

PTOLEMUS Consulting Group

Monitoring the growth of the UBI market



Market intelligence dashboard

London PTOLEMUS intellectual property

Our market dashboard leverages a wide range of sources

- **A large set of public information**

- **Conferences:** Marketforce, TU Auto, Informa, SMi, etc.
- **Web:** systematic scanning of new programmes or changes in existing programmes
- **Press releases** and mailings
- **Press articles** (Paper / web)
- **Investor** communications
- **White papers**
- **Other market forecasts**
- **LinkedIn** group discussions
- **Twitter** and Facebook

- **Supplemented and validated by primary research & data**

- Interviews with **insurance companies**
- Interviews with telematic & other **suppliers**
- Interviews with **MNOs**
- Interviews with **car makers & tier-1 suppliers**
- Interviews with module / chipset / **component vendors**
- **Questionnaires** for the UBI Global Study
- **Own market forecasts**
- **Downloads of UBI Global study free abstract & Supplier Ranking**
- **Purchases of UBI Global Study** in each country



The
Economist

**CORRIERE
DELLA SERA**

FINANCIAL TIMES

GPS
Business News

THE WALL STREET JOURNAL.

CANADIAN
UNDERWRITER

**La Tribune
de l'assurance**

REUTERS

**PROPERTY
CASUALTY 360°**
A National Underwriter Website

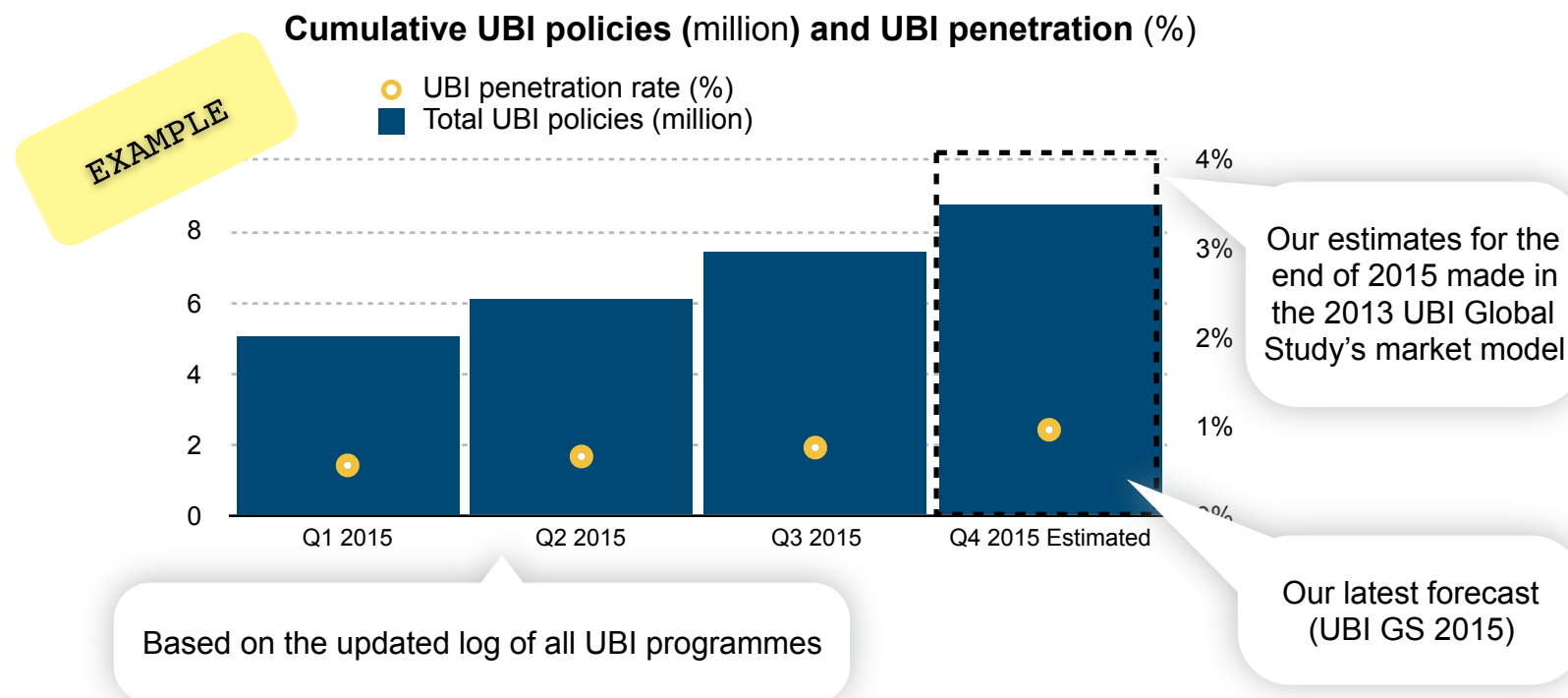
Il Sole
24 ORE

We use a strict data validation process

- **The information is first compiled and organised**
 - We pull information from **all our experts** internally
 - Secondary research result is logged and tagged with its source
 - The information **quality is questioned** and evaluated
 - **Company-specific questionnaires** are built to address missing data and validation
- **A first list of 100 interviews is planned**
 - Questionnaires are sent in advance and rediscussed directly
 - Primary and secondary information is then aggregated
- **We build a bottom-up market model**
 - We record all the active and cancelled programmes by company, country, device type...
 - The data is then compiled to produce each of the graphics
 - We use our global market model to estimate progression when no new data is available



