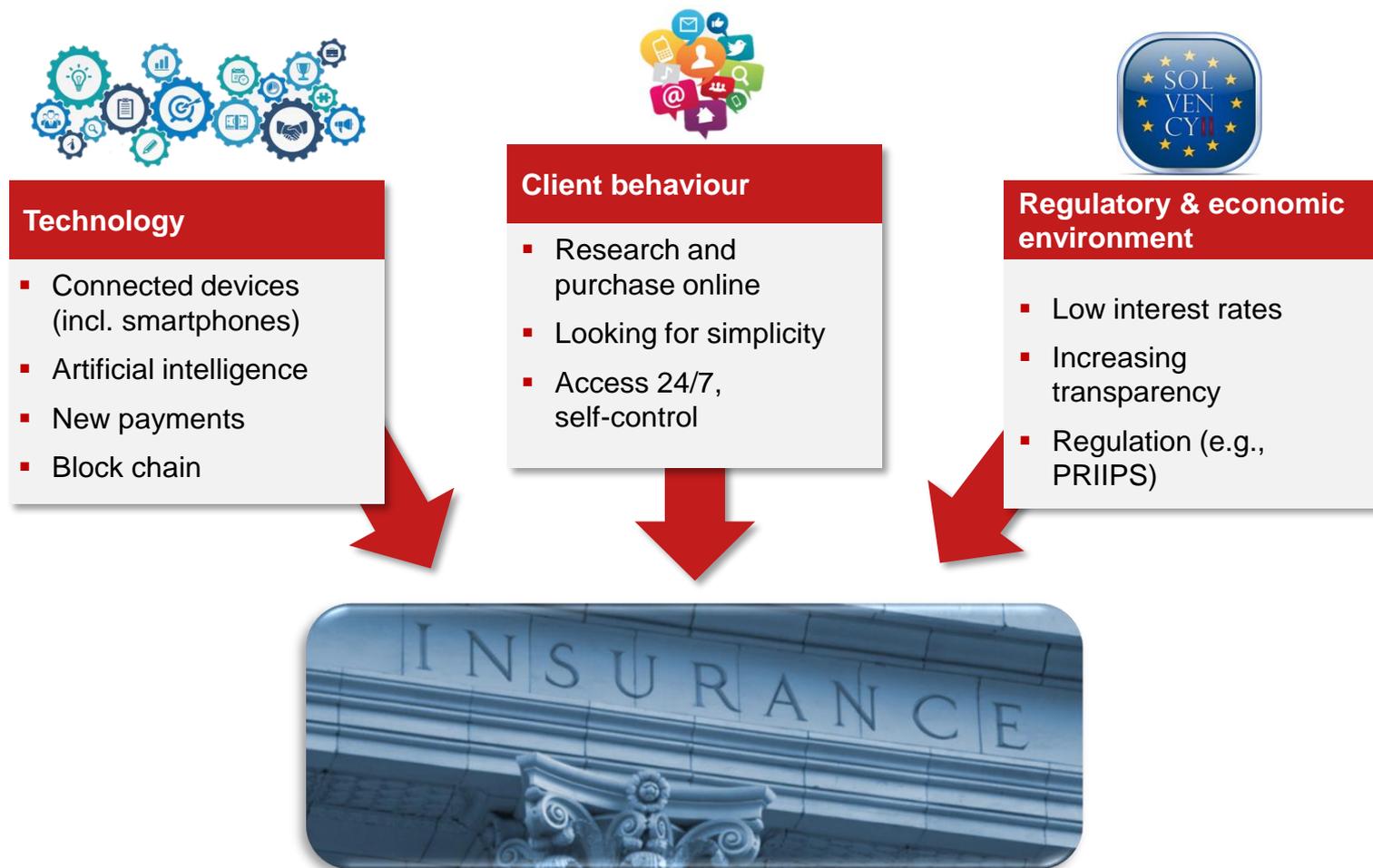




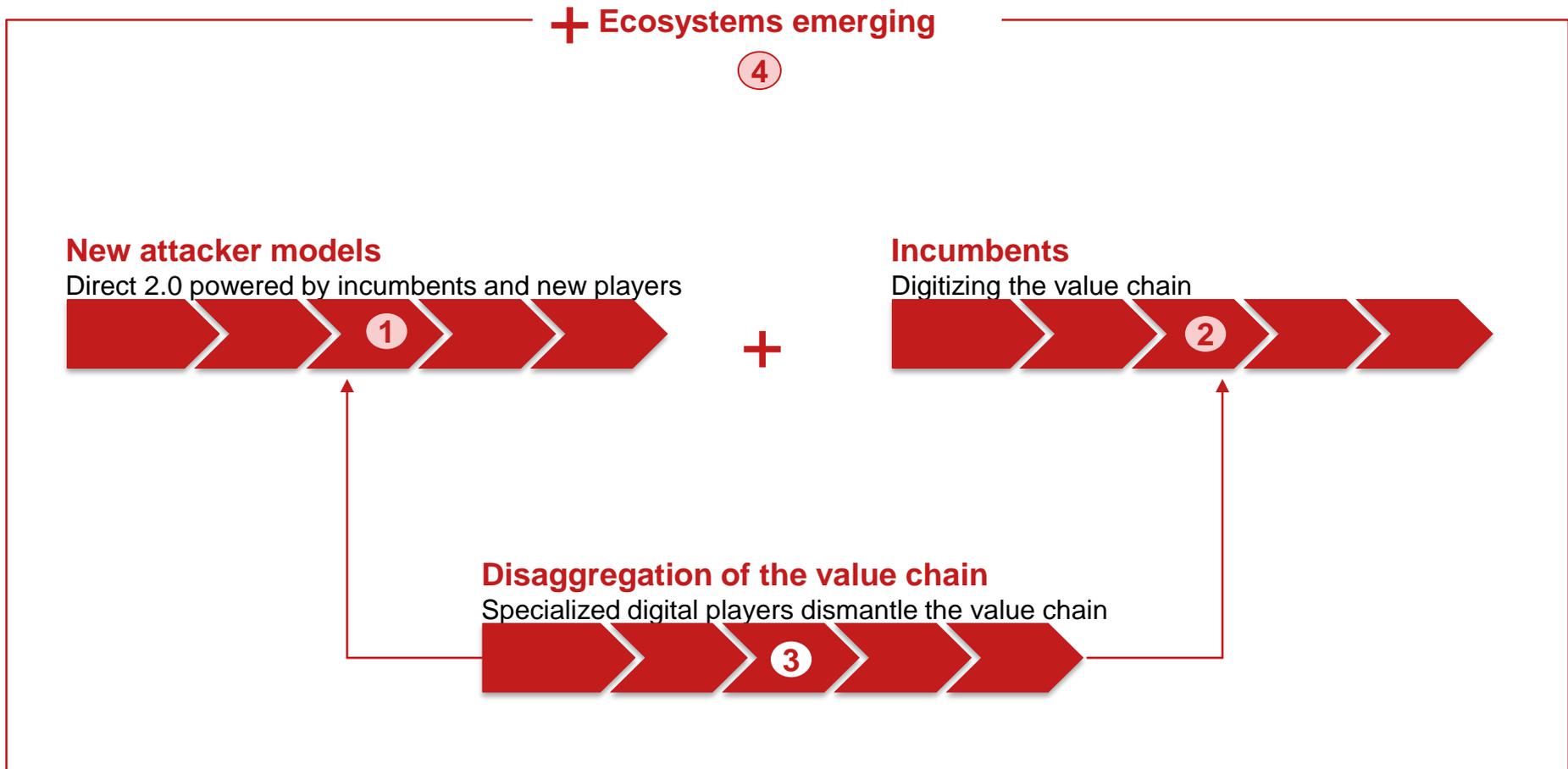
Major trends in the insurance landscape
“Back to basics” Insurance conference
Ljubljana, September 6th

Insurance is at the verge of a profound change in its value creation model, with technology and shifting client expectations as foremost drivers



In the expected evolution of insurance landscape, we can easily identify four major trends

