should I stay or should I go?
underwriting aggregators

a bahnhofskolloquium inspired by the clash

4 March 2024

customers
aggregators
data
conclusions
about us
dynamic pricing

about us

toni.

iptiQ

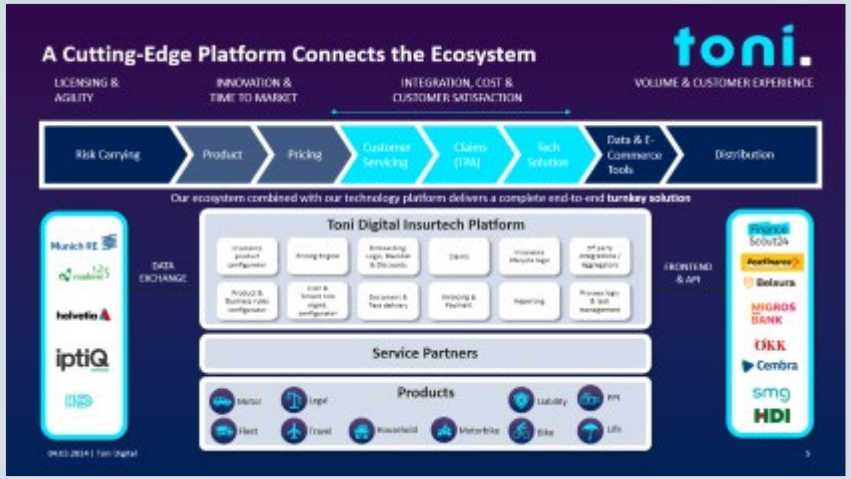
Toni Digital

Business model

Toni Digital is a Zurich-based Insurtech that offers white-label B2B2C insurance solutions. The business model is based on an "Insurance-as-a-Service" approach and enables well-known brands to launch their own insurance products on the high-margin insurance market very quickly.

- Simple, automated and customer-oriented processes
- Significant cost advantage compared to traditional solutions
- 100% focus on distribution partners (without risk of cannibalization)

Toni Digital's business model at a glance



Team

A Cutting-Edge Platform Connects the Ecosystem

LICENSING & AGILITY

INNOVATION & TIME TO MARKET

INTEGRATION, COST & CUSTOMER SATISFACTION

VOLUME & CUSTOMER EXPERIENCE

Risk Carrying | Product | Pricing | Customer Servicing | Claims (TPA) | Tech Solution | Data & E-Commerce Tools | Distribution

Our ecosystem combined with our technology platform delivers a complete end-to-end **turnkey solution**

Munich RE

vaudoise 125

helvetia

iptiQ

DATA EXCHANGE

Toni Digital Insurtech Platform

- Insurance product configurator
- Pricing Engine
- Onboarding: Logic, Blacklist & Discounts
- Claims
- Insurance lifecycle logic
- 3rd party integrations / Aggregators
- Product & Business rules configurator
- User & Tenant role mgmt. configurator
- Document & Text delivery
- Invoicing & Payment
- Reporting
- Process logic & task management

Service Partners

Products

Motor | Legal | Liability | PPI

Fleet | Travel | Household | Motorbike | Bike | Life

FRONTEND & API

Finance Scout24

PostFinance

Belsura

MIGROS BANK

ÖKK

Cembra

smg

HDI

iptiQ has established itself as a strong B2B2C insurer in Europe in both L&H and P&C

Market Presence

Non-life Life Both

Distribution Partners

TAF, independer, goboony, Insify, ALPINA FINANCIEEL ZEKER

Aurum PROTECT, hector, Aeguron, degenia, NOVEMBER, DOMCURA

CLARK, iress, SunLife

Emil Frey, IKEA, toni, ZURICH

layalife proudly part of AIG

prima.it, wizink, AERIAL, AON Empower Results®, Willis Towers Watson

FILIASSUR, SPVIE ASSURANCES, NHY ASSURANCES, DIGITAL INSURE, Premista

cbp, prima.it, WIDE GROUP

Three partnerships in Switzerland illustrate different collaboration models

	IKEA	Emil Frey	Toni Digital
Product Lines	**Contents and Personal Liability**	**Motor Retail**	**Motor Retail**
Collaboration Characteristics	• IKEA generate leads • iptiQ responsible for online sales and after-sales • Policy admin and claims by iptiQ	• Integration into Emil Frey's car sales system • Customer service by Emil Frey • Policy admin by iptiQ	• Toni responsible for sales and policy administration • Product and pricing know-how shared by both partners • Underwriting authority, licence, risk capital by iptiQ
Degree of Responsibility by Distribution Partner	**low**		**high**