Data source and validity



- Some of the data and graphs are **based on more than one type** of data source
- Our **initial forecast was based on actual data** collected through primary research in 2013
- Today's log of UBI subscriptions worldwide includes **public information**, data that was **directly sourced from interviews** as well as **estimates**
- Most of the data presented is **the result of a synthesis** of public information and computation. We highlighted the graphs where the source was unique or where the data was purely based on estimates
- We have been running this dashboard since Q4 2014



We have tagged the source type and its trust level by colour:

- Public information or computation
- Directly sourced information
- PTOLEMUS estimate or forecast

We will handle confidentiality issues with care for both our clients and industry stakeholders



What we will use & reveal

- ★ Publicly available information
- ★ Market data from our assignments
- ★ Insights from our assignments provided they do not represent a threat for our clients
- ★ Research made for the UBI Global Study or other reports
- ★ Interviews & questionnaires performed in that context or for client assignments

What we will use in our data but not reveal

- Key elements of stakeholders strategy that have been disclosed to us and indicated as confidential
- Business or market statistics that have been revealed to us but indicated as confidential

What we will not use nor reveal

- * Confidential information submitted to the scope of an NDA
- * Insights on our clients' strategy from our assignments

In this document, we will use the following definitions



Devices

- **Self-install black boxes:** *Super Easy* type of device plugged to the battery
- **Windscreen devices:** self sustained or self-powered devices the dashboard or windscreen with a customer interface. ex: Allianz *SestoSenso*
- **Light OBD:** OBD dongle with reduced functionalities and small form factor. ex: Axa *Youdrive*
- **OEM:** device or functionality embedded by the vehicle manufacturer
- **CLA:** Cigarette lighter adapter (black box powered by the cigarette lighter plug)

Target UBI segment

- **Low risk drivers:** programme not targeting any specifically defined group besides the self defined careful drivers
- **Pre-licence drivers:** trainee drivers using monitoring functions before obtaining their licence
- **Forgiveness:** segment identified as post-accident insurance coverage
- **Specialist cars:** segment defined as drivers of race and vintage cars

Policy models

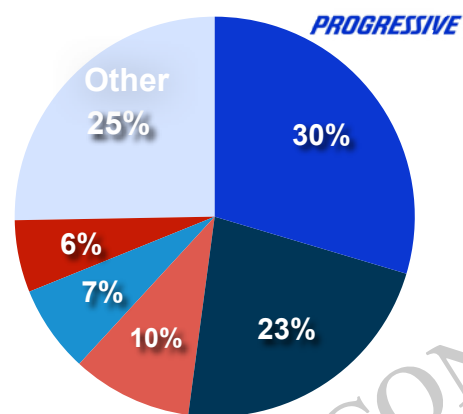
- **Roll-over:** a programme where the device is only kept plugged to the vehicle for a finite period of time
- **Leave-in:** a programme where the use / presence of the device is compulsory. Includes smartphone-based UBI programmes
- **TBYB** (Try before you buy): a smartphone-based programme where the use of the smartphone is not determinant to the coverage