 Detailed next



1 In addition to Insurtech attackers, even big Tech companies are the door



“Pros” of entering

Market view and customer data
Current activity in personal finance area (Google Play)

Access to huge customer base
Already offering insurance product (Amazon protect)
Ability to offer insurance to sold products

“Cons” of entering

Threats to the core Adwords business
High share of manual processes

Partnership negotiations
Established aggregators

Momentum

Unsuccessful launch of Google Compare (shutdown in 2016)

Insurance PWC in UK currently under establishment

Probability

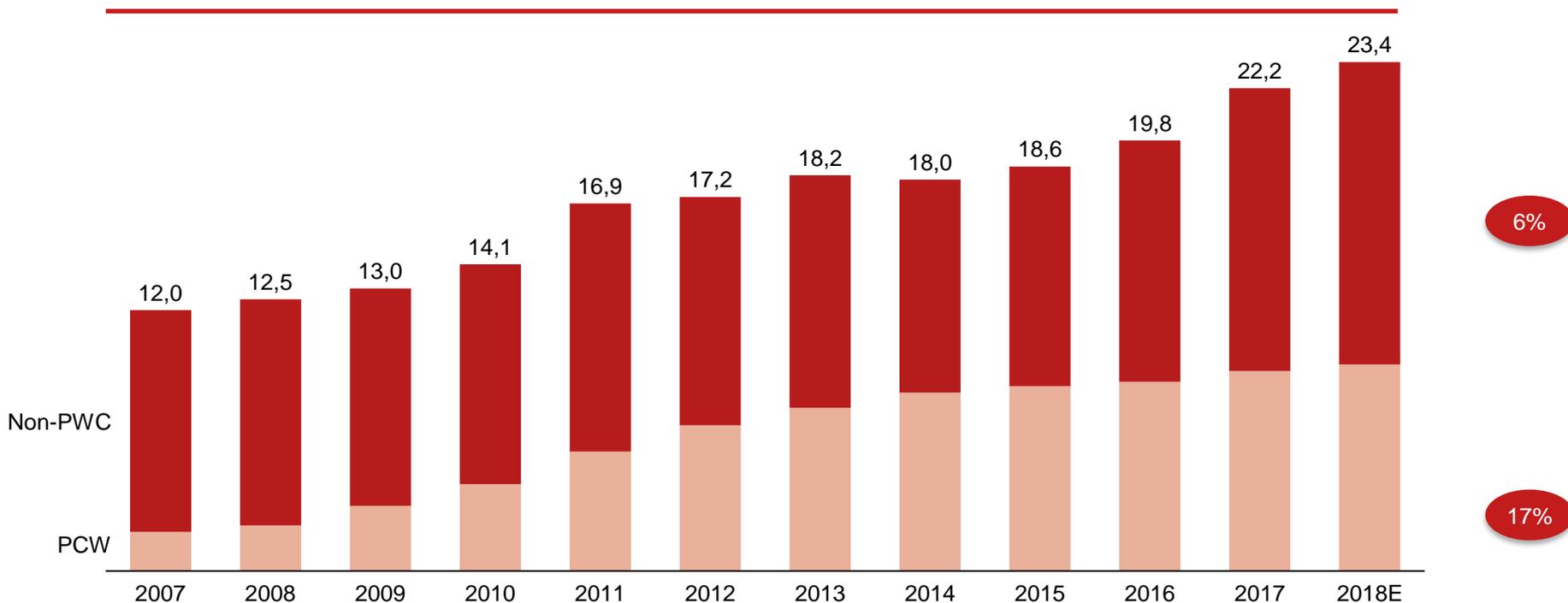
Low

High

3 Aggregators have been reshaping the Motor insurance market in Europe

Direct Motor GWP in core European markets¹,
2007-18, EUR billions

CAGR '07-'18E



2 Major trends in digitalization of the insurance value chain

Initial consideration

Active evaluation

Purchase

Admin / claims

Ongoing engagement

Agile marketing war room/ leads engine (e.g. content affiliates)

New digital shopping experiences (across channels)

