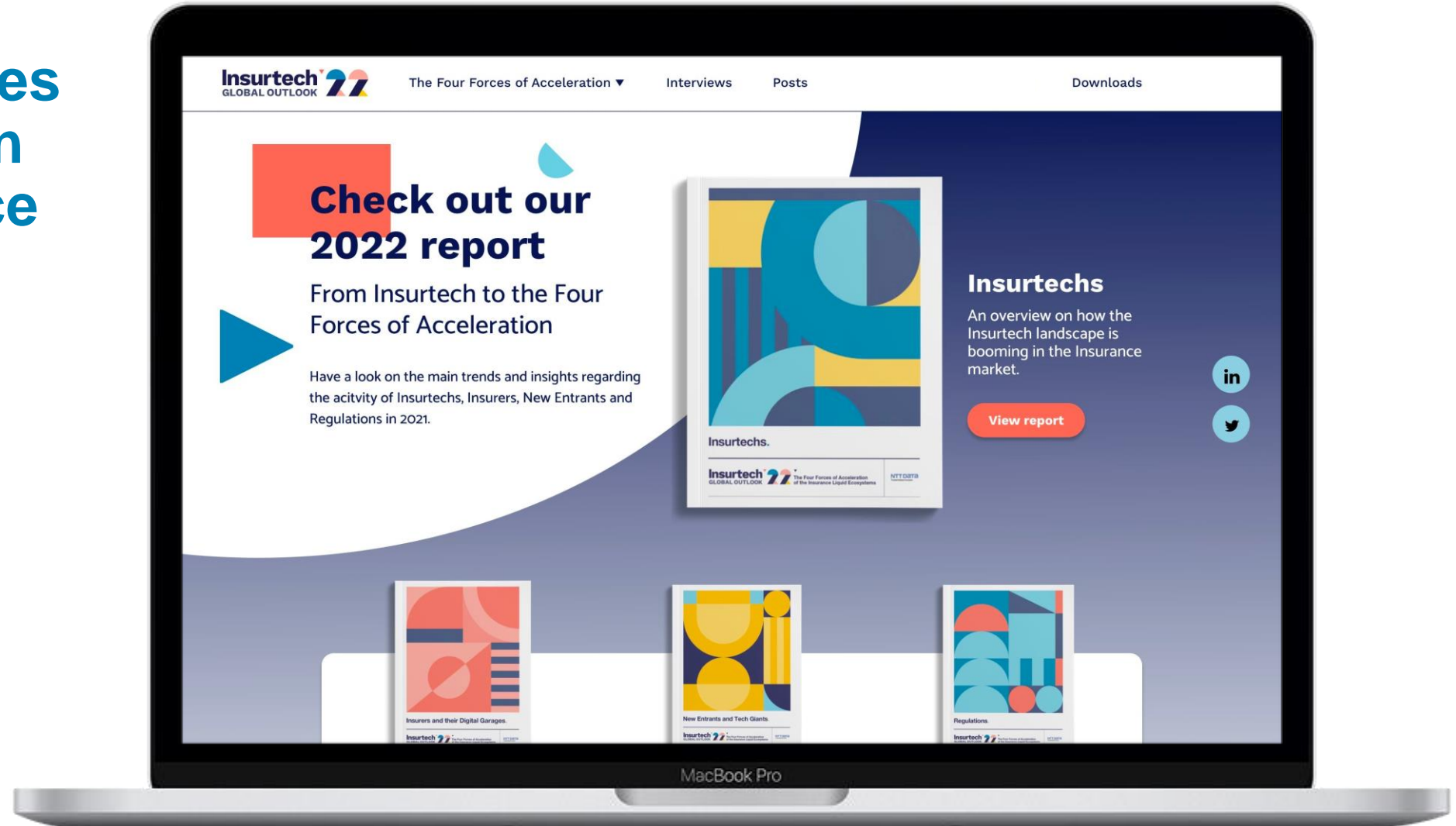


ECOSISTEMI INSURANCE: COMPAGNIE ED INSURTECH
INNOVATION SUMMIT 2022

Sergio Dizza
SVP, Head of Insurance

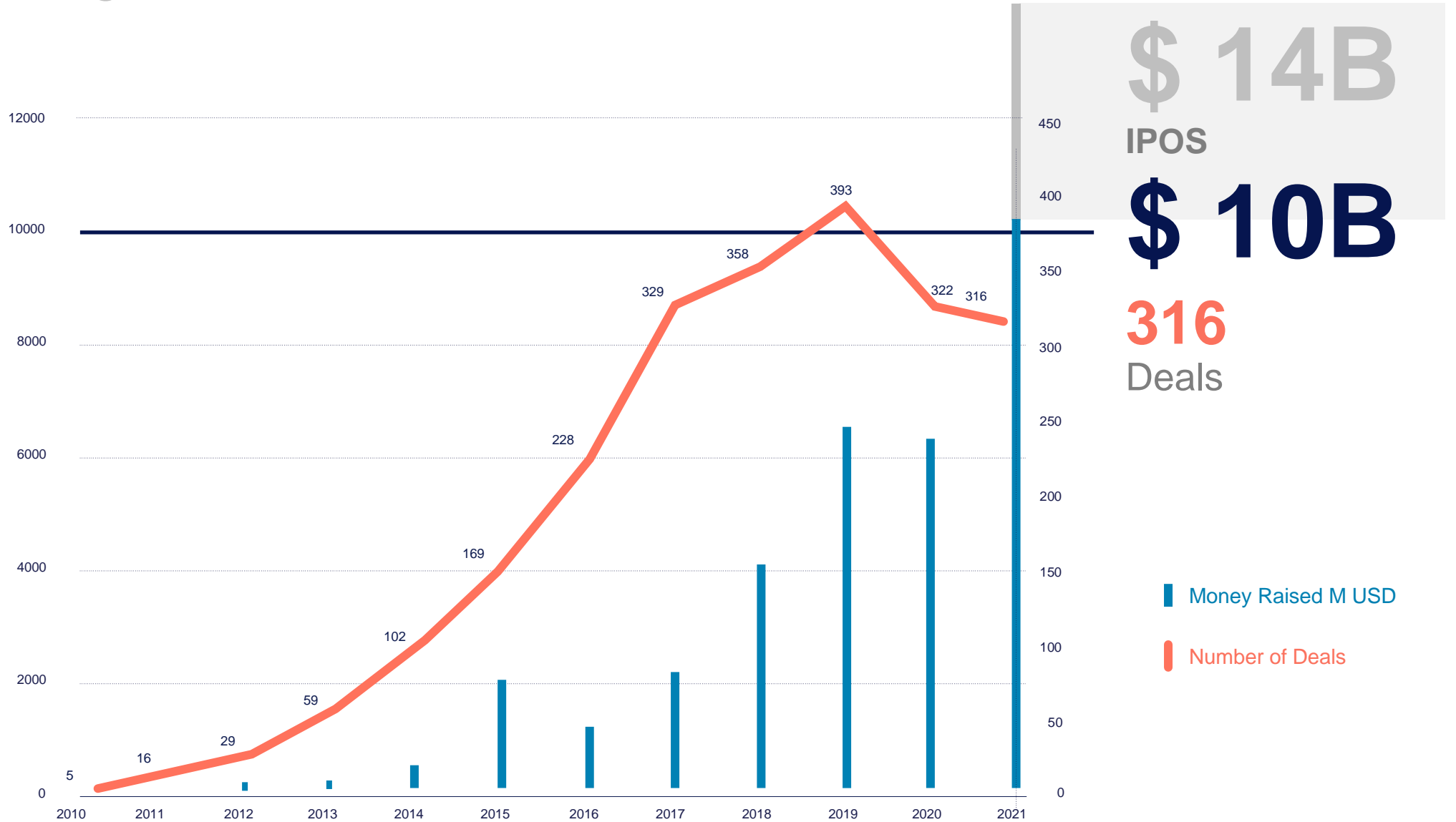
Milano, 9 giugno 2022

The Four Forces of Acceleration of the Insurance Liquid Ecosystems