aggregators
definition
features

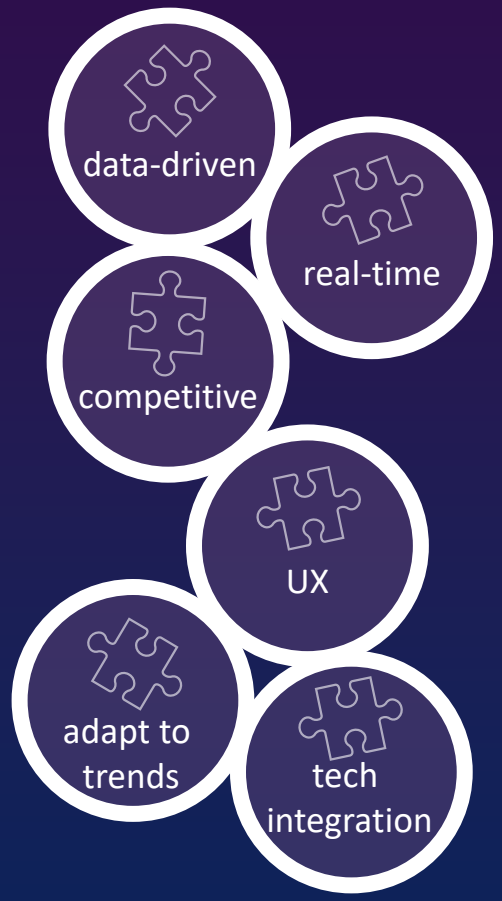
Aggregators © ChatGPT

definition

ChatGPT

An insurance aggregator platform is a digital platform that allows users to compare and purchase insurance policies from multiple insurance providers in one place. These platforms typically provide a centralized and user-friendly interface where individuals can input their insurance needs and receive quotes from various insurance companies. The goal is to simplify the process of shopping for insurance by offering a convenient way to compare different policies, coverage options, and prices.

What is special about Aggregators © ChatGPT



ChatGPT There are a few notable aspects that make Underwriting Aggregators unique:

Data-Driven Decision-Making: Aggregator platforms leverage vast amounts of data to facilitate the underwriting process. They collect and analyze user information to assess risk factors and provide personalized quotes. The use of data analytics and algorithms helps streamline the underwriting process and enables quicker decision-making.