Digital end to end customer onboarding

Digital end to end claims experience

Next best product to buy and cross sell capabilities

Digital enabled advisory

Frictionless UW and enrolment process (customers and distributors)

Omni-channel servicing capabilities

Predictive analytics for ongoing customer engagement

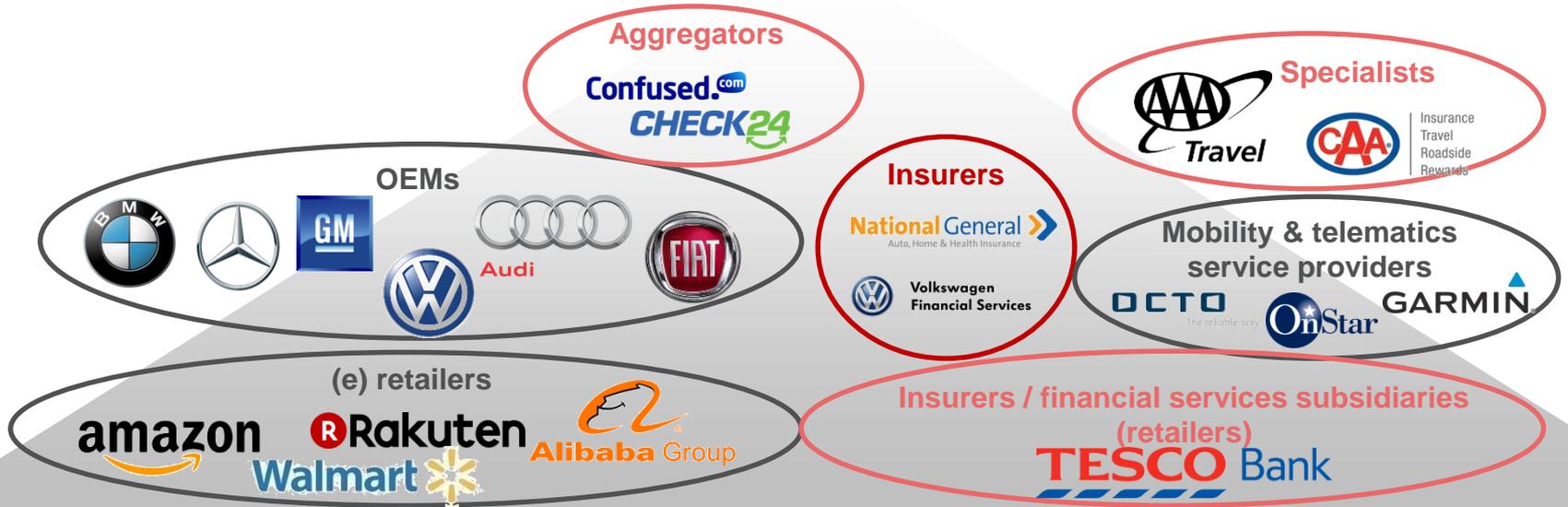
Pricing and UW based on advanced analytics