Our analysis has covered more than 190 companies

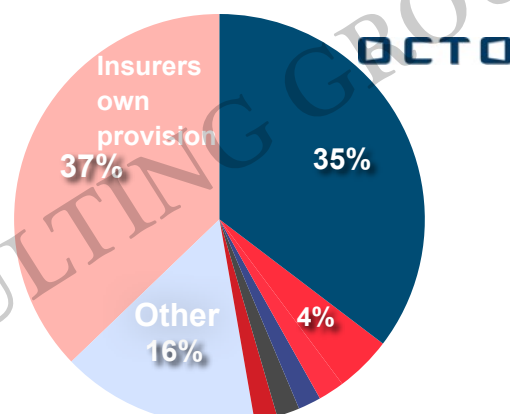
Insurance companies / brokers				TSPs		TTPs
Progressive	Zurich	ANPAC	CAA Insurance	Octo Telematics	Infomobility	MetaSystem
Unipol Sai	The cooperators	QBE	Vazhno	Vodafone Automotive	Inthinc	Xirgo Technologies
Allstate	Travelers	Linear	iQCasco	Verizon Telematics	MyDrive Solutions	Danlaw
Generali	Catolicca Assicurazioni	AA Insurance	Univé Verzekeringen	iMetrik	Trak Global	Vodafone Automotive
State Farm	iGO4	IGI insurance	Gruppo ITAS	IMS	Raxel Telematics	Verizon Telematics
Intesa San Paolo Assicura	Carrot Insurance	BKI	Fresh! Insurance Services	Wunelli	Masteronaut	iMetrik
Allianz	USAA	VÖV	Solly Azar	Movitrack Viasat	TomTom	Movitrack Viasat
UGF Group	Coverbox	P&V	PSA	Porto Seguro	Tracker UK	Ctrack
Axa	Cooperative Insurance	My Policy	Finch Group	BIG Telematics	Driven Lower	Trakm8
Desjardins	Industrial Alliance	Next Seguros	Lexham Insurance	Digicore Ctrack	Mobile TeleSystems	Mobile Devices
insurethebox	Hastings Direct	Uralsib	woop cover ltd.	Trakm8	Telefonica	OnStar
Porto Seguro	Mercedes Bank	Vivium	Liberty Russia	Dolphin	Orange	Quartix
Liberty Mutual	Sara Free	MCL	Itzehoer	Himex	Trimble	Calamp
Discovery Insure	Markerstudy	OUTsurance	Nononsense	Detector	Fleetmatics	Scope
MAPFRE	Sabre	Towergate	Alfa group	Scope	SageQuest	Redtail Telematics
Direct Line Group	Sara Ruota Libera	Adrian Flux	Signal	Teletrac	Risk Technology	Trak Global
Godfrey-Morrow Insurance	MiWay	Metlife	Marsh	Scope	MetaSystem	Ford Sync
Admiral	Oakhurst	Gateway Insurance	DTRIC	Modus	Drive Factor	Altech netstar
Intact insurance	Alka Forsikring	EUREKO sigorta	Protegys Group	OnStar	Matrix	Inthinc
MetroMile	Young Marmalade	Santam		Baseline	Microlise	TomTom
Groupama	HDI	Towergate		Evogi	TrafficMaster	Intellitrac
Reale Mutua	RSA	Generali Seguros		FleetBoard	Traqueur	Novatel
Amaline	21st Century	SGI		FMG Support	Ackinet	Raxel Telematics
Uniq	Aurora	AIG		Tracker	Automatrix	Orion
Nationwide	eSure	Gruppo Caixa Geral		Telogis	Greenroad	Tracker SkyTrax
The Hartford	Auto-Owners Insurance	Chipin BV		RedTail	CDL	Driven Lower
National General insurance	Calif. State Auto. Asso.	SSP		Fleetistics	Amodo	
Ingenie	Aviva	Tesco		Geotab		
Aioi Nissay Dowa	AIG XLNT Driver	Signal Iduna		Telenav		
Italiana	American Family Insurance	Swinton		The Flow		

Dashboard of Dashboards

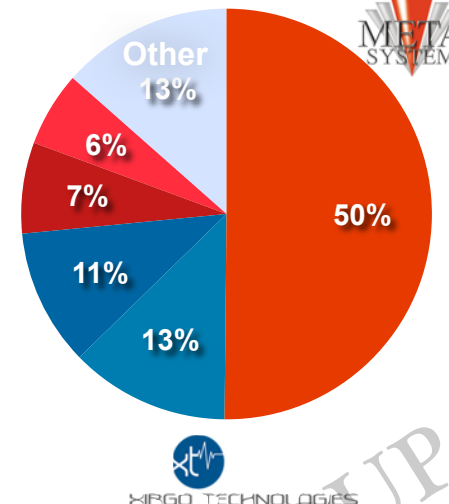
Market share of insurance companies by UBI policies



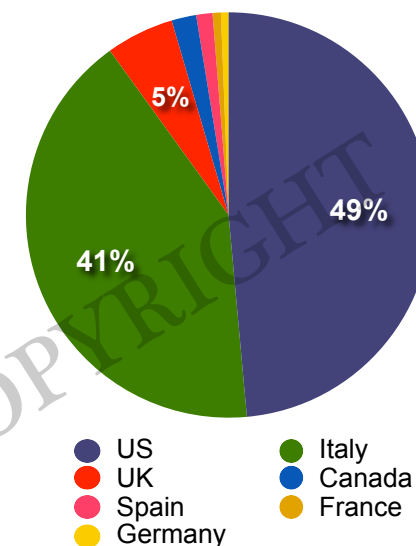
Market share of key TSPs by UBI policies



