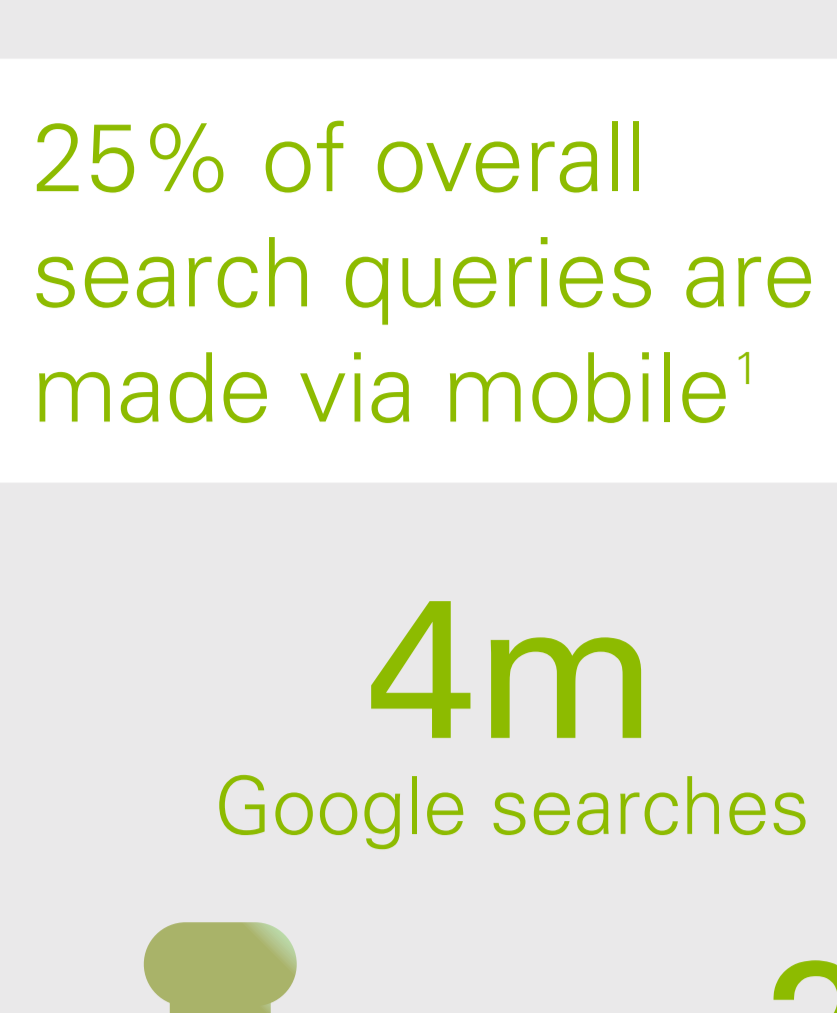


# The Future of General Insurance

We live in a new digital age...

