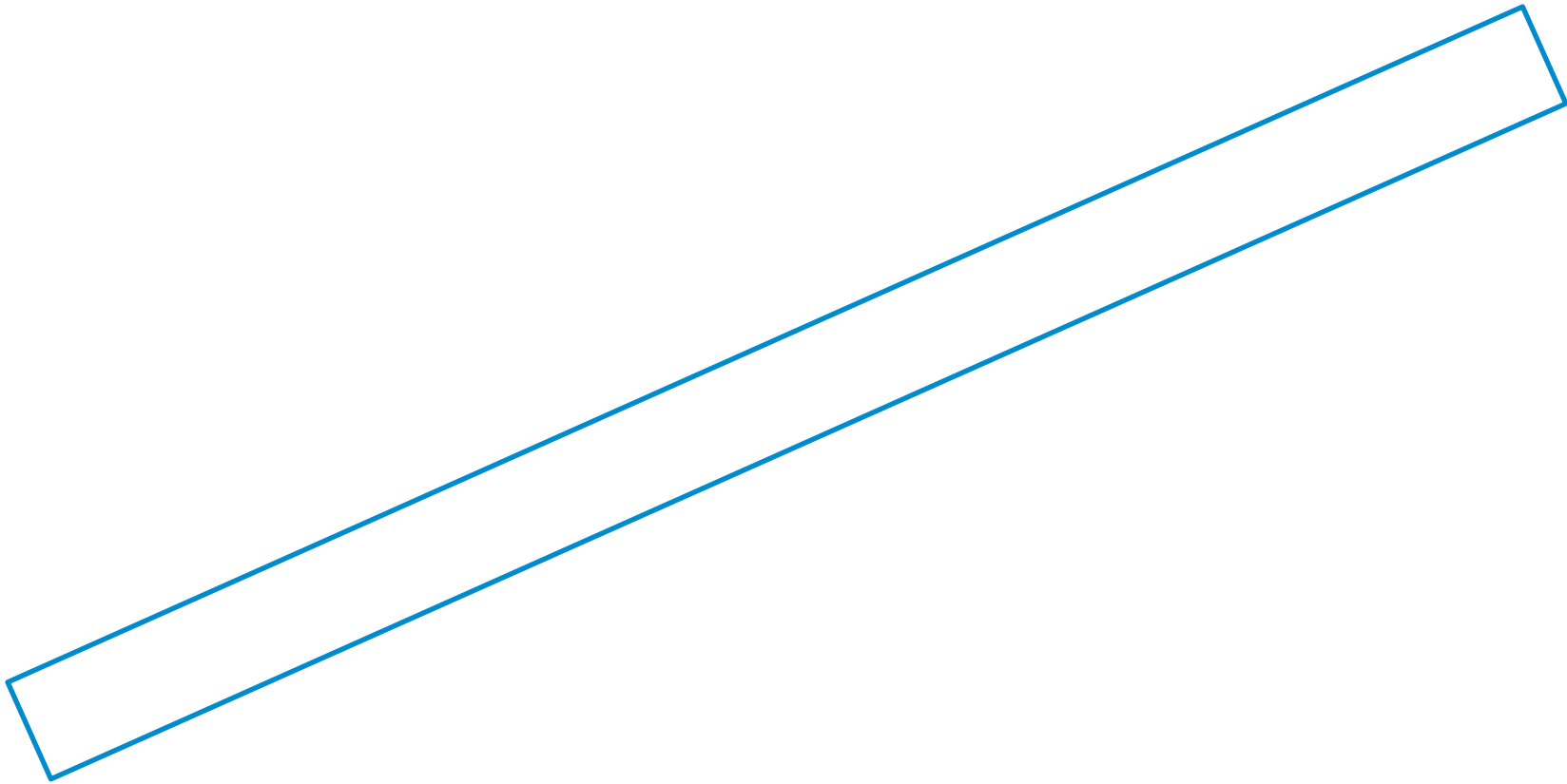


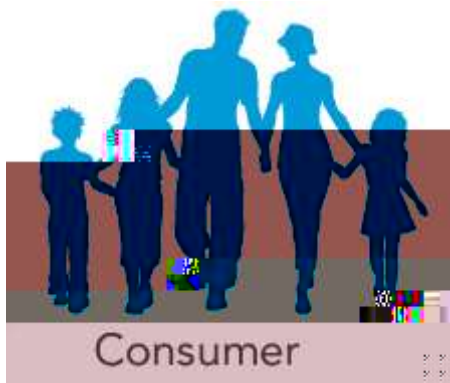
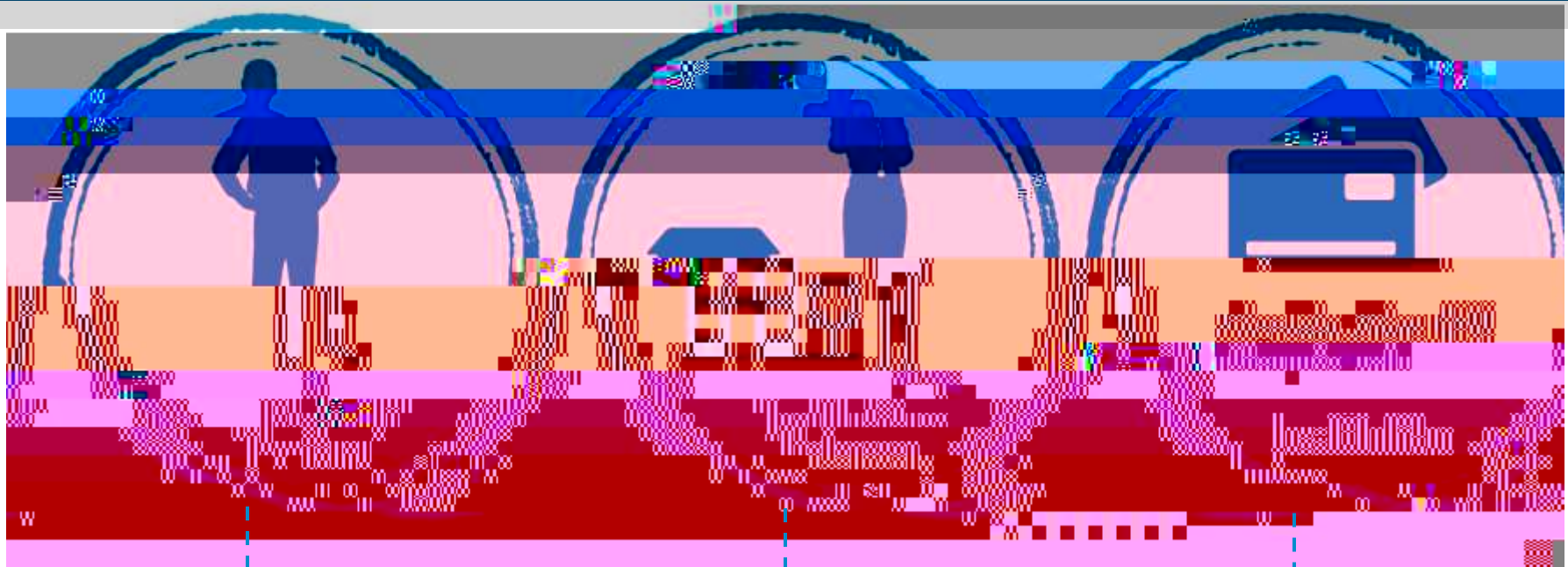
Pat Geraghty

Chairman and CEO, Florida Blue

November 13, 2013



HOW HEALTH CARE IS CHANGING...