2021: The Insurtech Market Boom

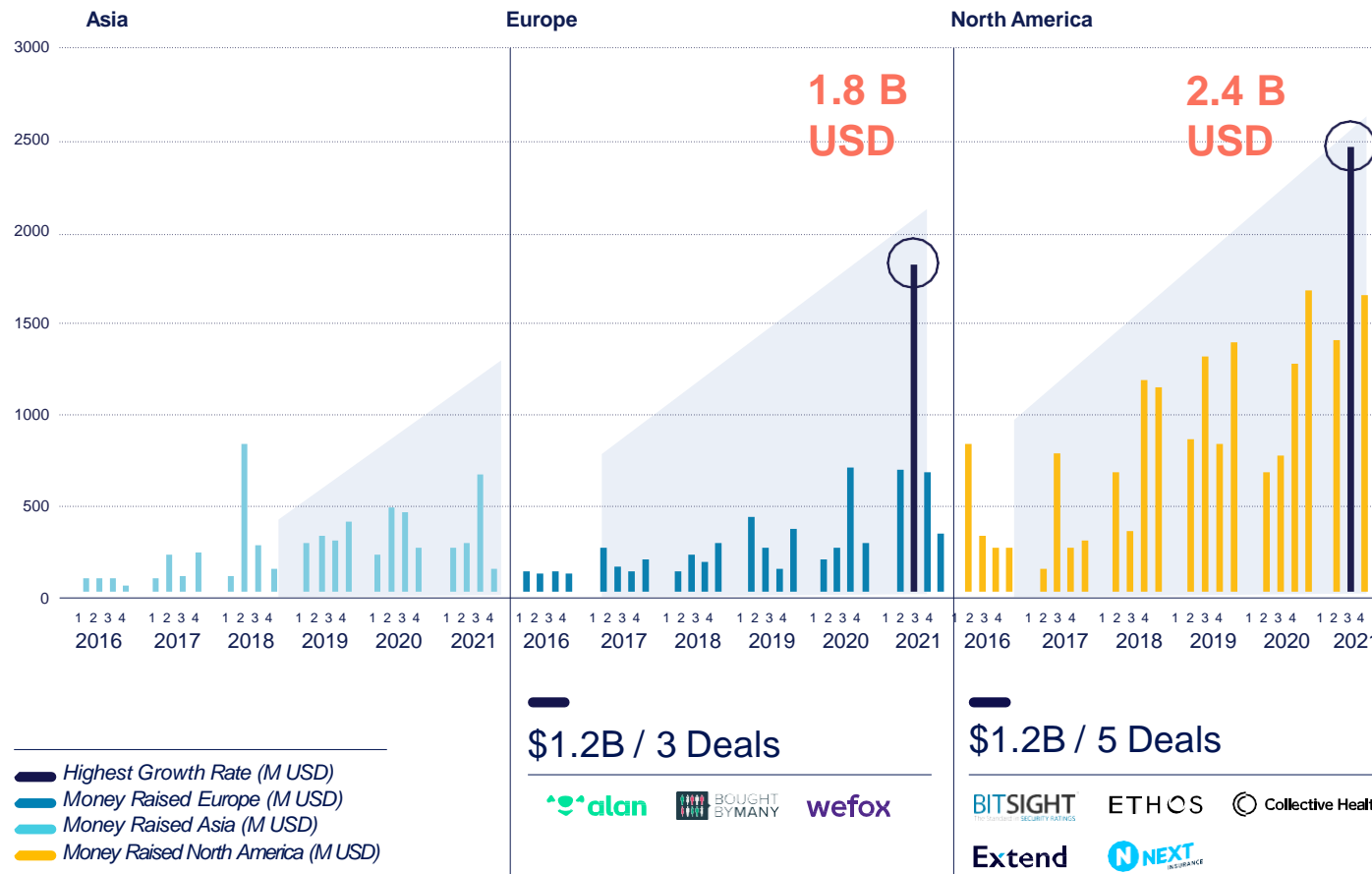
Overall Funding Amount



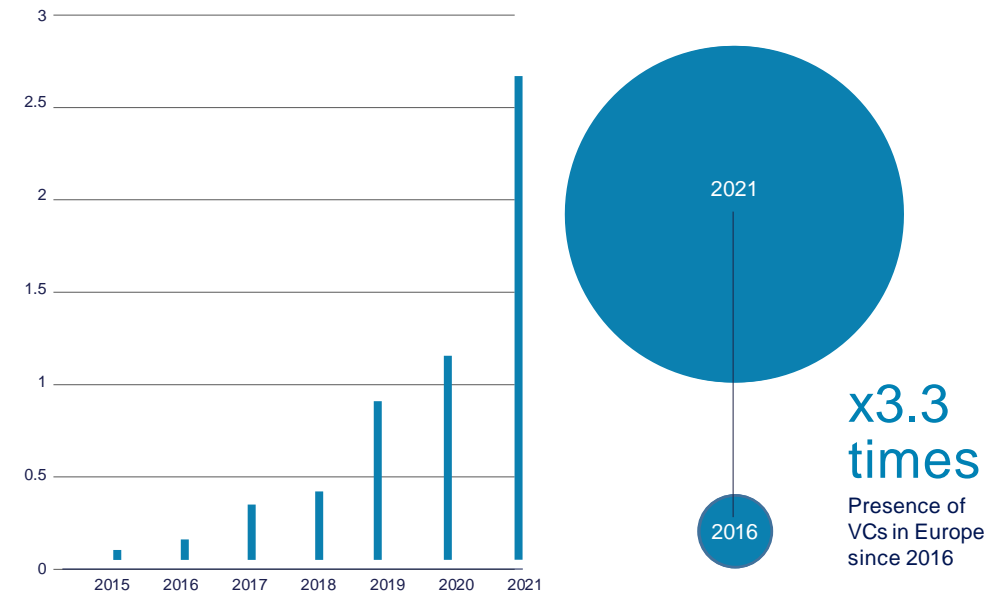
Europe stands out in 2021

Innovation is not related with Silicon Valley