Product configuration tools based on modularity

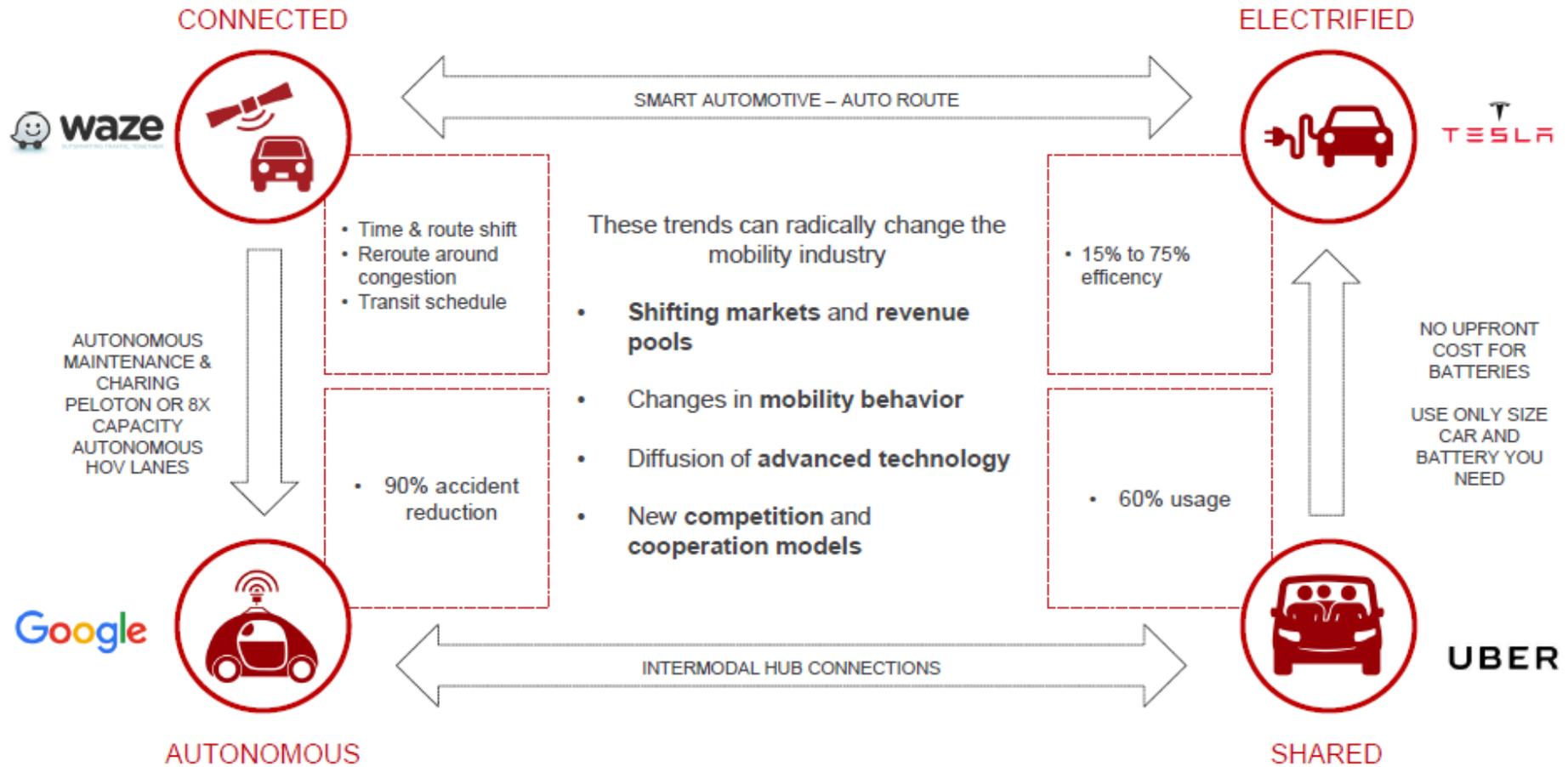
4 More and more players from other industries are pushing into the traditional insurance value chain



Distribution element and to a lesser extent claims are owned by players other than insurers



In particular in the Motor sector, technology driven trends have the potential to change the future of mobility and transportation



