



## **Jon Sabes, CEO of YouSurance, Presented at Plug and Play Event about Insurtech and Health Data**

October 18, 2018

MINNEAPOLIS, Oct. 18, 2018 (GLOBE NEWSWIRE) -- [YouSurance](#), an insurtech company working to apply epigenetic signatures to assess life insurance applicants' health and lifespan, announced that its chief executive officer, Jon Sabes, presented at the event about health data and insurance sponsored by Plug and Play in Sunnyvale, CA on Thursday, Oct. 18.



YouSurance CEO Jon Sabes



Sabes was part of a daylong program called "Insurtech: Life, Health and Group Benefits – Making Sense of Health Data" for the corporate partners of Plug and Play, an accelerator and venture fund based in Silicon Valley.

"We are excited to be telling our story about the role that the step-change epigenetic technology can play in life insurance and health assessment to a Silicon Valley audience," Sabes said. "In partnership with our sister company, Life Epigenetics, we are gaining access to epigenetic signatures that can revolutionize how consumers plan for their financial future."

At [YouSurance.com](#), consumers can purchase life insurance from a number of carriers. Consumers purchasing life insurance through YouSurance will receive a Longevity Report that provides an assessment of their epigenetic age, or biological age, which can differ from their chronological age.

The technology behind YouSurance is based on epigenetics, which, unlike genetics, change over time and modify gene expression due to extrinsic factors such as age, behavior and environment. The company is the first to apply lifespan-predictive technology, exclusively licensed from the University of California, Los Angeles (UCLA), to the life insurance industry.

### **About YouSurance**

YouSurance.com, an insurtech subsidiary of GWG Holdings, Inc. (Nasdaq:[GWGH](#)), is working to apply epigenetic signatures to assess a consumer's health and predicted lifespan in order for healthy consumers to save on their life insurance. For more information about YouSurance, email [info@yousurance.com](mailto:info@yousurance.com) or visit [www.yousurance.com](http://www.yousurance.com).

### **About GWG Holdings, Inc.**

GWG Holdings, Inc. (Nasdaq: [GWGH](#)), the parent company of YouSurance and Life Epigenetics, is a financial services company transforming the life

insurance industry through disruptive and innovative products and services. For more information about GWG Holdings, email [info@gwgh.com](mailto:info@gwgh.com) or visit [www.gwgh.com](http://www.gwgh.com).

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