Total Raised Amount by Region, in million USD

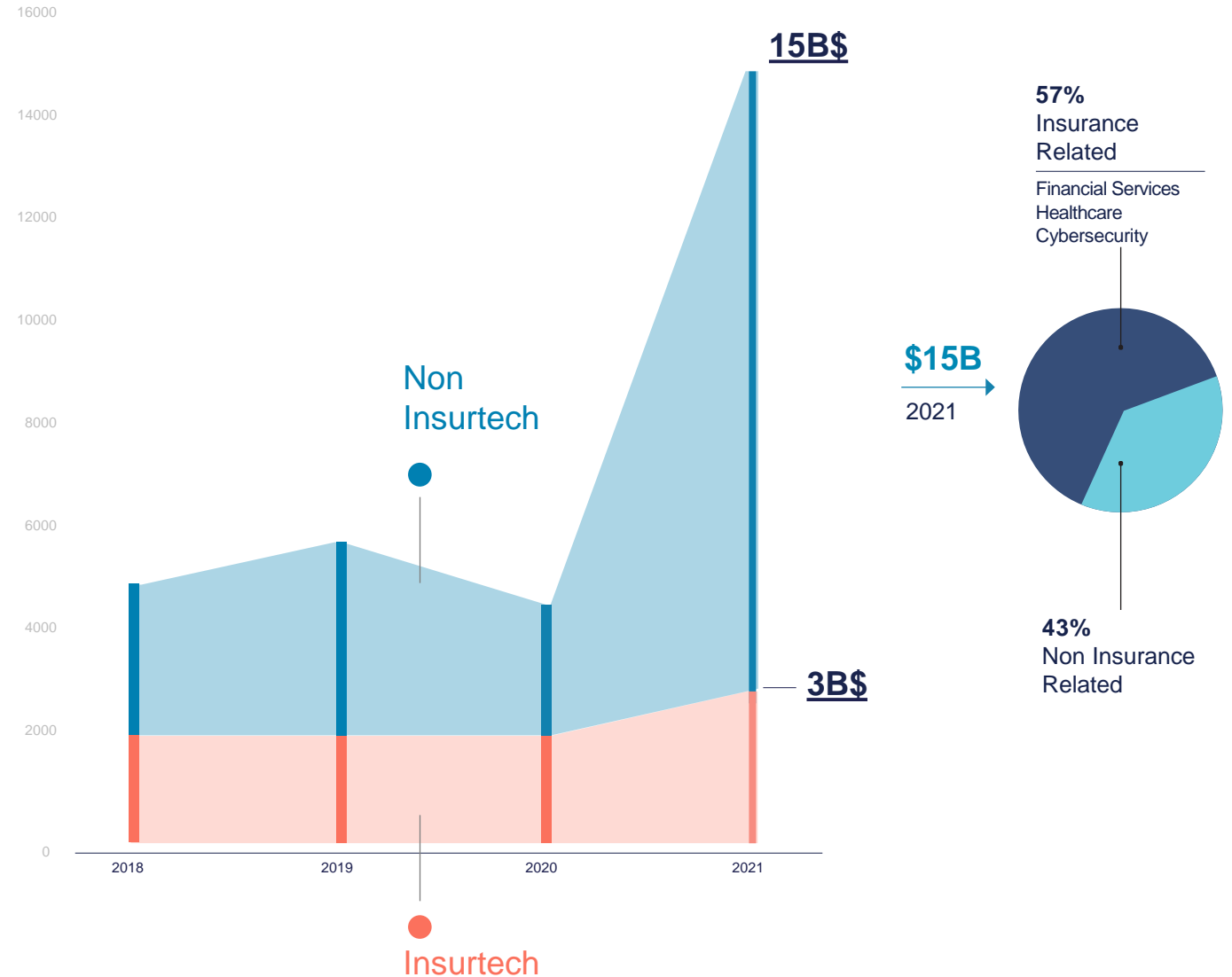


VCs Presence in Europe by Total Money Raised, in million USD



Insurers increase their participation in startups x3 and prove to believe in Insurtechs

The increase in the number of investments by insurers and the money raised in **2021** has been exponential, with a 175% jump from 2020 levels. If we look at the nature of **Non Insurtech** startups that insurers invested in, around **60%** of them are related to the Insurance industry.