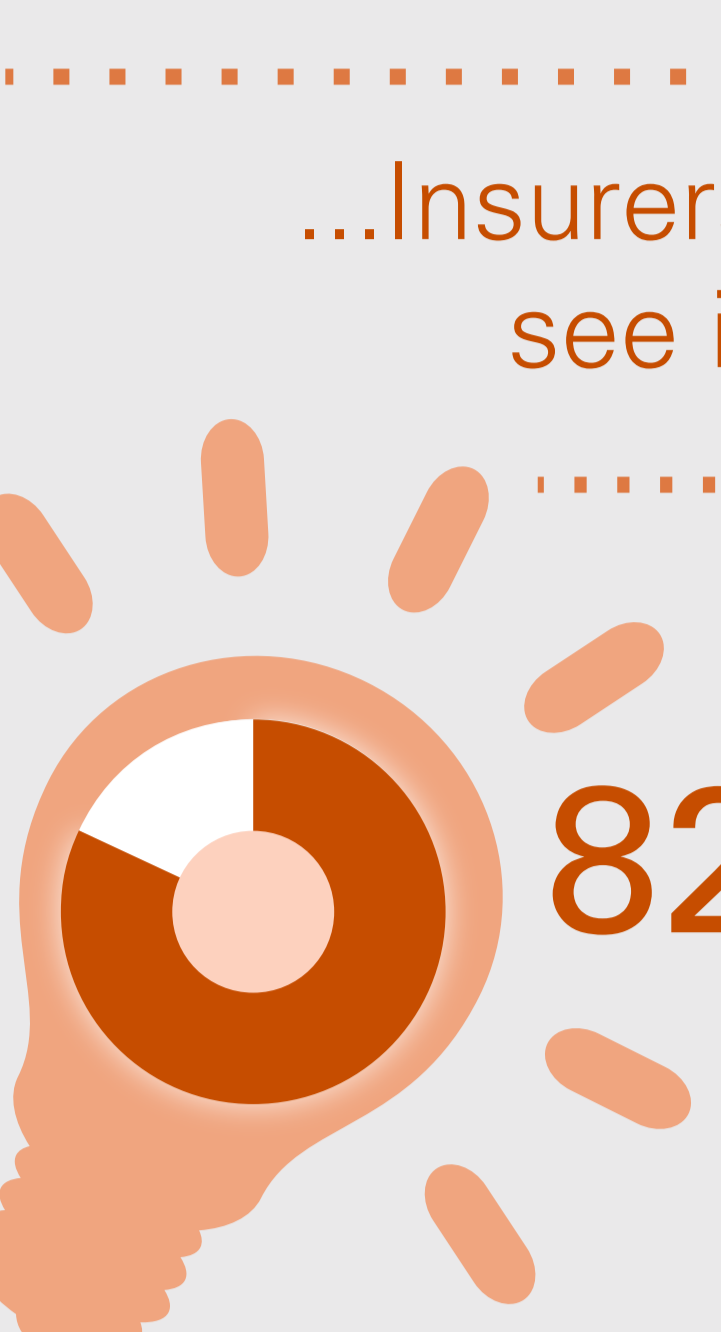


of homes have at least one smart phone<sup>1</sup>

25% of overall search queries are made via mobile<sup>1</sup>



4m Google searches



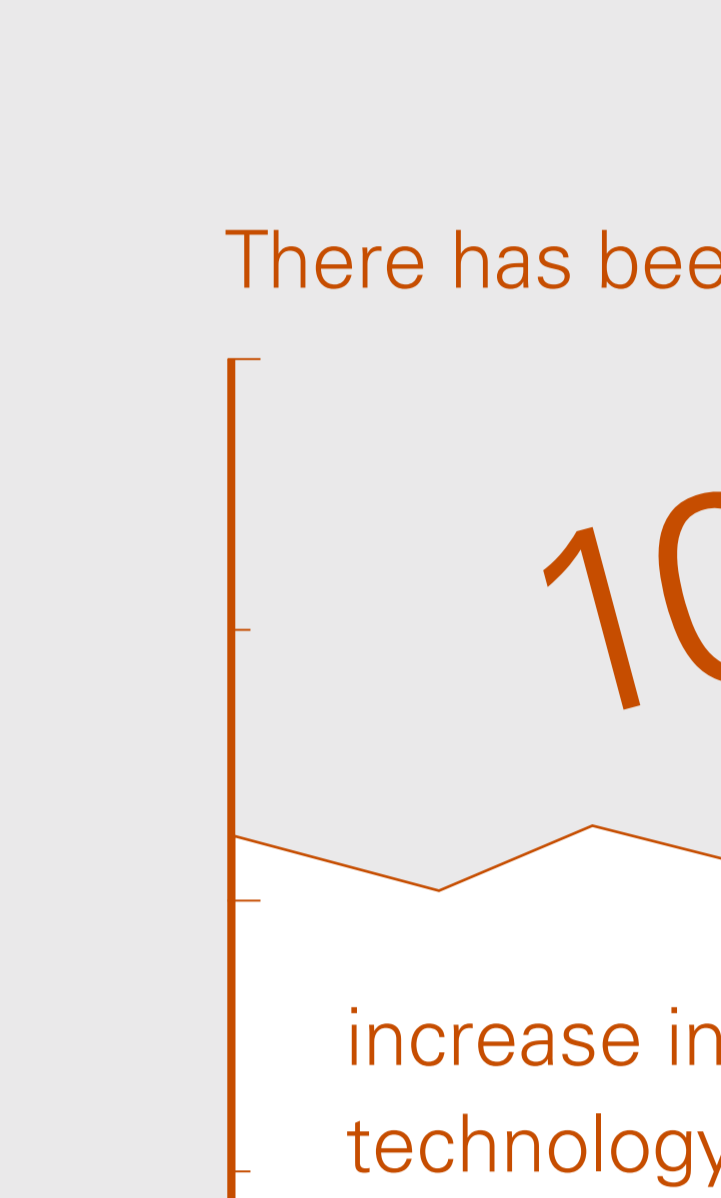
204m emails are sent

72 hours of video are uploaded to YouTube

340k pieces of content are shared on Facebook

277k tweets are sent<sup>1</sup>

...Insurers have been quick to see its advantages...