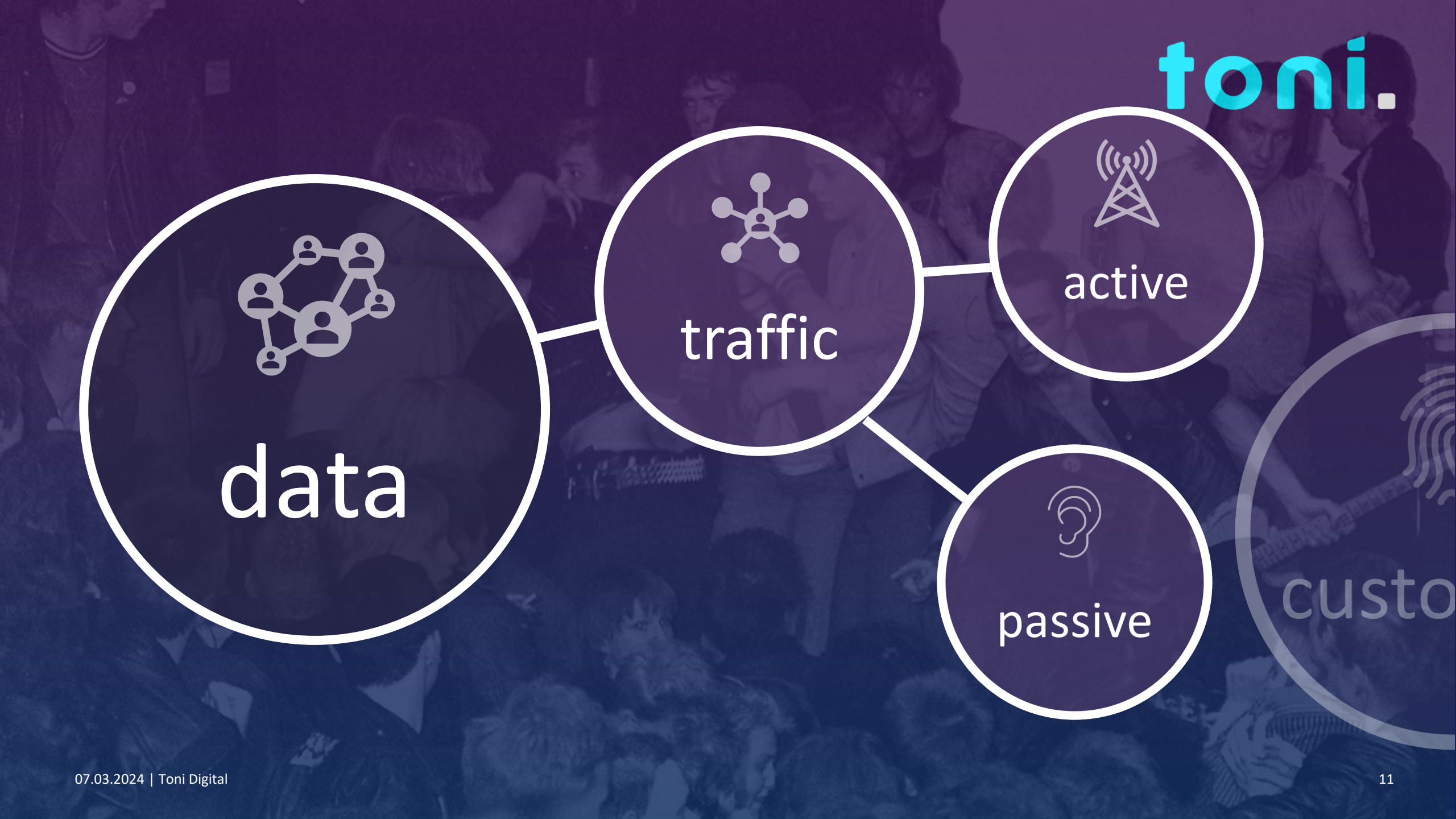
Real-Time Comparison: Insurance aggregators allow users to compare quotes from multiple insurance providers in real-time. Underwriters on these platforms need to adapt to the dynamic nature of online quoting and ensure that the pricing is competitive and reflective of current market conditions.

Competitive Landscape: The aggregator model fosters a highly competitive environment. Insurance companies on these platforms strive to offer attractive terms and competitive premiums to stand out among their peers. Underwriters play a pivotal role in designing insurance products that appeal to the users and meet their specific needs.

Focus on User Experience: Underwriters working with aggregator platforms need to consider the user experience. This involves providing clear and easily understandable information about insurance policies, ensuring that the online purchasing process is smooth, and addressing any user concerns or questions promptly.

Adaptability to Changing Trends: The insurance landscape is continually evolving, with changing consumer preferences, regulatory updates, and emerging risks. Underwriters on aggregator platforms must stay abreast of these trends and adapt their underwriting strategies to align with market shifts and customer demands.

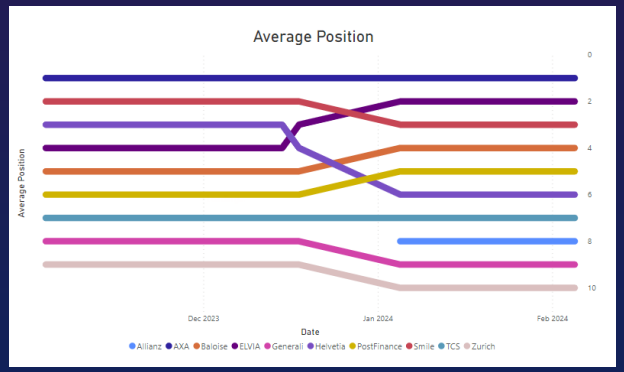
Integration of Technology: Insurance aggregators heavily rely on technology for their operations. Underwriters need to be comfortable with utilizing advanced technologies, data analytics tools, and automation to enhance the efficiency of the underwriting process.