New Unicorns in 2021

Backed by Insurers or TechGiants

Seamless Distribution

Simple Life & Health

Tech-Fueled Innovation

B2C Aggregators & Comparators

Employee Benefits & Wellness

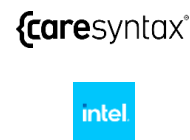
AI Smart Claims



B2B2C Broker's Platforms

Health Data Models

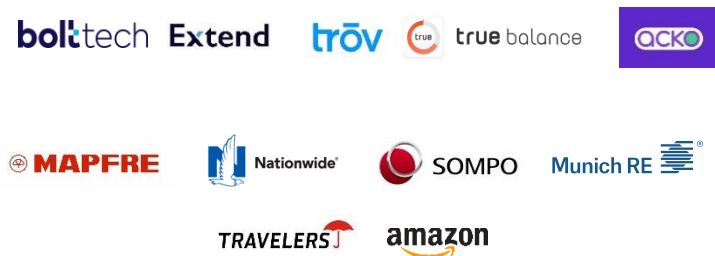
LowCode Platforms



B2B2C Embedded Insurance

Life Insurance for Millennials

Cyber & Fraud



Technology Trends

Seamless Distribution

B2C Aggregators & Comparators

INSURIFY



B2B2C Broker's Platform

wefox **EMBROKER**



B2B2C Embedded Insurance

boltech **Extend** **tröv** **true balance**



TRAVELERS **amazon**

Cloud, Mobile & Applications

Predictive Analytics

Artificial Intelligence

Internet of Things (IoT)