82% envisage embracing digital innovation to improve the customer journey<sup>3</sup>

69% have a digital strategy beyond a website<sup>3</sup>

There has been a...

108%

increase in those that will use digital technology to enter new markets in the next 3 years...<sup>3</sup>



more plan to use digital to deliver new products and services<sup>3</sup>

Great analytics will be critical to success, but it won't be easy:



65%

believe the regulatory environment does not yet support product and channel innovation<sup>3</sup>

31%

said the leading concern regarding analytics is capturing reliable data<sup>3</sup>



35%

believe integrating data technology into existing systems and operating models is the biggest challenge to capturing data<sup>3</sup>

While insurers are still working on digital, their workers are already there and have big expectations:

Digitally-native Gen Y will make up

40%



of the working population by 2020<sup>3</sup>



65%

of Gen Y say it's a priority for them to make the world a better place<sup>3</sup>

88%



prefer a collaborative work culture to a competitive one<sup>3</sup>

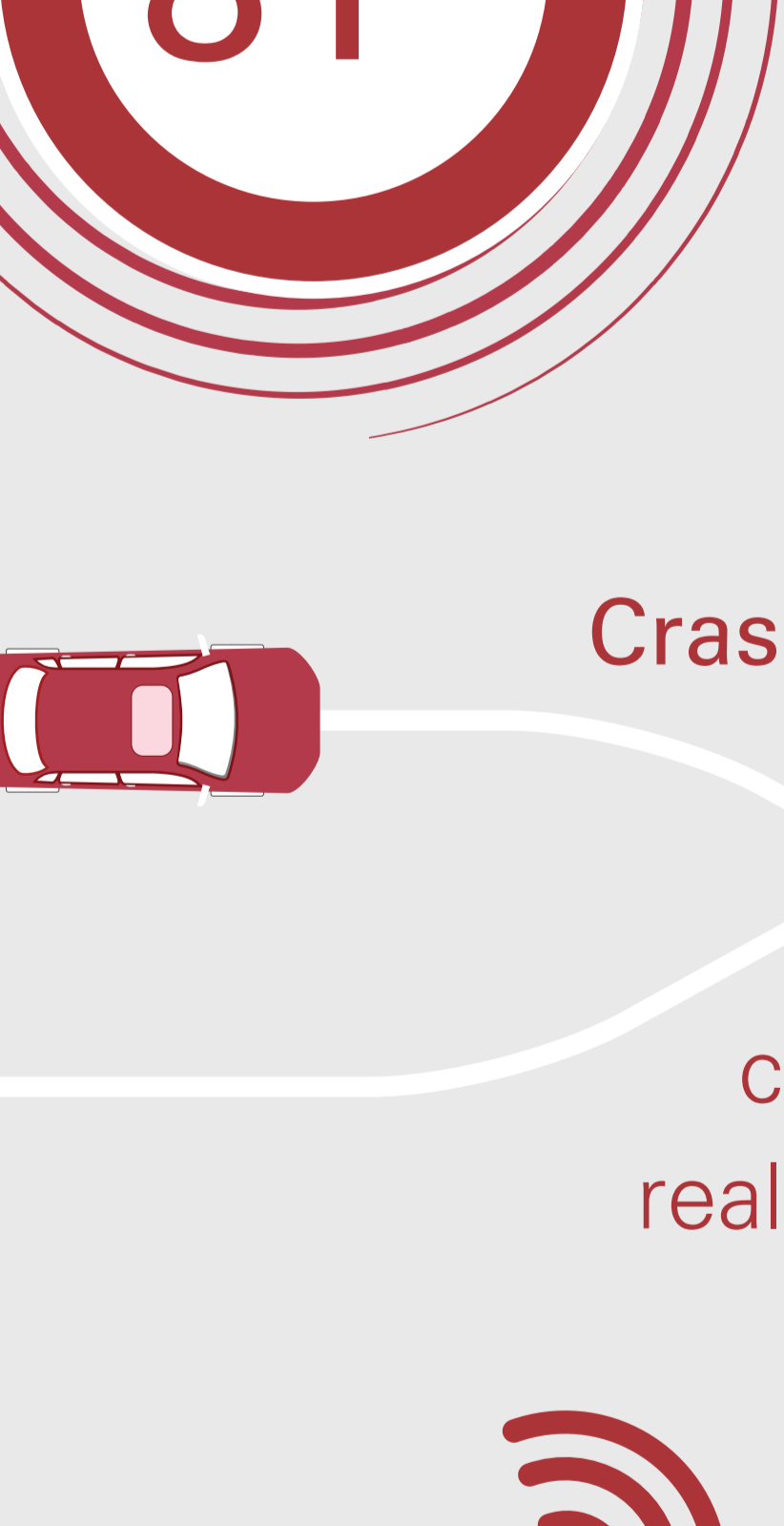
74%

want flexible work schedules<sup>3</sup>

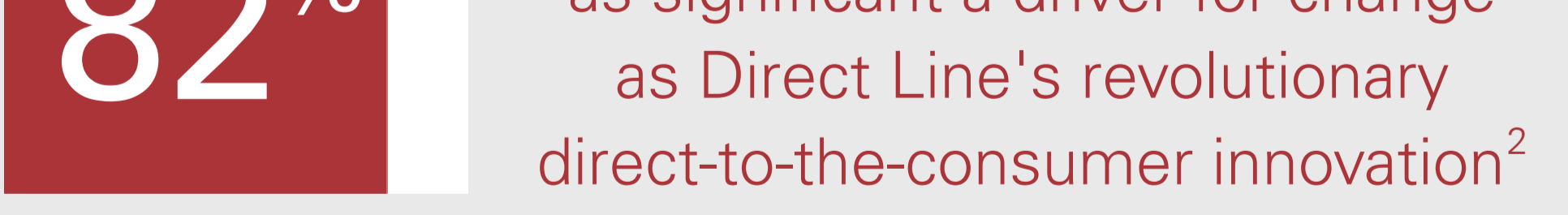
The industry must prepare for a smart, data-driven future:



Over 1 in 4 Europeans will have a smart home within 5 years<sup>1</sup>



believe machine to machine technology will make dynamic pricing mainstream in buildings insurance within 10 years<sup>2</sup>



Crash-proof cars

could be a reality by 2020<sup>1</sup>

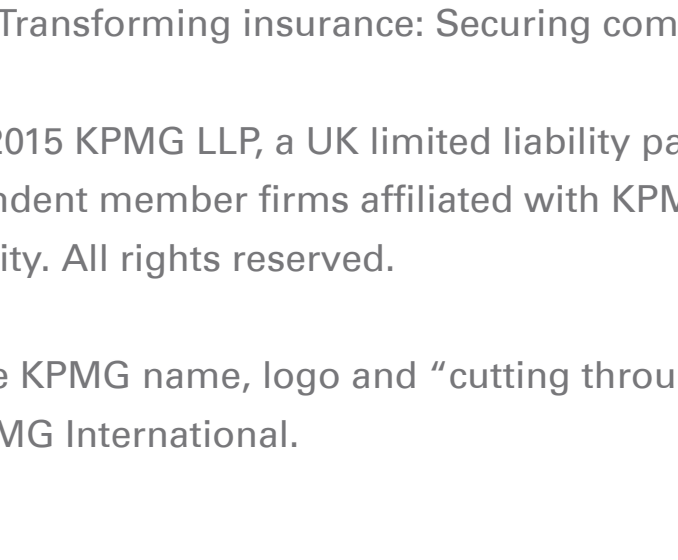
82%

believe telematics will prove to be as significant a driver for change as Direct Line's revolutionary direct-to-the-consumer innovation<sup>2</sup>

If the industry doesn't act quickly, digitally-savvy companies are poised to seize market share:



think it's likely that digitally-savvy, non-financial services players will take significant market share from incumbents within the next 5 years<sup>2</sup>



believe peer-to-peer (P2P) insurance will become mainstream by 2020<sup>2</sup>

70%

believe that major online brands such as Google and Amazon will take greater market share than P2P initiatives in the next two years<sup>2</sup>