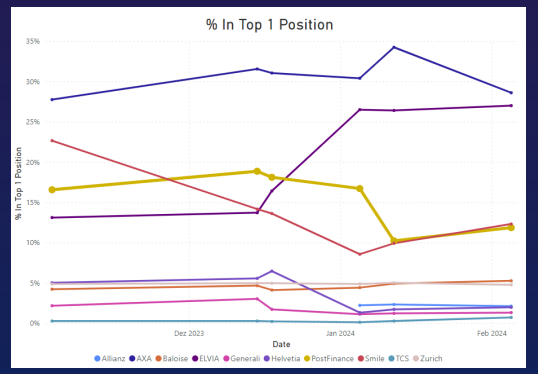

toni.
data
traffic
active
passive
custo

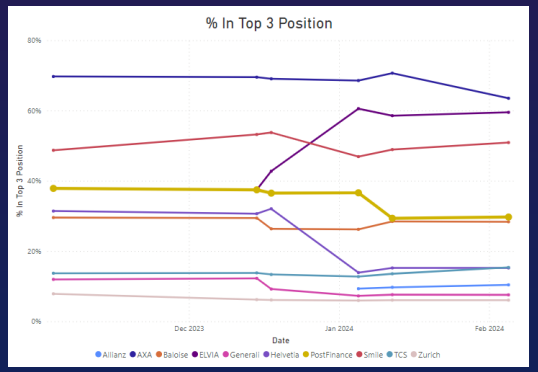
ChatGPT

active

Web scraping is a technique used to extract information or data from websites. It involves the automated process of fetching web pages, parsing the HTML or other structured data on those pages, and extracting useful information. Web scraping is employed for various purposes, including data analysis, research, competitive pricing, content aggregation, and more.