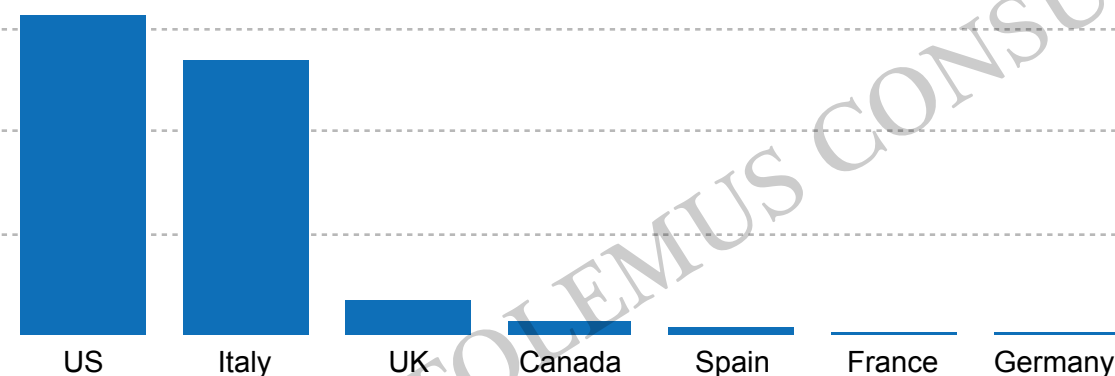
Market share of TTPs by cumulative UBI devices sold



Share of UBI policies by country



Cumulative UBI policies in all major countries (in 000's)



Other UBI indicators

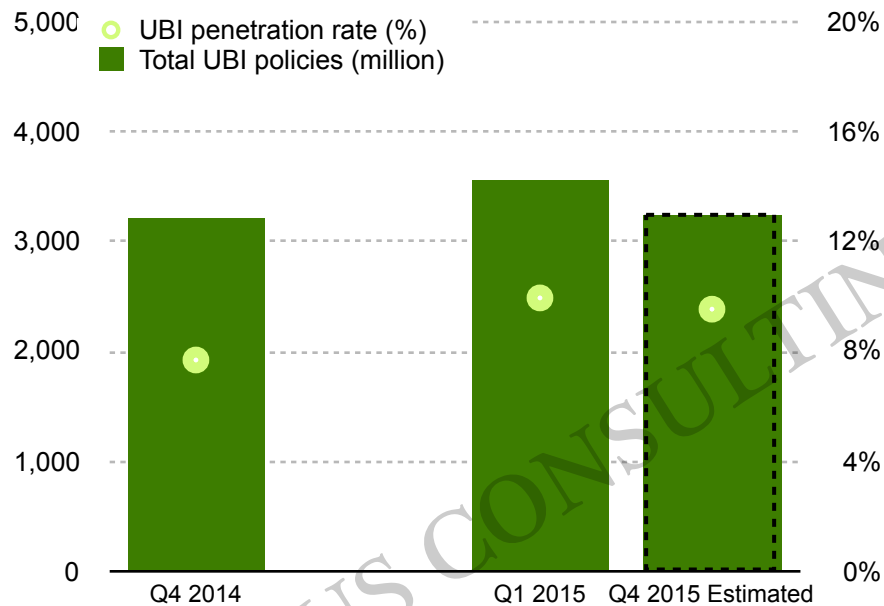
	Q4 2014	Q1 2015	Q2 2015	Q3 2015
UBI policies worldwide				
Active programmes*	187	201		
Smartphone programmes**	14	16		

The fastest growing market globally

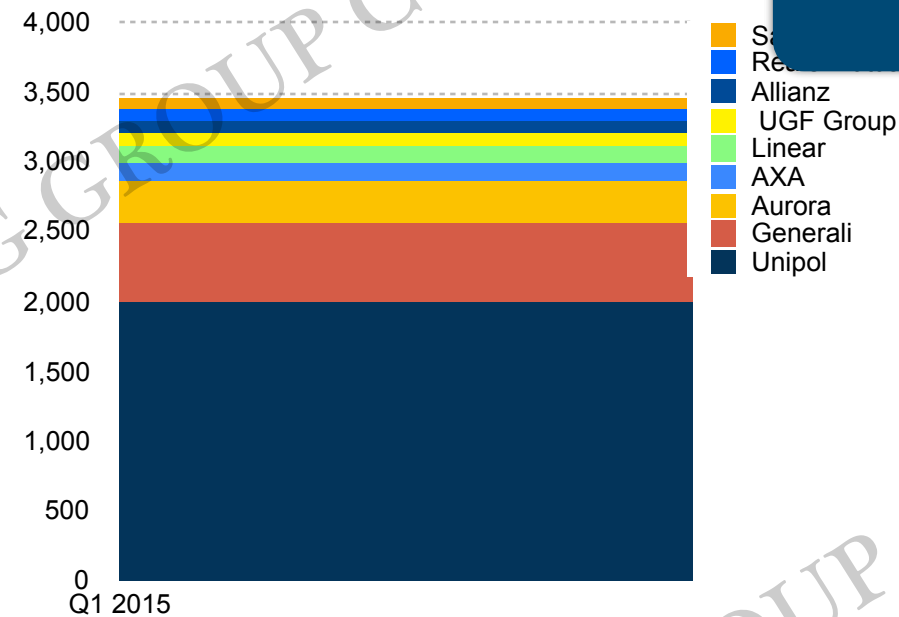
This is a true sample for Italy so you can see the depth of the research