ACES: Autonomous, Connected, Electrified, Shared

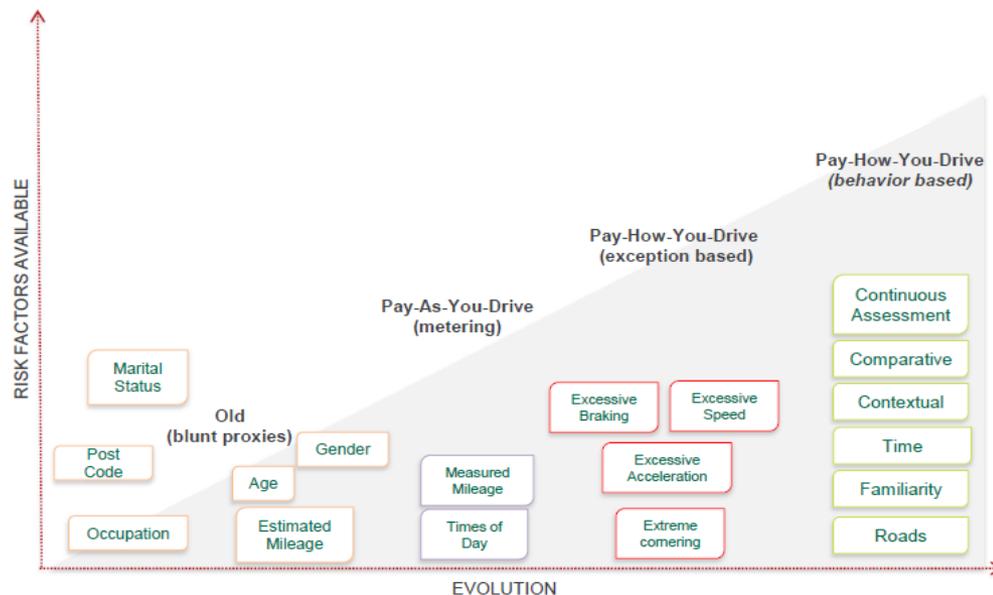
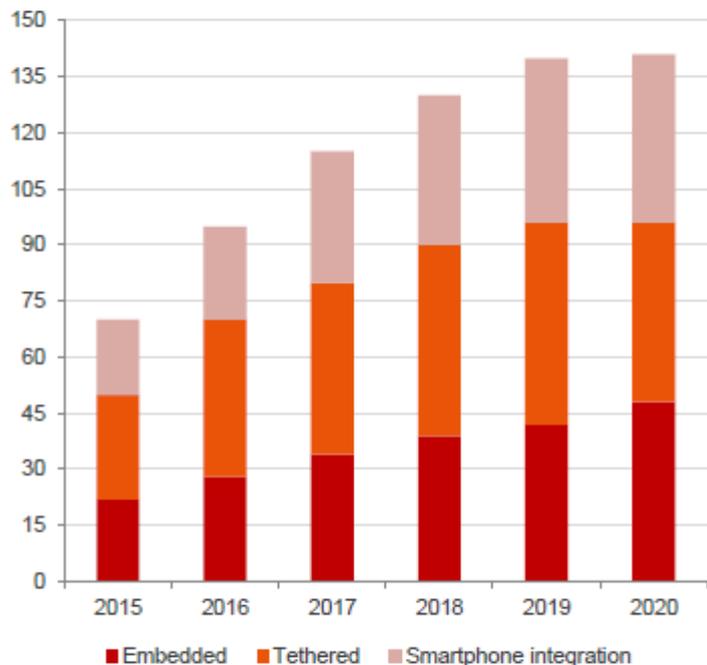
We are assisting to a progressive sophistication of behavioral profiling algorithms thanks to an easier access to data and to connectivity



By 2020 approximately 140 million cars sold worldwide will have some form of connectivity

New sophisticated pricing models have been emerging by leveraging on the extended set of data available

New connected cars sold globally (million)