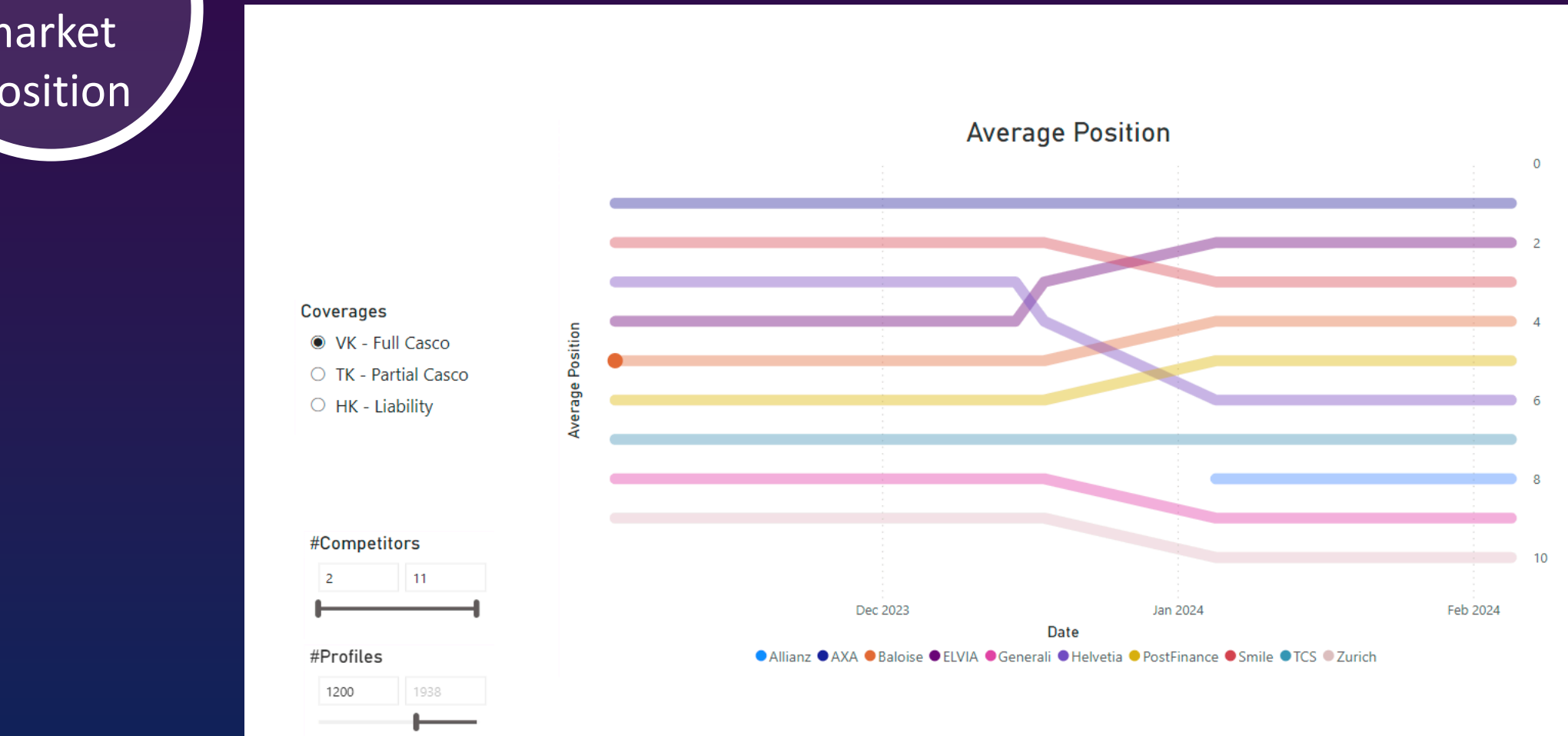






market position

toni.



Top 1

PF %Top1

12%

(+2%)

