

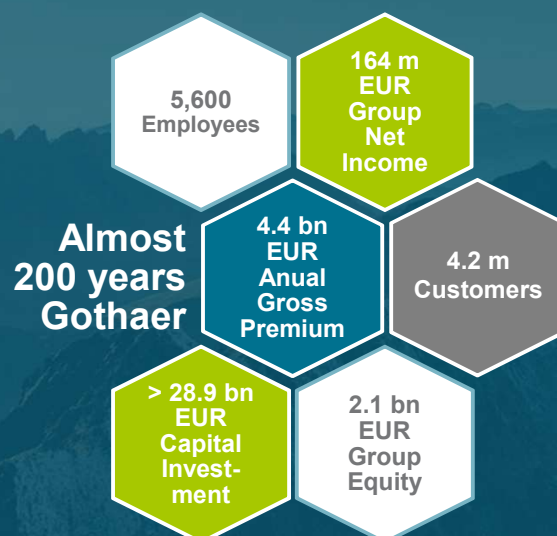
#BecomingDigital

Insurance on demand made by



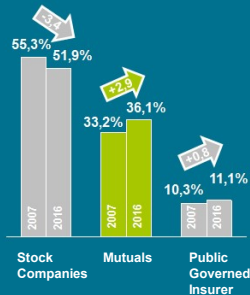
Dr. Christopher Lohmann, 04. June 2018

Gothaer? Who's Gothaer?



In Germany, mutuals are winners!

Market shares measured by development of gross written premiums *



Equity as percentage of written premiums net *



* Key figures for the 10-year average 2007 - 2016, Source: KIVI data



A strategy for times of change

Renewal

- Preferred partner for customers & markets
- Truly lean through fast processes & decision making
- Balanced portfolio in growth & profit
- Consistent in methods & steering



Transformation

- Enthused customers through modular products, convenience and empathy
- Digital processes along the entire value chain
- Strategic alliances and cooperation with start-ups
- Digital intelligence & predictive analytics

Culture

- Leadership in agile environment & empowerment of the team
- Radical customer focus and close collaboration with sales
- Transparency & open dialogue
- Qualification for the working life of tomorrow

From risk carrier to digital risk and service partner

New sales philosophy



Emil

GETAWAY

„Convenience“



infraforce.



New business models



No digitalization without partnerships.

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Hepster – On Demand Insurance

Insure, what you want, as you like and how long you like!



6

From idea to action: Timeline

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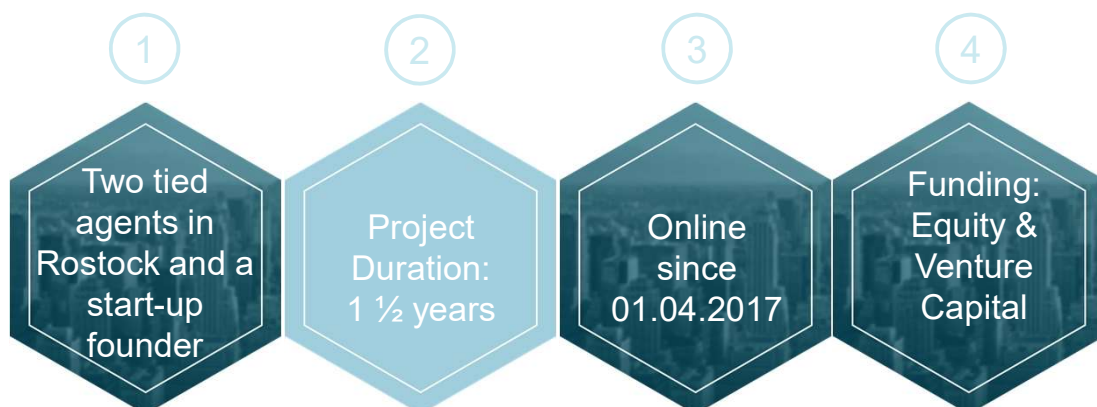
QUESTION 1

Take a guess: How long did it take from initial contact between Gothaer and start-up to going online?

