

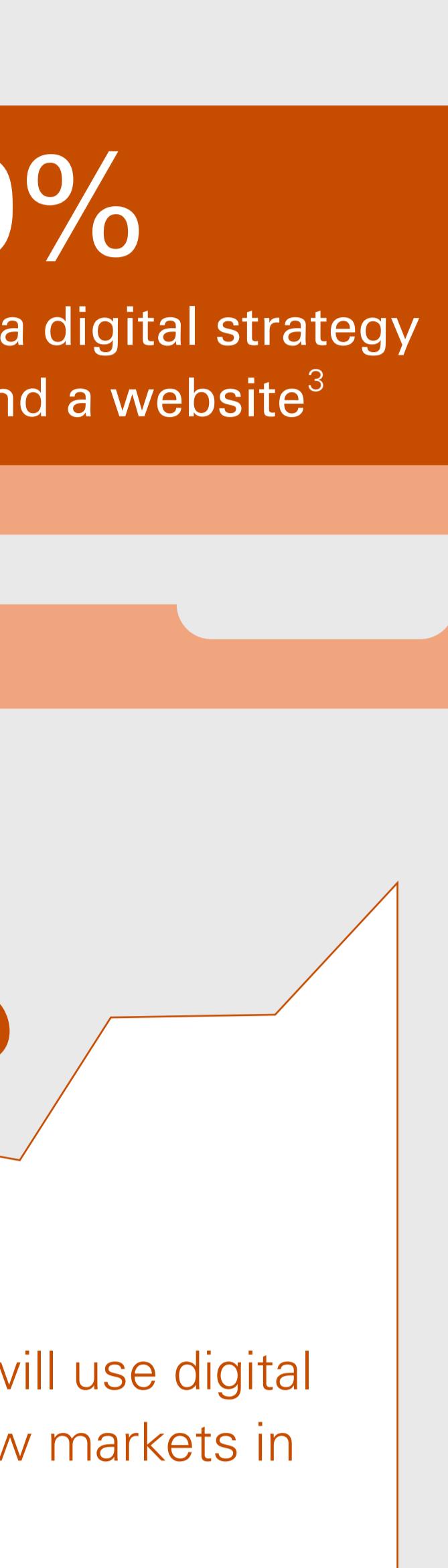
The Future of General Insurance

We live in a new digital age...