This is an early one when we were comparing the present and our initial forecast done in 2013. In the dashboards today, we are able to compare the data with other quarters

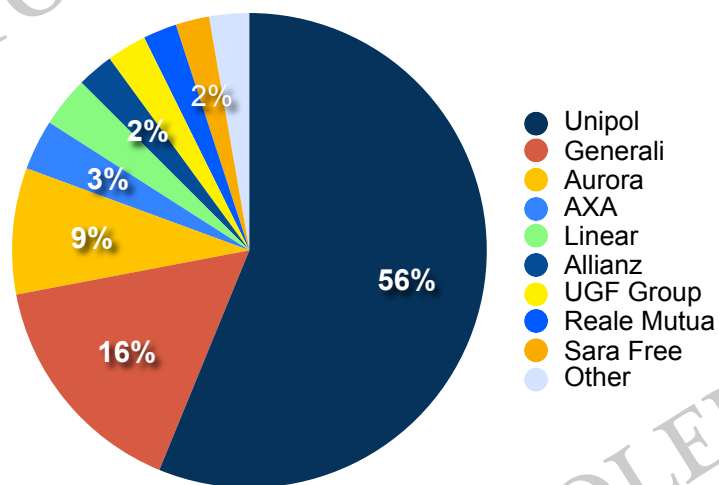
UBI policies (in 000s) & market penetration (%)



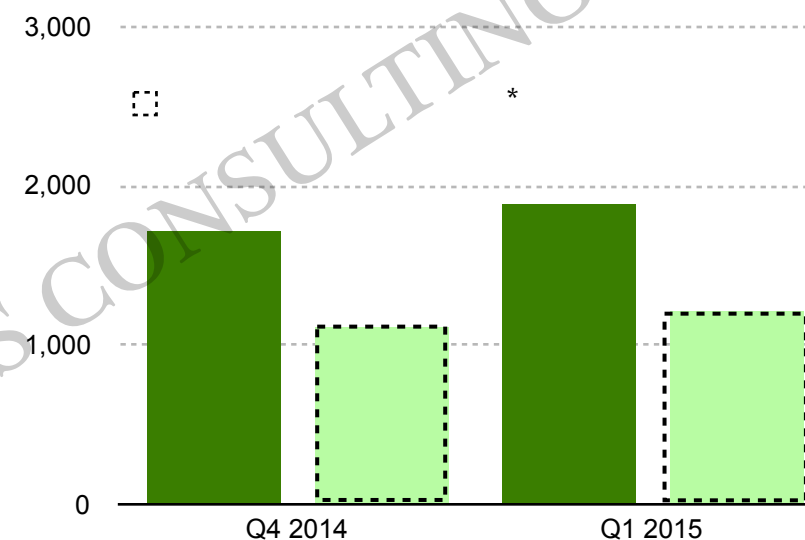
Cumulative UBI policies by insurance company (in 000s)



Share of cumulative UBI policies



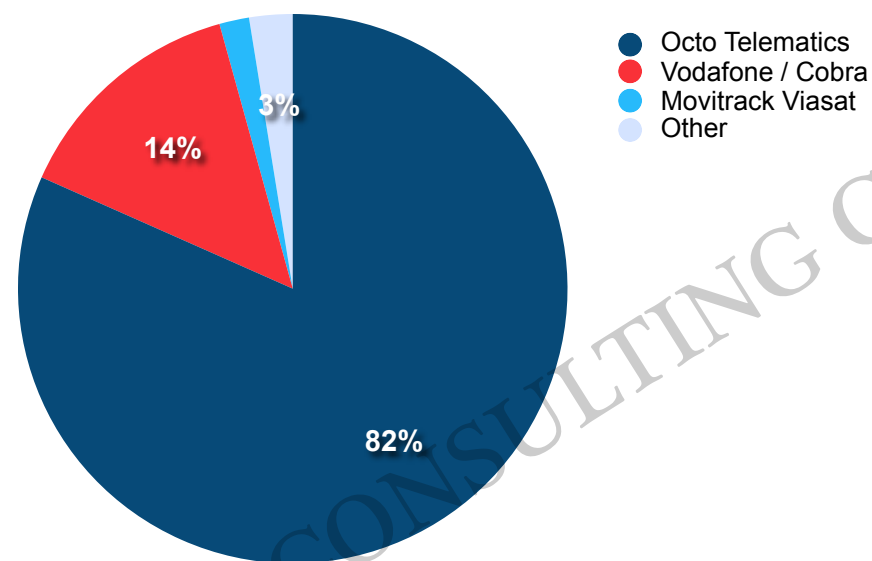
UBI premiums generated by carriers (€ million, annual basis)



