Digital evolution transforms the insurance

Christof Mascher
KBW London / 3 March 2016
The digital business model: Enhanced capabilities at the customer interface and along the entire value chain
Digital: rethinking the business model from the customer perspective

**Traditional insurance**
- Push, paper, high complexity

- **Product development**
  - Complex products
- **Sales**
  - Push-sales via agent
- **Underwriting**
  - Manual assessment
- **Administration**
  - Via letter
- **Claims management**
  - FNOL call, paper forms
  - Long processing time

**Digital insurance**
- Simple, convenient, personalized, connected

- **Information**
  - Personalized solutions
  - Online
- **Service**
  - Partner for life
- **Configuration**
  - Online & offline transactions
- **Cover**
  - Full modularity
- **Digital ecosystems**
  - Internet of Things

© Copyright Allianz SE 16-03-02
Allianz operating framework to support digital customer journeys

Smart Sensors
- Accelerometer
- GPS
- Light sensor
- Movement sensor
- …

Smart Devices
- Personal data
- Car information
- Internet usage data
- …

Big Data
- Advanced Analytics
- Location Context
- Behavioral Patterns
- Service Events
- Risk Scoring

Intermediary
Detecting customer needs and providing market places for products & services

Value Added Services
- Remote Assistance
- Emergency service
- Transport service
- Onsite Assistance
- Service Coordination

Insurance
- UBI
- Risk Selection
- Digital Claims

Smart sensing devices and data as enabler of customer centric solutions, to develop capabilities in data analytics and shape the market for respective solutions

Allianz ambition: use proven capabilities in analytics and as provider of market places to play key role in digital ecosystems

Allianz’ home turf: globally leading, performing, and successful insurance and service provider to connect to emerging digital ecosystems
Disclaimer

These assessments are, as always, subject to the disclaimer provided below.

Forward-looking statements

The statements contained herein may include prospects, statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties. Actual results, performance or events may differ materially from those expressed or implied in such forward-looking statements.

Such deviations may arise due to, without limitation, (i) changes of the general economic conditions and competitive situation, particularly in the Allianz Group's core business and core markets, (ii) performance of financial markets (particularly market volatility, liquidity and credit events) (iii) frequency and severity of insured loss events, including from natural catastrophes, and the development of loss expenses, (iv) mortality and morbidity levels and trends, (v) persistency levels, (vi) particularly in the banking business, the extent of credit defaults, (vii) interest rate levels, (viii) currency exchange rates including the Euro/U.S. Dollar exchange rate, (ix) changes in laws and regulations, including tax regulations, (x) the impact of acquisitions, including related integration issues, and reorganization measures, and (xi) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of terrorist activities and their consequences.

No duty to update

The company assumes no obligation to update any information or forward-looking statement contained herein, save for any information required to be disclosed by law.