

Market

Customer

Insurer



Big switch is coming



15%
of the total population changed their answers from "unlikely to switch" to "likely to switch"



Insurer is one of the top 3 actors that people trust in to share their personal data.



Today



offers discount



Need to find a way out of commoditization



Tomorrow

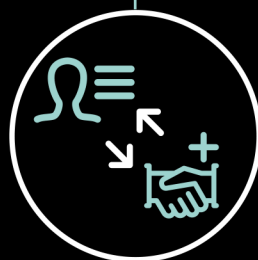


offers services



Potential solution: digitally-enabled motor insurance

Potential size: more than **15bn€** Europe-wide by 2020



50%
of customers are willing to share their driving data in exchange for additional services



Day after tomorrow



orchestrator of the mobility ecosystem