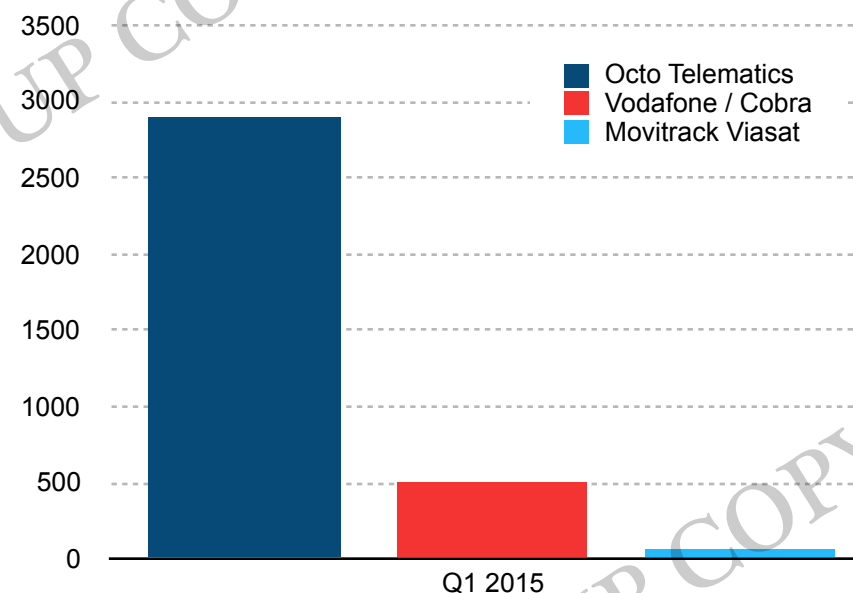
- Rockingham Group** has signed on as the first partner. *Source Nasdaq Globe Newswire*
- May 2015: **Generali** is in exclusive talks to buy My Drive Solutions. *Source: Post Online*
 - May 2015: **Viasat** acquires a TSP in Romania. *Source Viasat Group*
 - May 2015: **Octo Telematics** launches a black box for motorbikes, *Octo Rider 1*. *Source Octo*
 - June 2015: **Yamaha** launches with 24hAssistance its Motoplatinum BOX to enable motorbike drivers to obtain insurance discounts. *Source Blogo*

Octo's competition is trailing behind

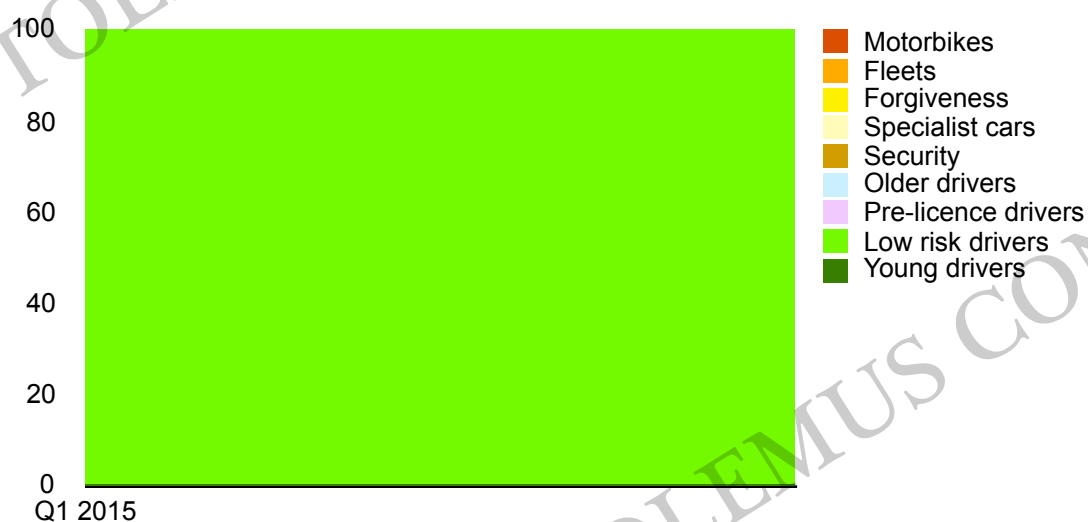
Share of cumulative subscriptions sold by TSP