of homes have at least one smart phone¹

25% of overall search queries are made via mobile¹



4m Google searches



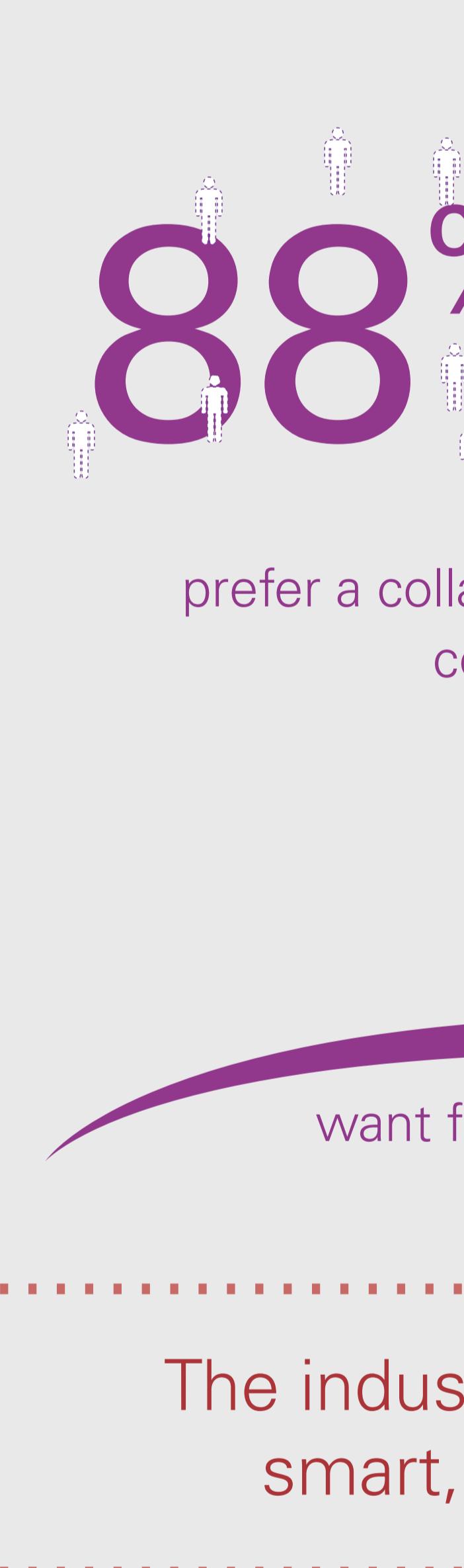
204m emails are sent

72 hours of video are uploaded to YouTube

340k pieces of content are shared on Facebook

277k tweets are sent¹

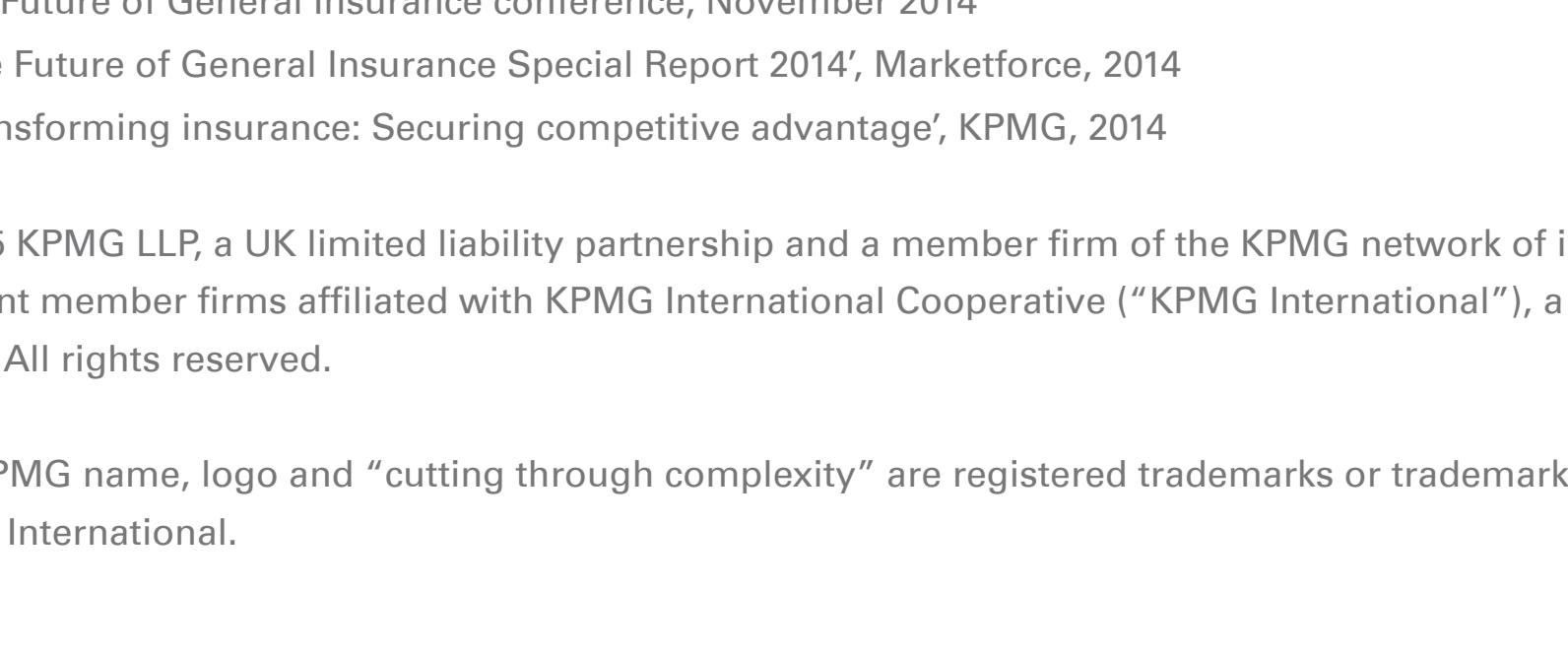
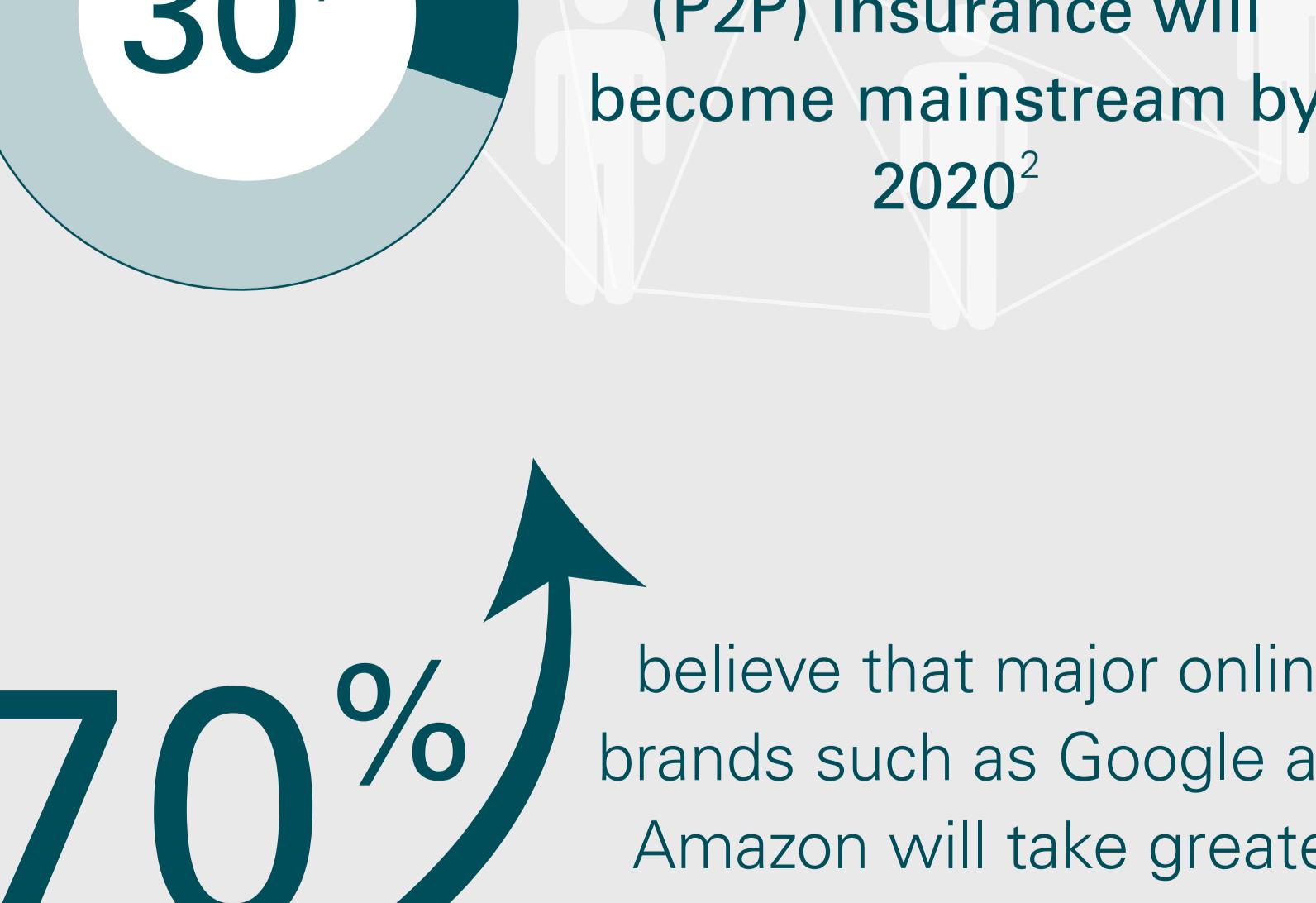
...Insurers have been quick to see its advantages...



82% envisage embracing digital innovation to improve the customer journey³

69% have a digital strategy beyond a website³

There has been a...



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

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

www.kpmg.com/uk/insurance

SOURCES

1. The Future of General Insurance conference, November 2014, Marketirc, 2014

2. The Future of General Insurance Special Report 2014, Marketirc, 2014

3. Transforming insurance: Securing competitive advantage, KPMG, 2014

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