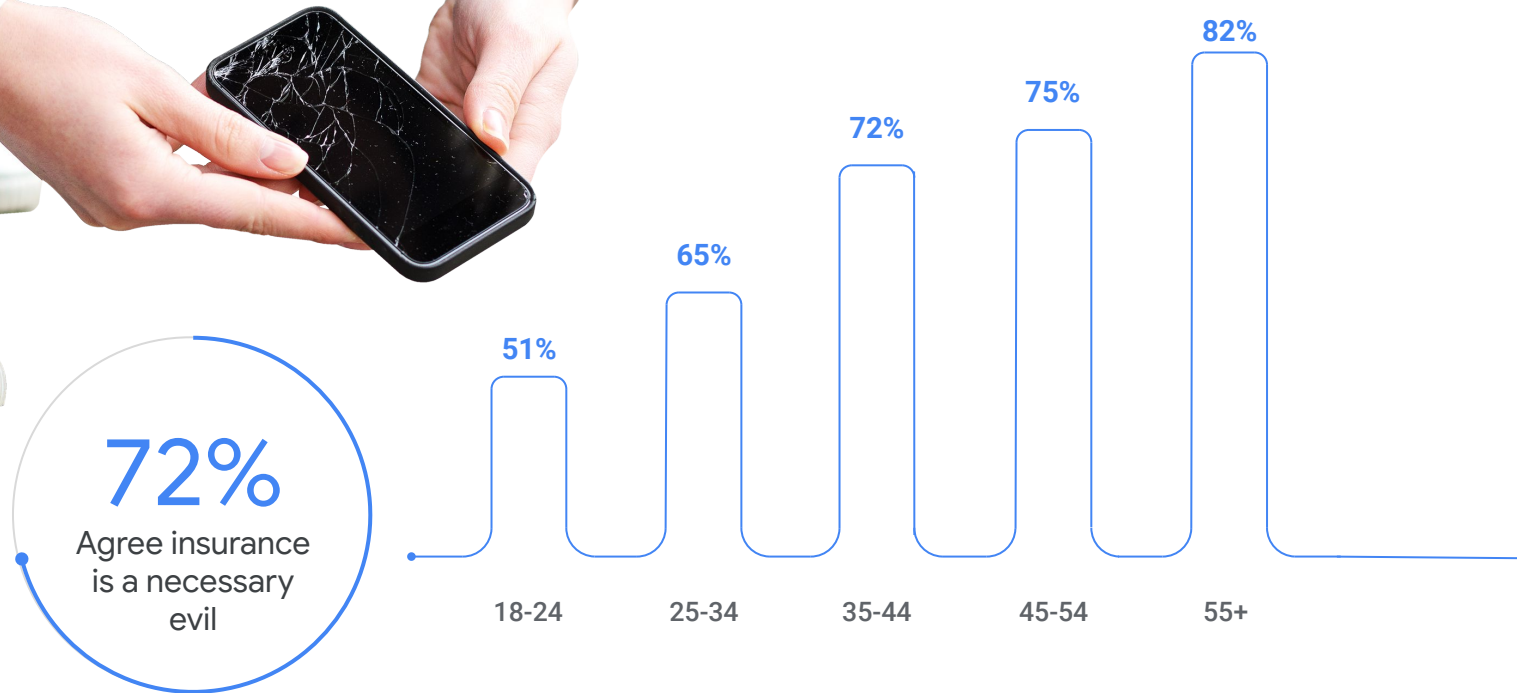


Taking Cover in a World of Disruption

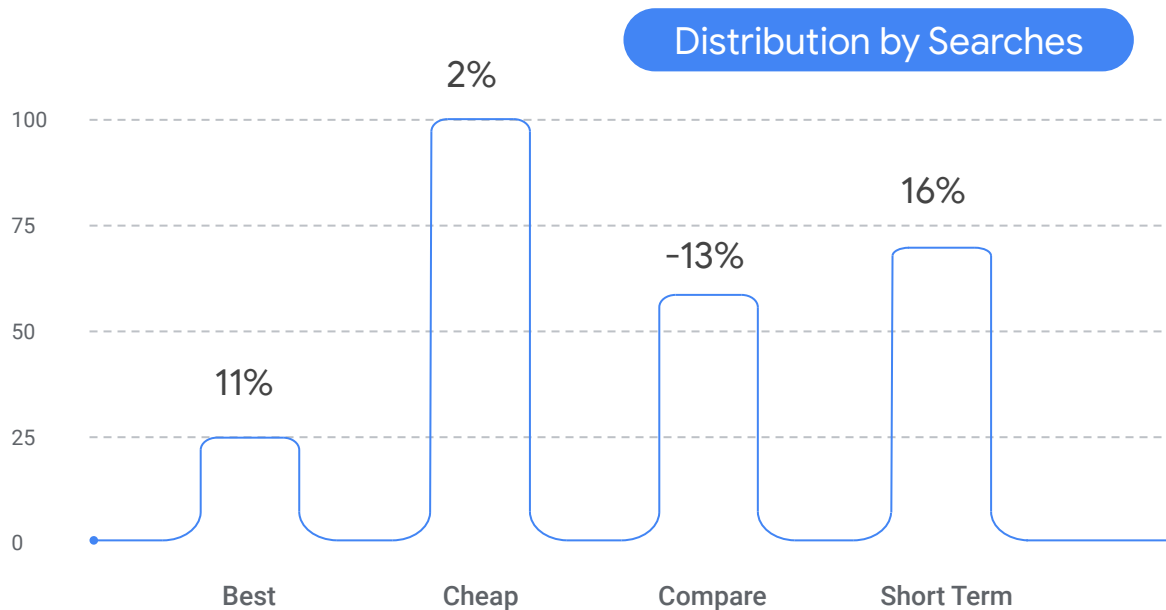


Insurance is a necessary evil

% agree