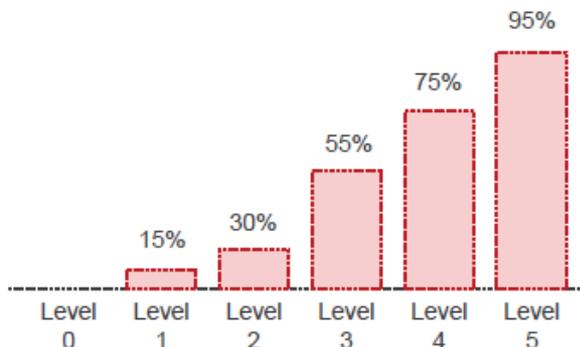
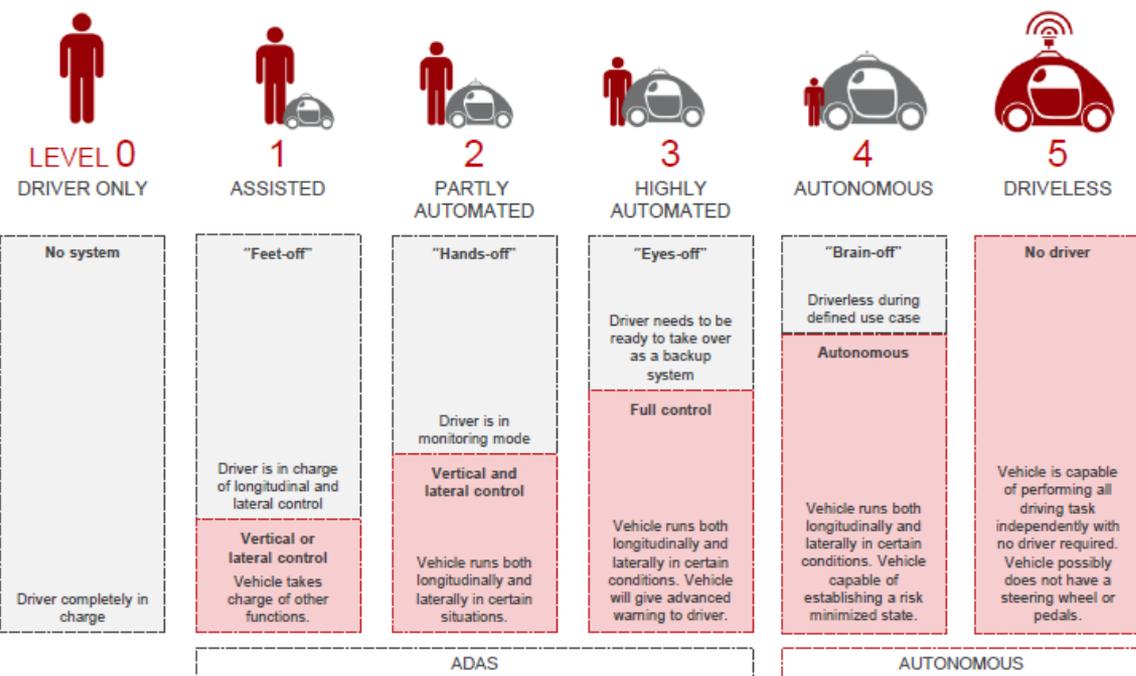


The gradual adoption of autonomous features is expected to significantly impact the evolution of the Motor sector

Motor vehicles have been classified in 6 clusters based on level of automation...

...with an increasing impact on claims frequency and severity

Forecast on max collision reduction of different level of vehicle automation





Various new mobility models are emerging in the Motor space, using cars owned by individuals or professional cars

Overview on new emerging mobility models

CARS OWNED BY INDIVIDUALS	RIDE-HAILING	<p>On-demand bookings for rides</p> <ul style="list-style-type: none"> Customer requests ride through app Request routed to available driver nearby 	  
	PEER TO PEER RIDE SHARING	<p>Private individual makes planned rides available for sharing</p> <ul style="list-style-type: none"> Driver adds planned ride to platform Customer pays to share ride 	 
	PEER TO PEER CAR SHARING	<p>Private individual makes his/her car available to rent</p> <ul style="list-style-type: none"> Available through platforms Rented usually by the day with flat mileage rate 	  
CARS OWNED BY COMPANIES	STATION BASED CAR SHARING	<p>Car is assigned to a specific parking space</p> <ul style="list-style-type: none"> Customer pays for time and distance traveled Return to same parking spot 	 
	FREE FLOAT CAR SHARING	<p>Car can be parked anywhere</p> <ul style="list-style-type: none"> Vehicles can be parked anywhere in a specific area Customer pays for distance traveled 	 

Main expected impact

- Reduction in the car park (and in overall market premiums!) due to a **shift from car ownership to car usage/ sharing**
- Remaining Motor market shifts **from a B2C (personal) to a B2B (commercial/ fleets) model**
- Evolution of Motor product offering** towards a concept of **enlarged mobility**, covering for a wider range of means of transport

Thank you!

Contact details



Gregor Pilgram

Chief Financial Officer

Generali CEE Holding B.V.

Email: gregor.pilgram@generali.com