MISSION, VISION AND VALUES

Mission

To help people and communities
achieve better health and quality of life

Vision

A world where everyone has the opportunity to live in
healthy communities

Values

Respect, Integrity, Teamwork
Courage, Excellence

FLORIDA BLUE – WHO WE ARE

OUR PROPOSED MODEL ENABLES TWO STRONG BRANDS



Health Insurance EVOLUTION to Health Solutions

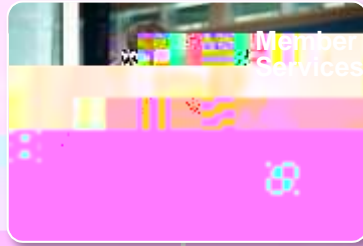
An Independent Licensee of the
Blue Cross and Blue Shield

HEALTH INSURANCE

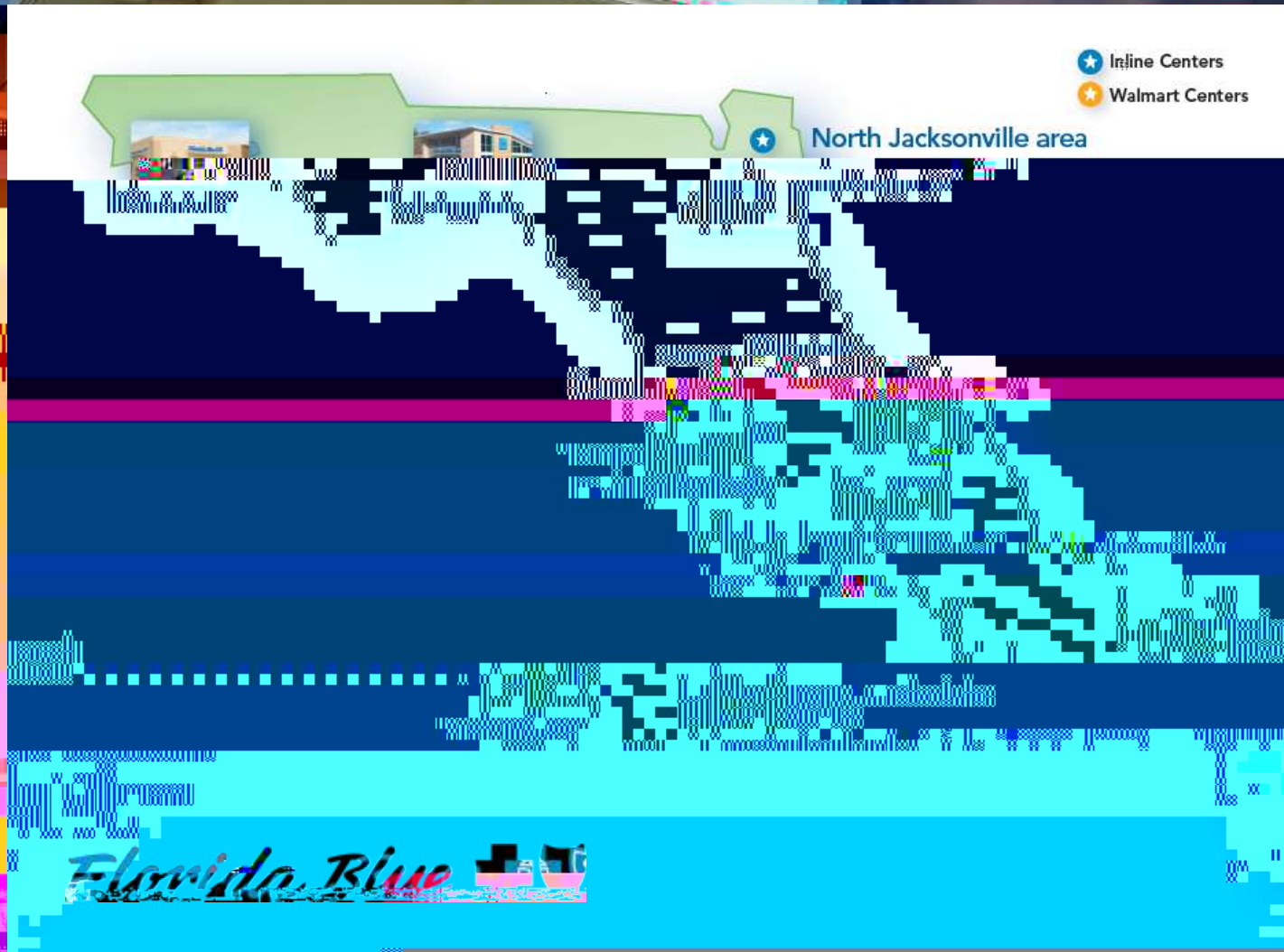
HEALTH SOLUT



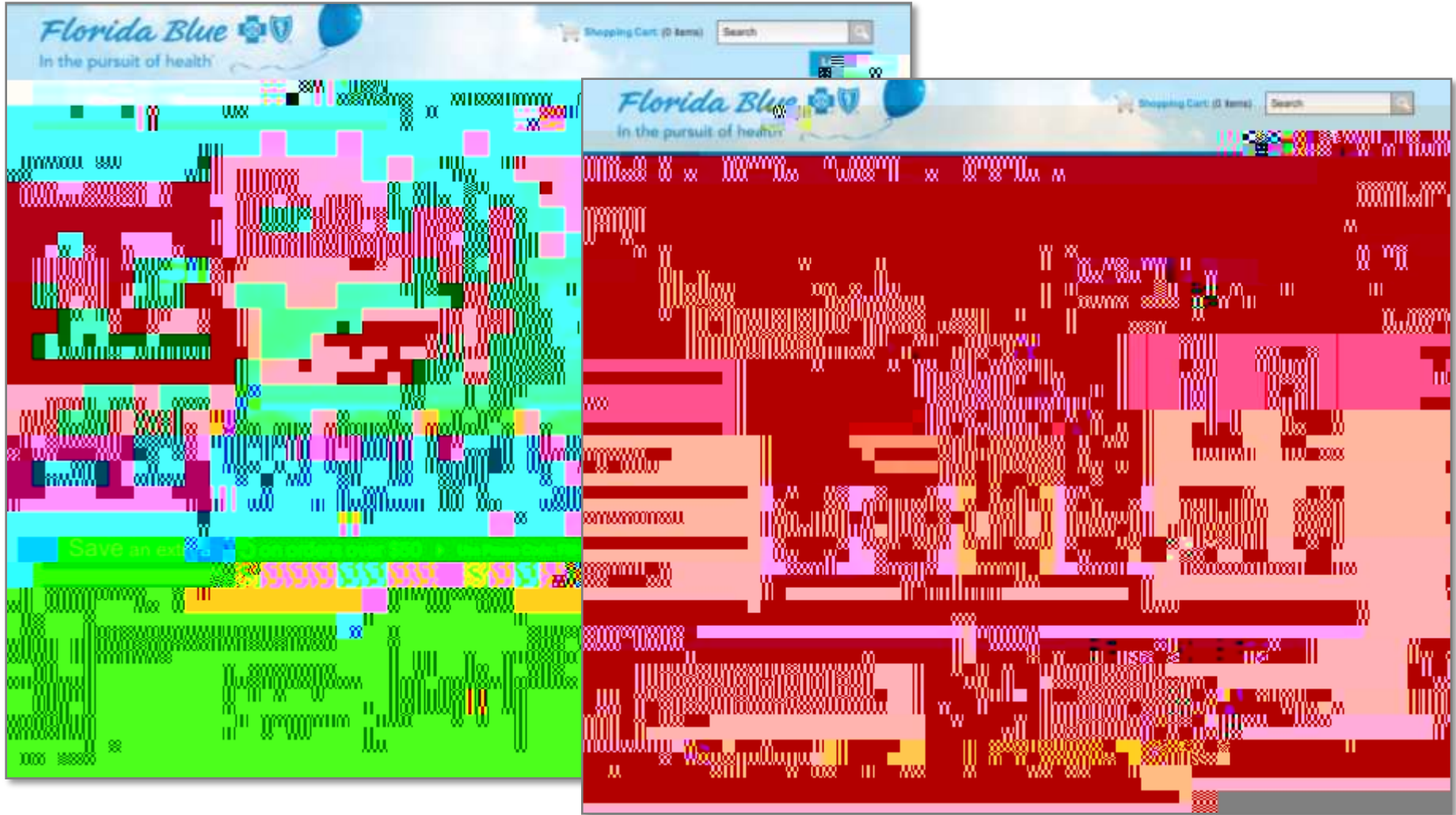
