Technological advances
Connected insurance within Generali Group

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Agenda

- Generali's journey to a connected customer
  - Motor
  - Home
  - Health
  - Conclusions
By 2018 we want to be regarded by market and investor community as…

...the insurance company offering “Smarter and Simpler solutions” for customers.

The most efficient retail company…

...and more proficient generator of cash for its shareholders…

...with dividends progressively growing and a stable capital position.

Focused insurer with strong retail leadership position in Europe…

...leveraging on technology enablers to secure its technical proficiency
Meanwhile, there’s a seismic shift happening in the industry

Active presence in Customers’ life through

New customer journey

Shift from Coverage to

Mobile

Prevention & Protection

• From policy to solution
• From data to information
Telematics allows to generate additional value for all stakeholders: customers, distribution network, insurers and society.
Agenda

Generali's journey to a connected customer

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Generali is with you in the moment of need

Example motor

- A new customer buys a policy
- Going to the airport, the customer is offered a travel policy
- Alerts against any peril
- Driving score through mobile App
- Immediate assistance in case of accident
- Renewal + other insurance proposals

- Telematics box
- Driving behavior is monitored
- Data stored in cloud
- Smart modelling
- Analytics using smart indicators
- Claim assessment and fraud detection

NPS evaluation
Successful and innovative products for a new selling proposition

In Motor Telematics we have a leading position in Europe with approx 920,000 policies

Italian market
Almost 4 millions telematics policies

Generali penetration
Approx 20%

New business penetration
Telematics products account for approx 40% of new policies
General's journey to a connected customer

Motor

Home

Health

Conclusions
More and more a “Smart home”

Three things to make a house smart:

- Sensors / actuators enabling home automation and services
- Connectivity (e.g. wire, cable, wireless...)
- Capability to send and receive data and to make use of them

Security
- Motion detection
- Intrusion remote monitoring

Safety
- Fire detection
- Water leakage
- Carbon monoxide

Health
- Panic button
- Fall detection
- Vitals monitoring

Energy
- Thermostat control
- Electricity, Water, Gas monitoring

Multimedia
- Dock Station
- Music storage
- Audio/video streaming

Comfort
- Lightings
- Openings
- Motorizations
Simple and smart solution for different distribution channels

**France**

**EA – SFR**
SFR launched in 2012 Home Security Premium package with bundled EA support services

**Germany**

**CosmosDirekt**
Sales of a smart home package (an anti intrusion device and a smart plug) with household insurance from 2016
Agenda

Generali's journey to a connected customer

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Conclusions
Vitality addresses three key global trends and allow insurers to overcome the traditional underwriting:

- **Healthcare cost increase above inflation rate**
- **Underconsumption of preventive care**
- **Lifestyle choices cause more than 50% of death worldwide**
Customer's view

The Vitality Wellness Program

1. Know your health
The customer determines his personal health and fitness level and determines health goal. Users can choose out of a wide range of activities to do something for their health.

2. Improve your health
The customer works towards his personal target. An attractive network of partners support them. Customers earn points and reach a Vitality status by engaging in activities and reaching their targets.

3. Enjoy the rewards
Customers are rewarded for their activities according to the Vitality status, benefiting from discounts at reward partners and a lower insurance premium.
Importantly, the journey to a top status is not dependent on a person’s initial health status.

Customers

Example of a less healthy person engaging with Generali Vitality

Example of a very healthy person engaging with Generali Vitality
Generali Vitality’s behavior-based insurance model creates shared value for Generali, the client, partners and distributors.
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Connecting lives: in the home, on the road and for a healthier life

Technological changes will produce an epochal change in our industry

Connectivity and data are transforming the nature of our relationships with our customers

We have the opportunity for our industry to generate greater value for society through innovation that helps reduce risks through prevention
Thank you.

Valter Trevisani,
Group Chief Insurance Officer