- 6 months 1,5 years
 1 year 2 years

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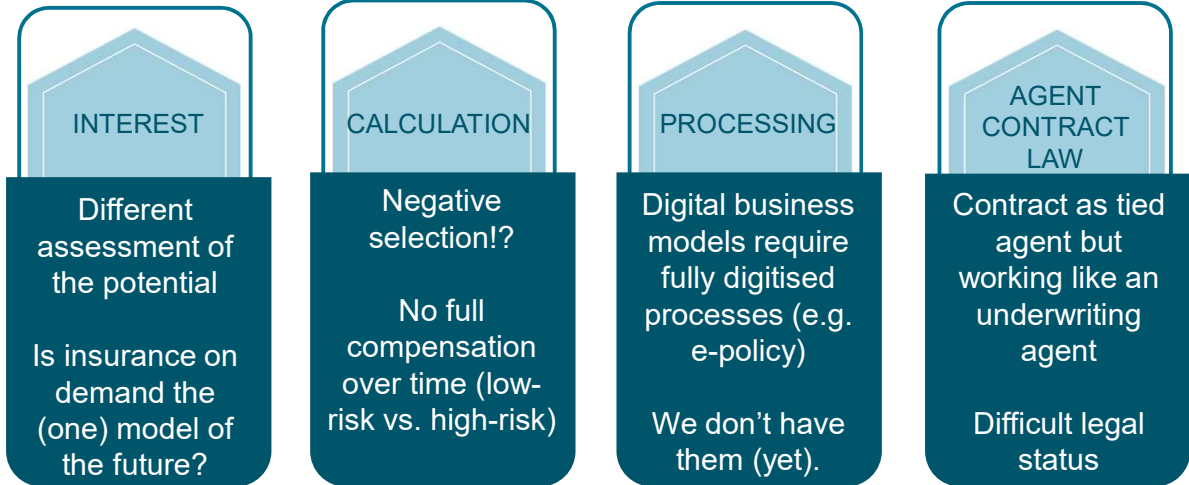
Successful implementation, but...



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Hurdles? Indeed, there are some.

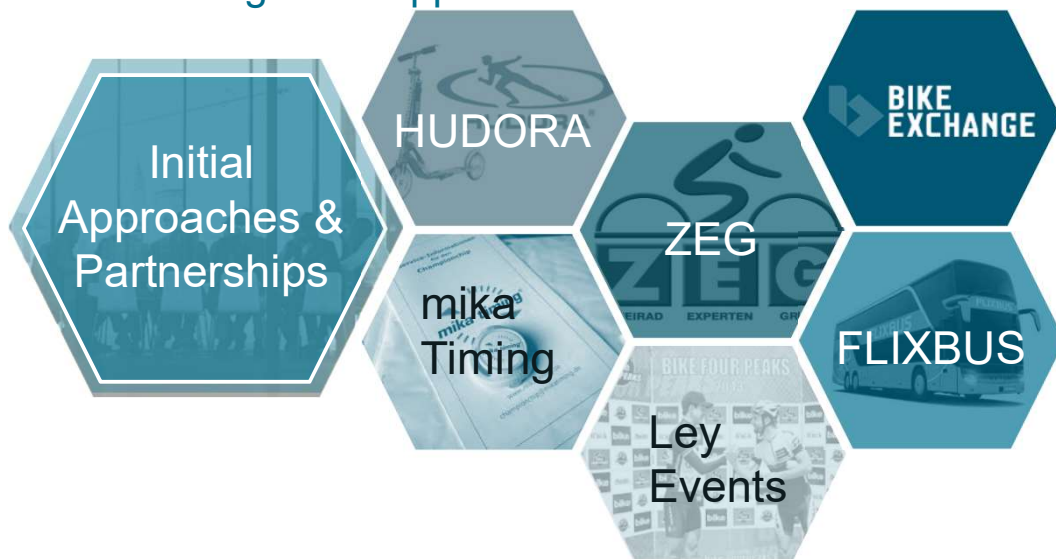
Many and sometimes severe challenges had to be solved.



1 ½ YEARS

No large new policy numbers, but first exciting initial approaches

Good Start!



Lesson learned

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QUESTION 2

Take a guess: What were the biggest findings?

- | | |
|---|--|
| <input type="checkbox"/> Digitalization starts with the mindset | <input type="checkbox"/> We learn as much as our partners do |
| <input type="checkbox"/> Start-ups need significant support | <input type="checkbox"/> All three |

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Lessons Learned



Digitization begins in our mind!



Start-ups need support and not just "devil's advocates"!



We can't work projectively as in large projects -
We need short, agile and iterative milestones!

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Questions & feedback? Let's talk.



Gothaer

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