RETAIL CENTERS



RETAIL CENTERS



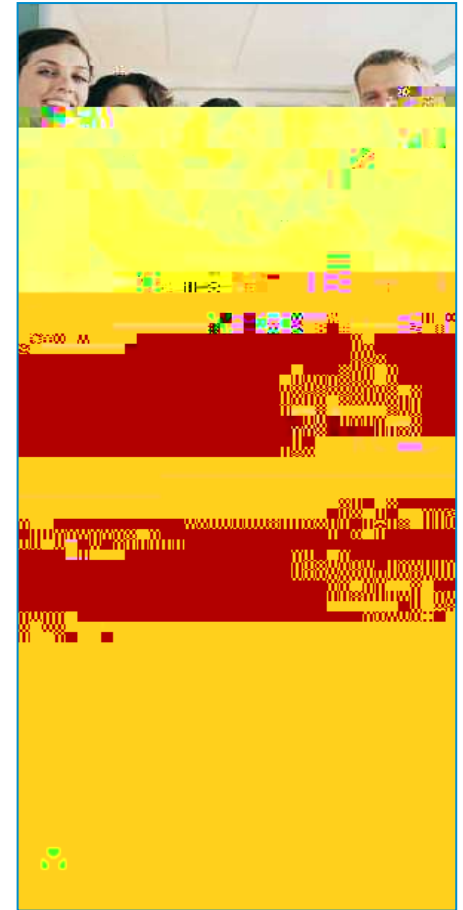
HEALTH SHOP



INNOVATIONS DRIVE MEMBER ENGAGEMENT ENGAGEMENT/SUPPORT

Better You From BlueSM
Worksite Wellness

Mobile Web Applications



Care
Consulting
Navigation



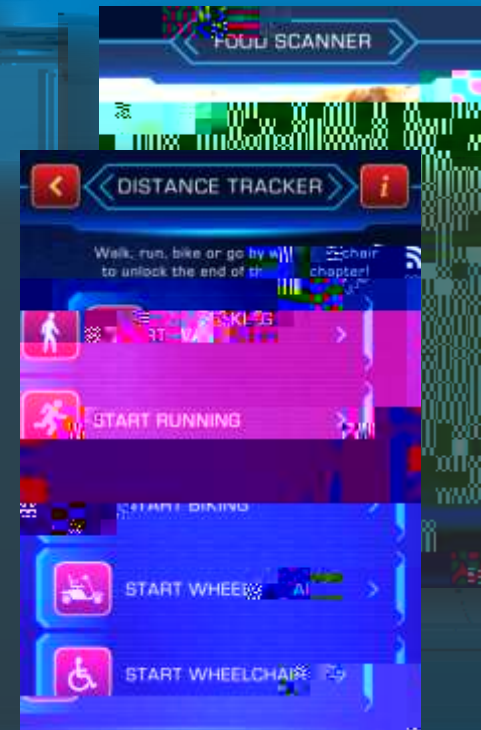