5 Feb 2024

Coverages

- [x] VK - Full Casco
- [ ] TK - Partial Casco
- [ ] HK - Liability

Profiles

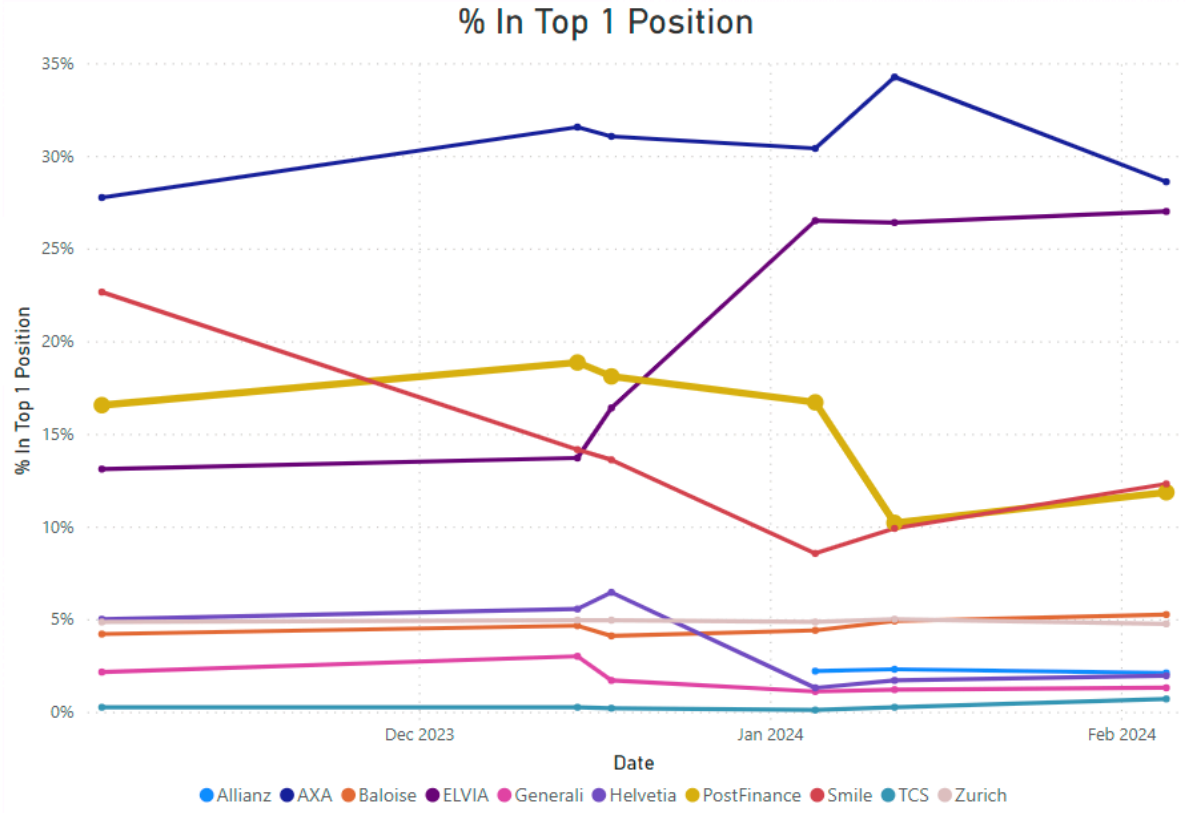
All

#Competitors

2 11

#Profiles

1200 1938



Filters

Top 3

PF %Top3

30%

(+0%)