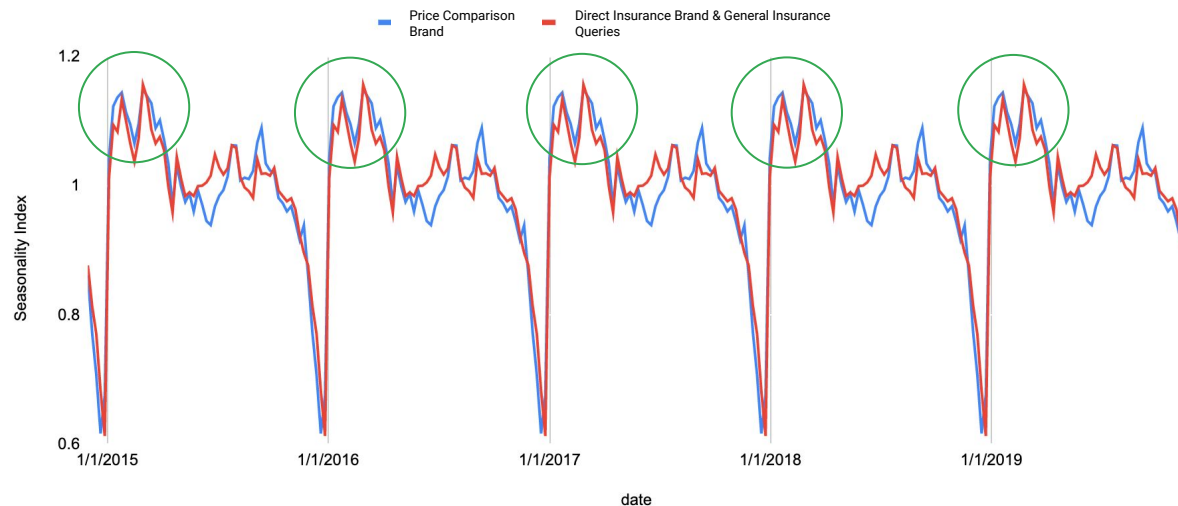


This is also evidenced in Google data which shows that **cheap and short term** are the top queries in insurance