AI-Enabled Innovation

AI Smart Claims

sheet



NGAN



MAPFRE

LowCode Platforms

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Cyber & Fraud

ay

Shift



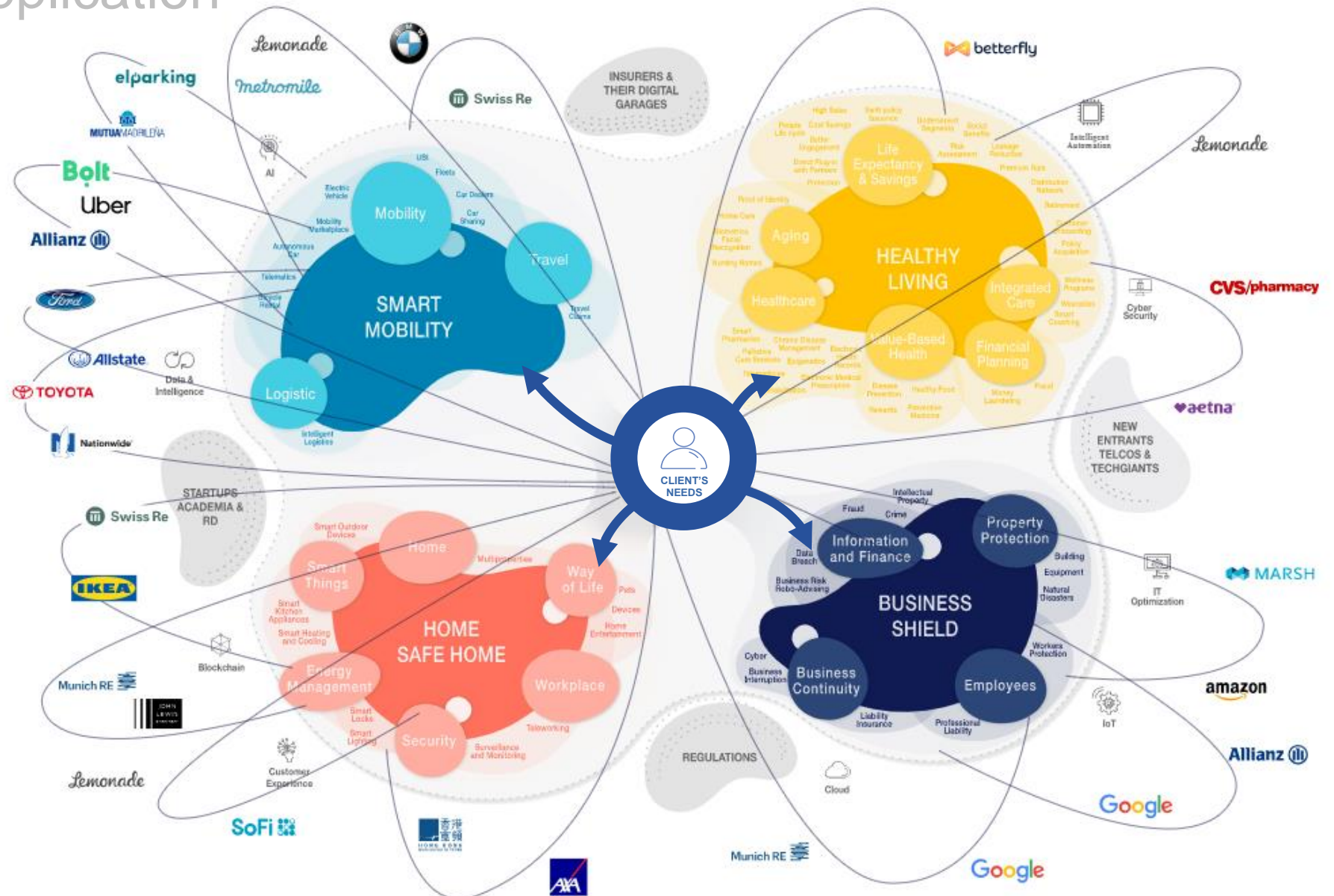
PINGAN

Insurance Liquid Ecosystems

Open Insurance application

CLIENT'S NEEDS AT THE CENTER

- Common Value Proposition
- Integrated Experience
- Multi-Industry
- Digital & Data

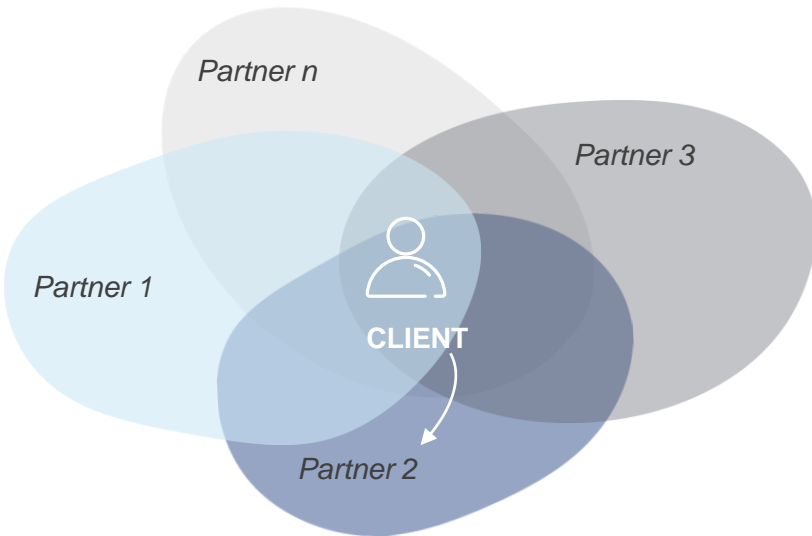


Why Ecosystems?



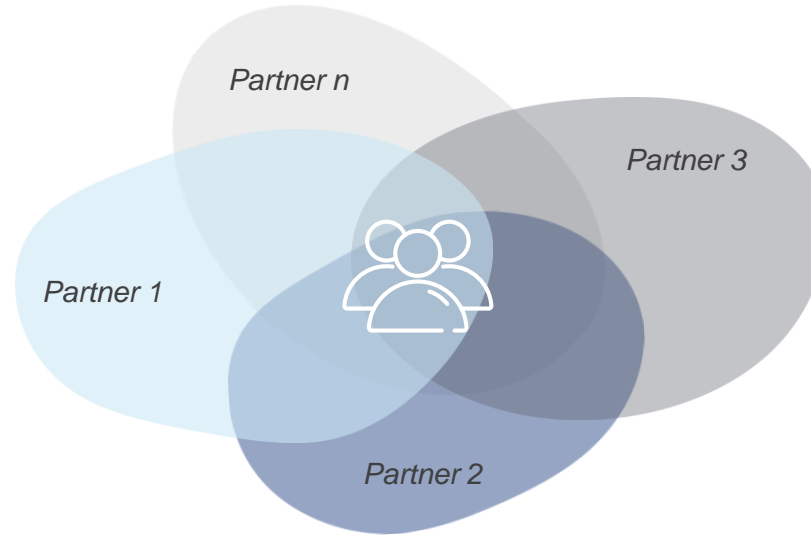
GATEWAY

The **ecosystem acts as a entry point for the customer promoting cross-selling of partners' services/** products offered within the ecosystem