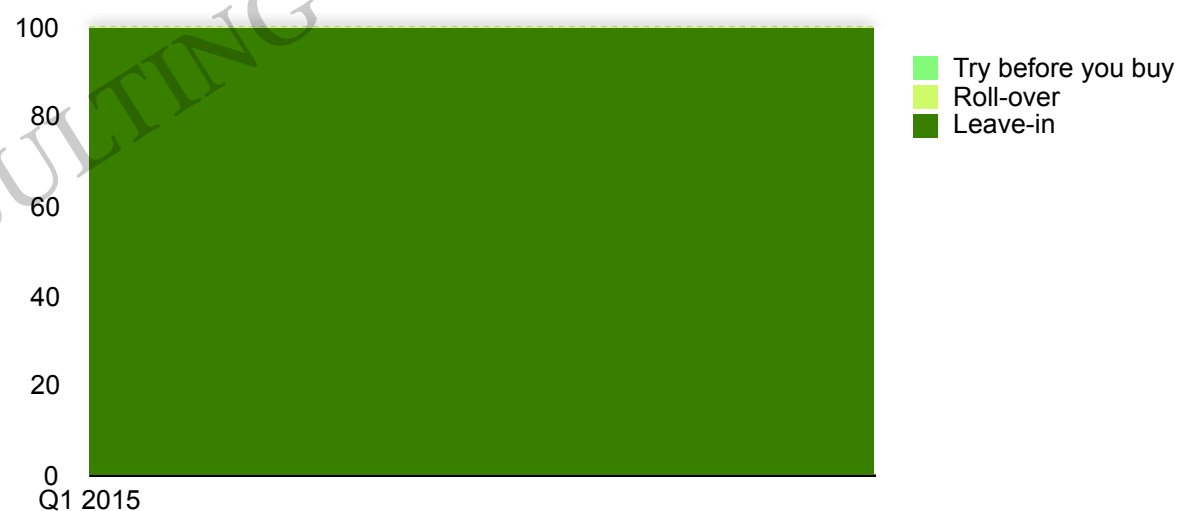
Number of vehicles equipped with UBI by TSP (in 000s)



Stated core UBI target segment (%)



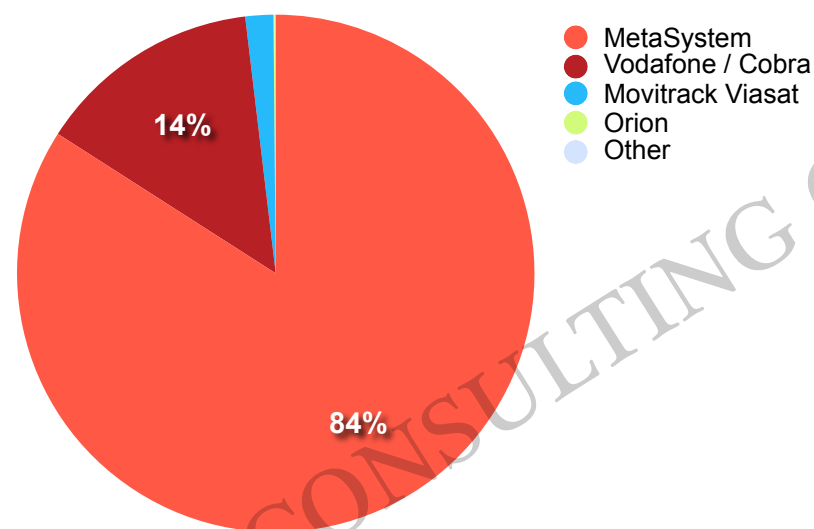
Breakdown of policies by model (%)



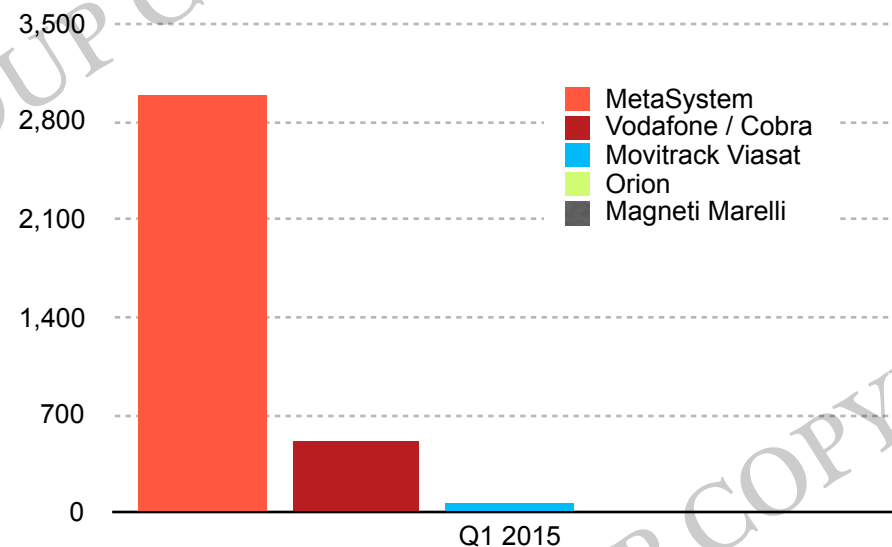
Meta System is the clear technology leader in Italy