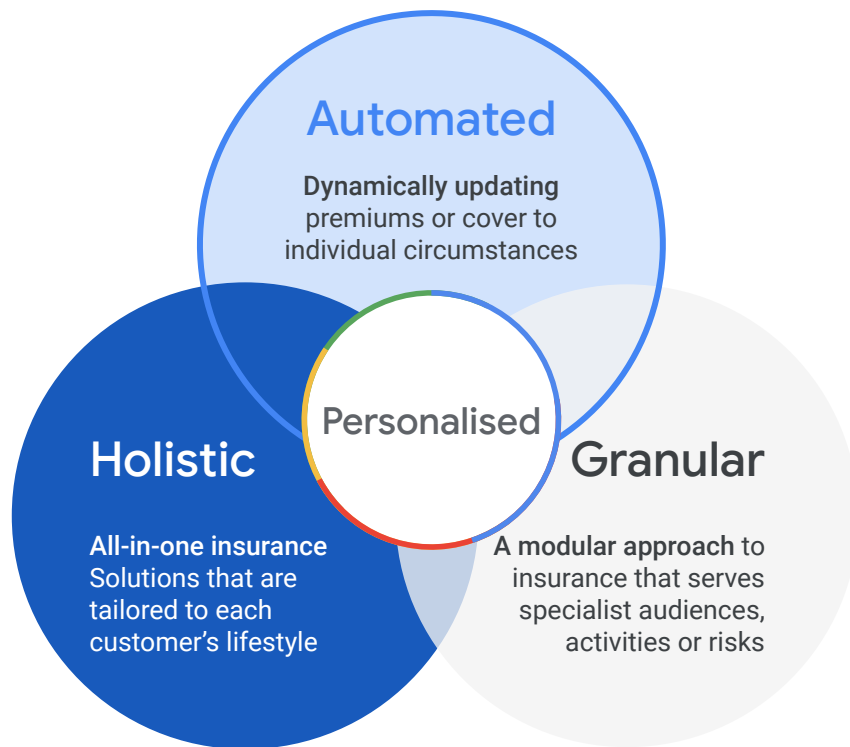


**All categories include variants of the seed term, for example, Short Term includes: Temp, Temporary, one hour, 1 day etc*

Google data shows a strong link between queries around price comparison sites and directs, implying that in aggregate, users look at both



Imagine a world where the future of insurance is...



Holistic insurance helps resolve the three conflicts

Engagement

- ⊕ Potential for more frequent interactions with the consumer and to treat them as a whole person
- ⊕ Ability to optimise service and interface for the consumer - all policies will talk to one another

Price

- ⊕ Insurers can price more accurately as they know more about the consumer
- ⊕ Operational economies of scale can reduce premiums

Loyalty

- ⊕ Ability to offer clear rewards in relation to the number of products held
- ⊕ Opportunity to add purpose and give back to the customer - you know more about them



Automated insurance helps resolve the three conflicts

Engagement

- ⊕ Automated updating means always having the right cover and greater customer convenience - giving the insurer a competitive advantage
- ⊕ Opportunity to gamify, climbing up membership tiers via behaviour in order to get benefits

Price

- ⊕ Bespoke pricing negates the need for a dual pricing model (insurance changes as the risk changes)
- ⊕ A more tailored approach offers greater transparency leading to increased trust

Loyalty

- ⊕ Potential for consumers to be rewarded based on behaviour as well as loyalty - promotes prevention over claim
- ⊕ Successfully offering a more seamless service moves the relationship into service based rather than product focussed



Granular insurance helps resolve the three conflicts

Engagement

- ⊕ Meeting the needs of a small community really well makes it easier to build engagement

Opportunities to service consumers with relevant products beyond

- ⊕ insurance, becoming a partner for that part of their life e.g. cycling, their pet etc.



Price

- ⊕ Realistic and transparent pricing in place of dual pricing
- ⊕ Fewer competitors for niche products means price is assessed relative to the value of the cover rather than vs. all quotes received

Loyalty

- ⊕ Demonstrating an understanding of a niche customer / activity where other providers fall short creates brand value and stickiness