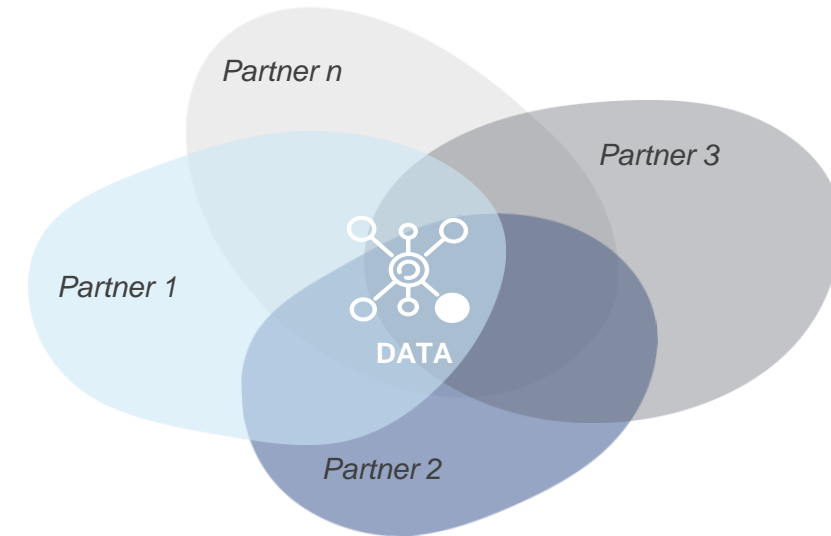
NETWORK EFFECT

By participating in the ecosystem, partners might **share their customer base** and gain the opportunity to increase the network



DATA INTEGRATOR

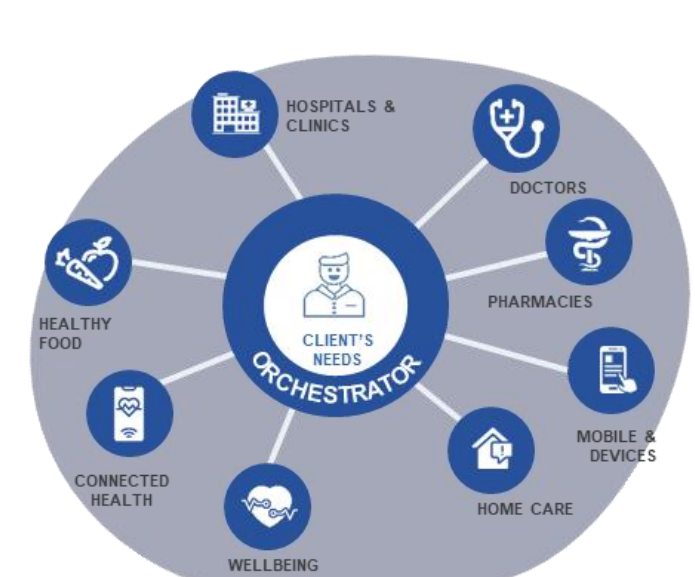
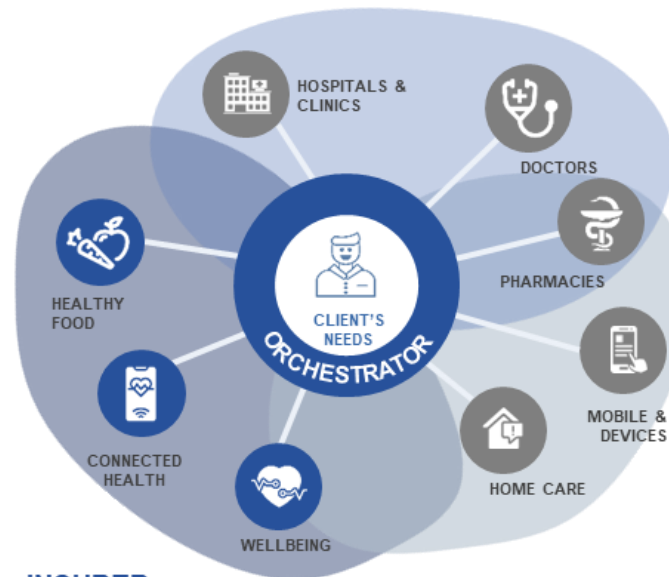
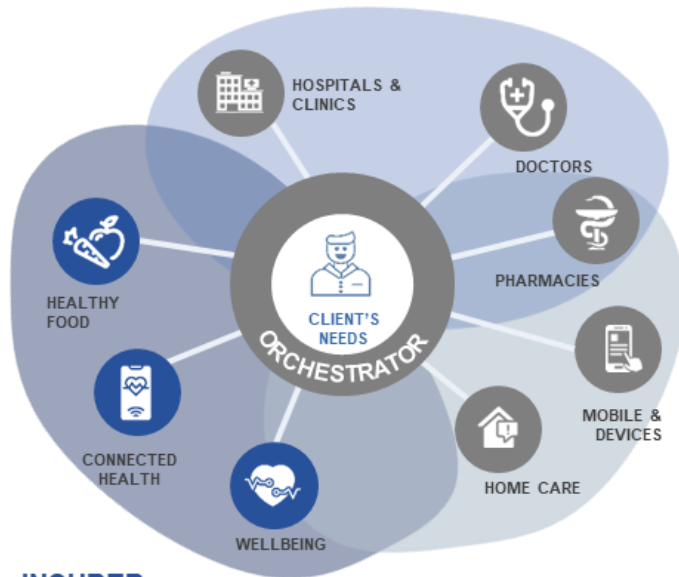
Integration of data collected by the ecosystem partners provides a **360 degrees view of the customer**