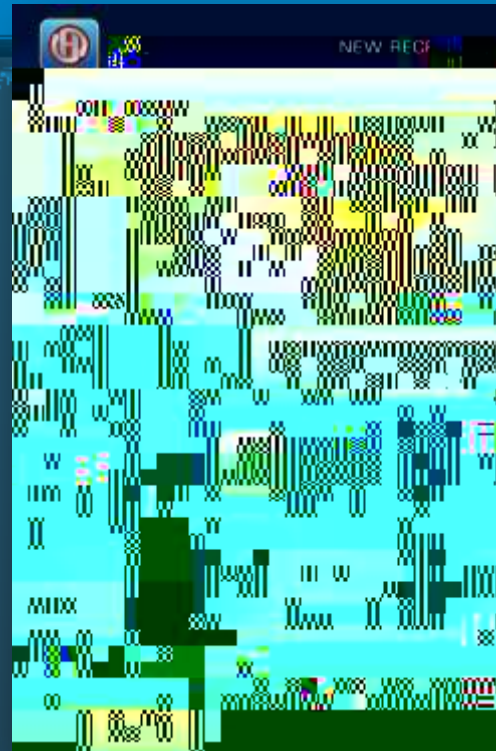
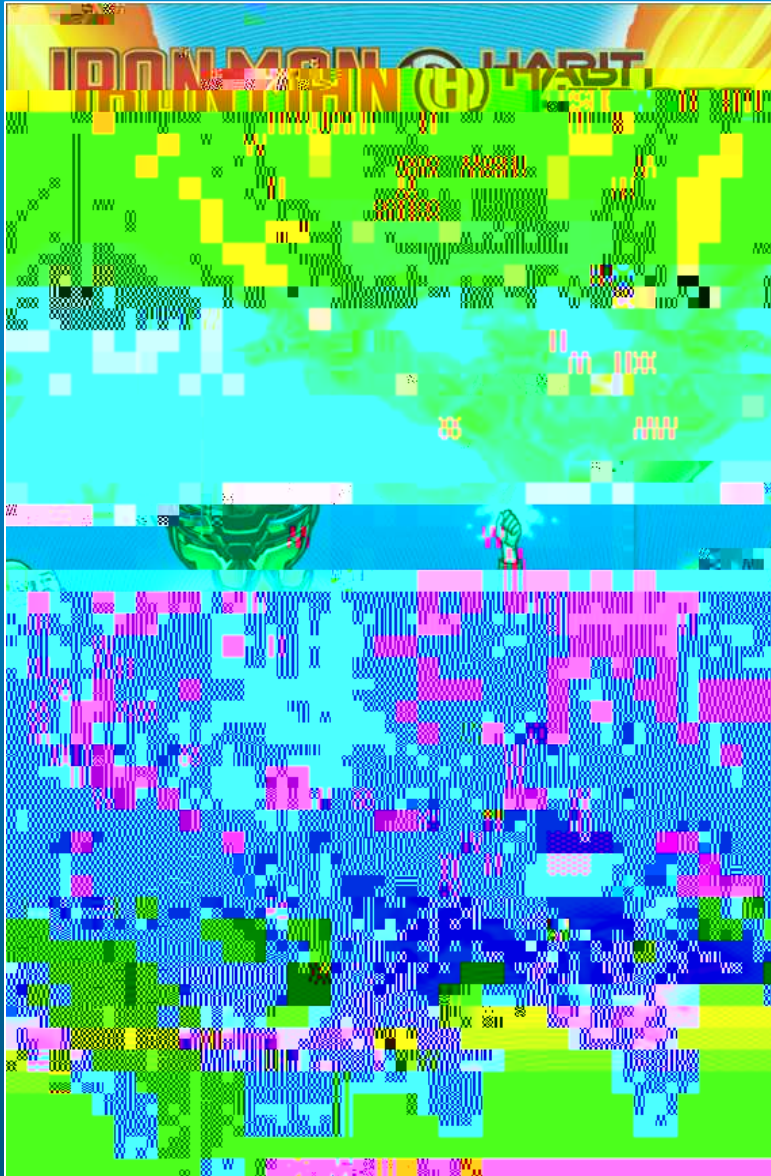
INNOVATION

FLORIDA BLUE

PARTNERSHIPS



HABIT HEROES



BUILDING STRONG COMMUNITIES

Riverside YMCA Florida Blue
Fitness Center



Feeding America Tampa Bay



Community Gardens



Generation RN