5 Feb 2024

Coverages

- [x] VK - Full Casco
- [ ] TK - Partial Casco
- [ ] HK - Liability

Profiles

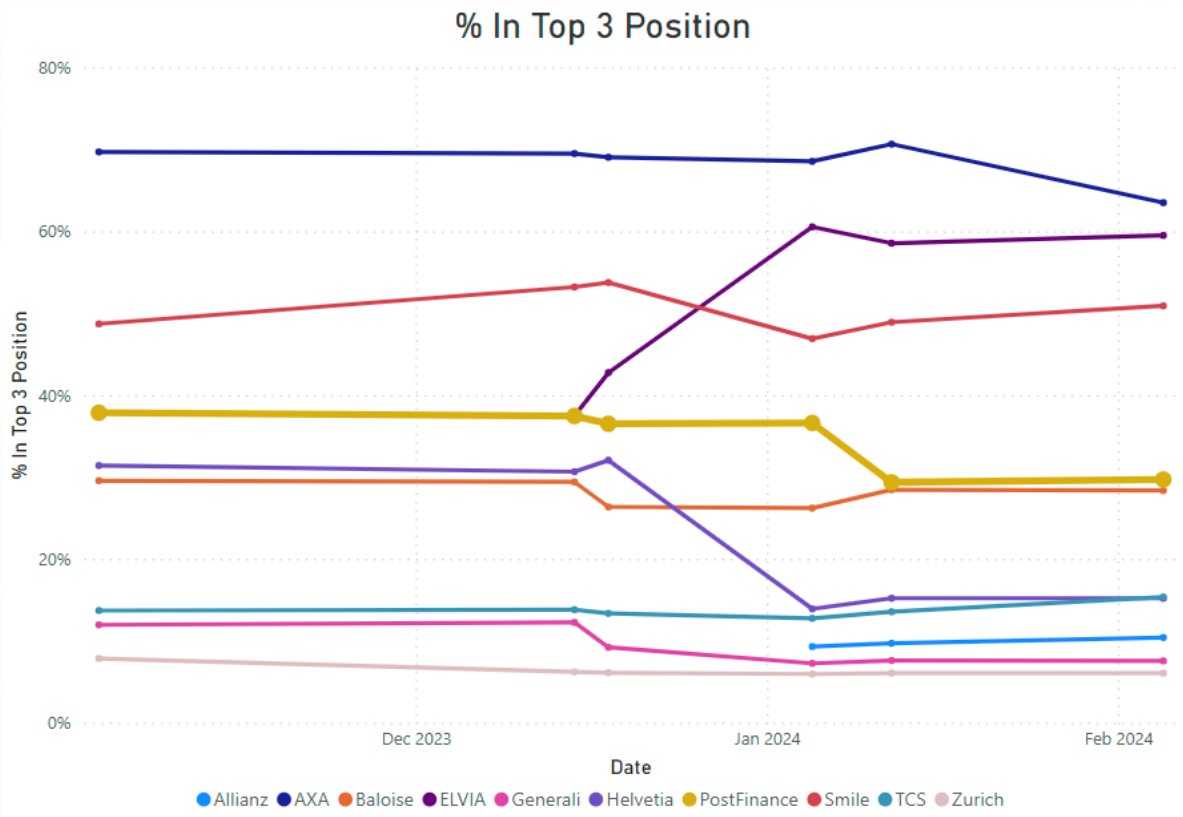
All

#Competitors

2 — 11

#Profiles

1200 — 1938

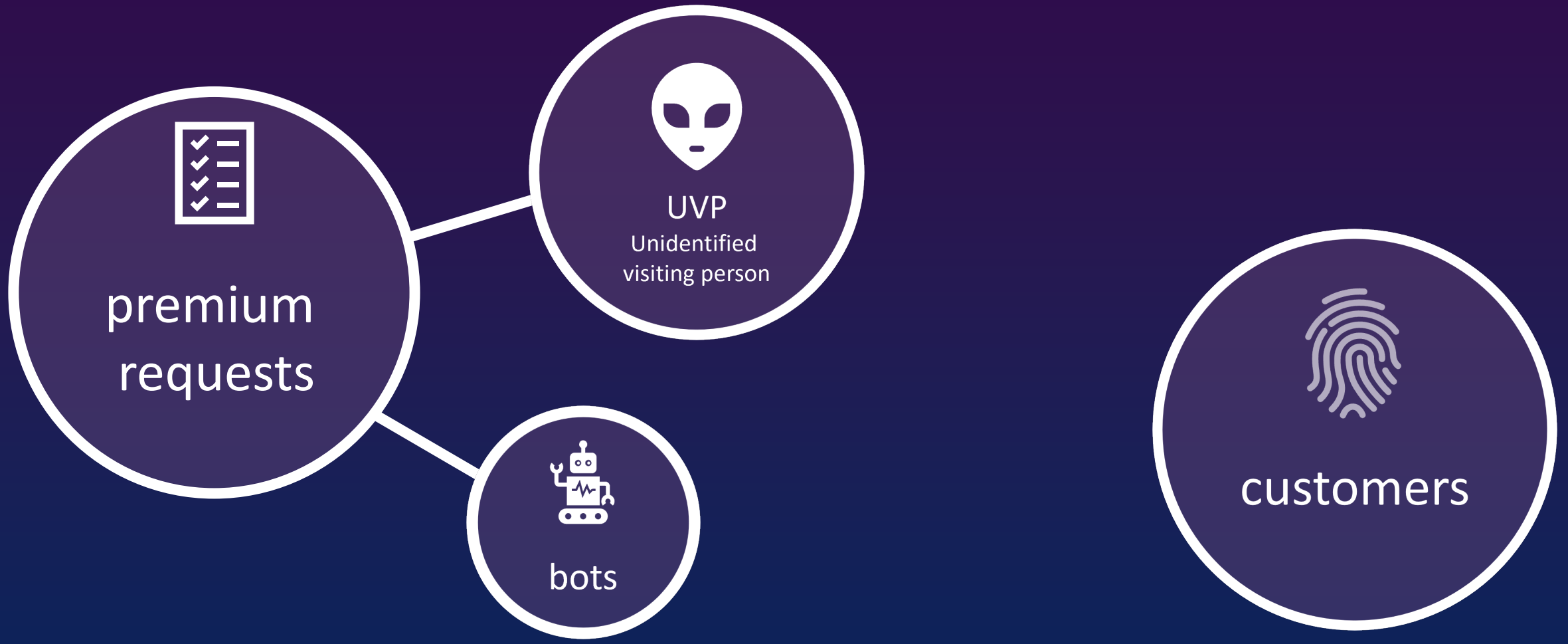


Filters

marketwatch_comparis_PF_fix_Age, %Top3

Data updated on 04.03.24, 11:35

sales funnel
passive
premium requests
offer requests
contracts


premium
requests
UVP
Unidentified
visiting person
bots
customers

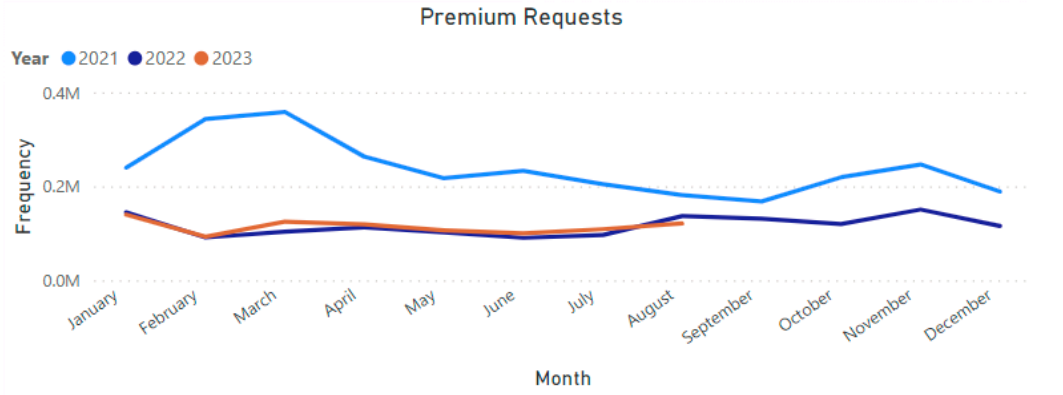
market position

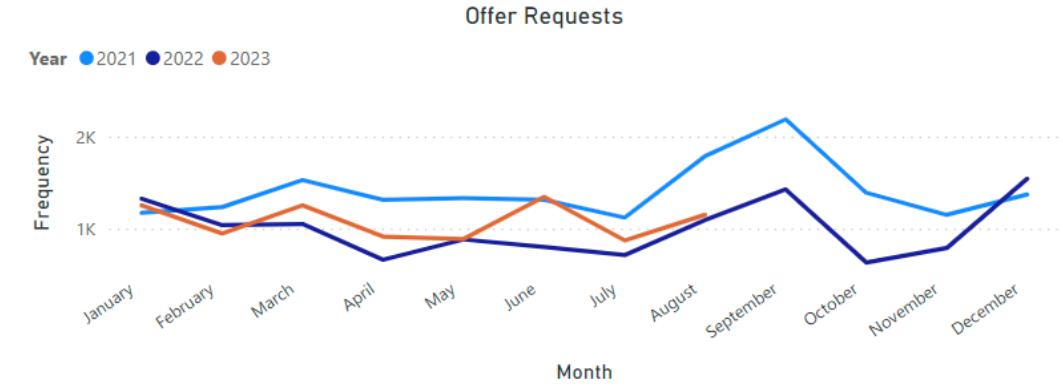
toni.

Customer Requests in Comparis

1.40M
Premium Requests

12K
Offer Requests





Filters

bots

Data Cleansing
Date
1/1/2021
1/1/2022
Coverages
VK - Full Casco
TK - Partial Casco
HK - Liability
Daily Premium Requests
Frequency
20K
15K
10K
5K
0K
Jan 2021
Mar 2021
May 2021
Jul 2021
Sep 2021
Nov 2021
Jan 2022
Year
Vehicle Age
%Frequency
30%
20%
10%
0%
0
10
20
30
Vehicle Age
Driver Age
10%
5%
0%
0
50
100
Driver Age
License Age
10%
5%
0%
0
20
40
60
License Age
Filters
comparis_requests_for_Bahnhofskolloquium, Challenge
Data updated on 04.03.24, 10:00

current customer
type A
type B
past customer
Single Customer View
Probabilistic Matching
Algorithm
known clients
UVP
Unidentified visiting person
future customer
dynamic pricing
customers

predictive models
personalized
market positioning
dynamic pricing

Toni Digital

Seefeldstrasse 5A
CH - 8008 Zürich

+41 43 543 81 81
info@tonidigital.com

Anubhav Gupta
anubhav.gupta@tonidigital.com

Maximilian Häberlin
maximilian_haeberlin@iptiq.com>

Timo Krause
timo.krause@tonidigital.com

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