Insurers might take different roles in the ecosystem

SHARING ECOSYSTEM

ECOSYSTEM OWNER



INSURER

INSURER

INSURER

PARTNER

Insurer offers insurance and some non-insurance services in the ecosystem

PARTNER & ORCHESTRATOR

Insurer offers insurance and some non-insurance services in the ecosystem and acts as orchestrator of the entire ecosystem

OWNER

Insurer owns the ecosystem and offers product and services only to its customers

Two ways to become Ecosystems Hero

To become an important player of these ecosystems, insurance companies must direct their strategies towards these two imperatives: be data-driven and service-oriented companies

DATA-DRIVEN




















- Strategic decisions and planning are based on **real-time & actionable** data.
- Insurers must apply and allow the **access** and **usage** of data across business units.
- And build a **culture** to act oriented by data.

SERVICE-ORIENTED

- Oriented to provide a **full-on liquid experience**.
- Creating **additional value** for customers through **services**.
- Their purpose is to offer a **personalized experience**, based on customers **preferences**.

Trends & Strategies

Service Oriented & Data Driven Bias

<p>SERVICE ORIENTED MODELS</p> <ul style="list-style-type: none"> • Products focused on NEW MARGINS for the business. • LOW PENETRATION in the insurance market, and focus on high growth markets. • NON-TRADITIONAL MODELS as Microinsurance or Insurance On-Demand that complement traditional insurance 	<p>CHUBB</p> <p>Allianz </p> <p> MAPFRE</p> <p></p>	<p>NEW MOBILITY</p> <p></p> <p> gojek</p> <p> Lime</p>	<p>EMBEDDED FINANCE</p> <p>N26</p> <p></p>	<p>BEYOND HEALTH</p> <p> vida</p> <p> savvia</p> <p>cuideo</p> <p>YOLO</p>
<p>DATA-DRIVEN MODELS</p> <ul style="list-style-type: none"> • Focus on DISRUPTIVE TECH to enhance the value chain. • BROADEN BOUNDARIES to maintain and reinforce the moat. • Prioritize DATA INTEGRATION to explore market opportunities and innovative business models. 	<p>Munich RE </p> <p>Allianz </p> <p> MAPFRE</p> <p></p>	<p>CYBER & FRAUD</p> <p>KOVRR</p> <p>at bay</p> <p>Fraugster</p>	<p>DIGITAL HEALTH</p> <p> </p> <p></p> <p>HUMAN API</p>	<p>CLAIMS & UNDERWRITING</p> <p> CAPE</p> <p>Shift Technology</p> <p> TRACTABLE</p> <p> ARTURO</p>

Ecosystem in a Box

Open Insurance TOM & Platform




TARGET OPERATING MODEL (TOM) BLUEPRINT

Touchpoints & Device	Agencies	App & Web	Contact Center	IOT Devices (wearable, ...)	Whatsapp, Social Media	Email, SMS ...
Key Capabilities	BPM	Digital Marketing	CRM	Billing & Payments	Digital CX/UX	
	Marketplace	Commissioning & Revenue Mgmt	Robotics & Cognitive	Customer Data	Product Design ...	
	Device Management	Data & Analytics	Partnership & Providers Management	Integration & Cloud Services	Connected services	
Ecosystems	Mobility	Home	Health	Travel / Hospitality	Business and Industry	Gaming & Entertainment ...

END-TO-END THE ECOSYSTEM TRANSFORMATION JOURNEY WITH CORE CAPABILITIES, ASSETS AND ACCELERATORS





INNOVATE

-  **Innovate and speed-up interaction** with your customers
-  **Extend your offer**, leveraging on **IoT, partnerships and integrated services**
-  **Leverage on new technologies** in order to anticipate the future

SIMPLIFY

-  Be a **simple point of contact** for the customer

MODERNIZE

-  Speed up your business through **Cloud, modular and scalable architecture**
-  **Leverage on API gateway** to quickly **integrate internal and external services**