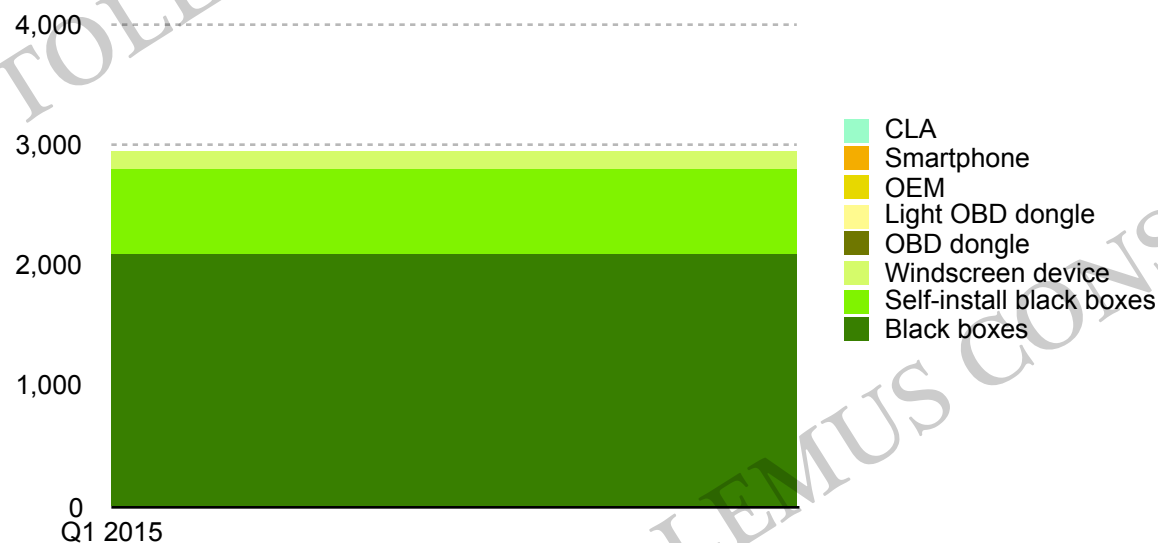
Share of UBI devices sold by TTP



Cumulative number of UBI devices sold by TTP (in 000s)



Mix of Meta System devices (in 000s)

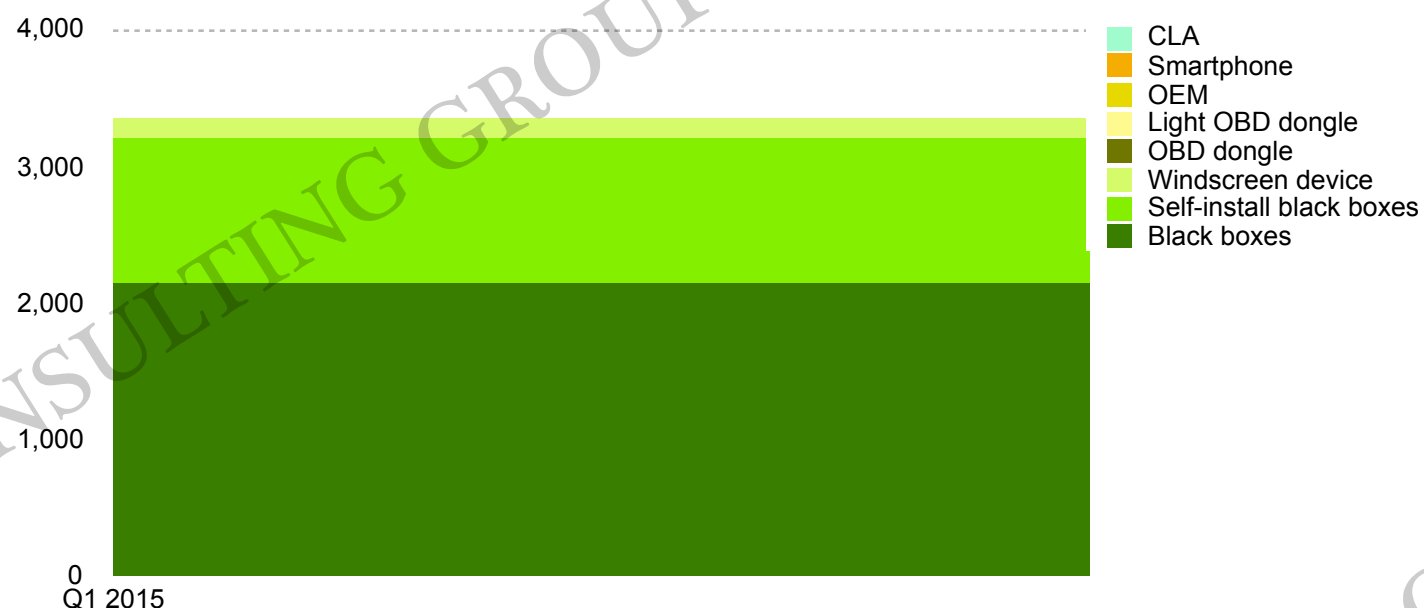


Mix of Cobra devices (in 000s)

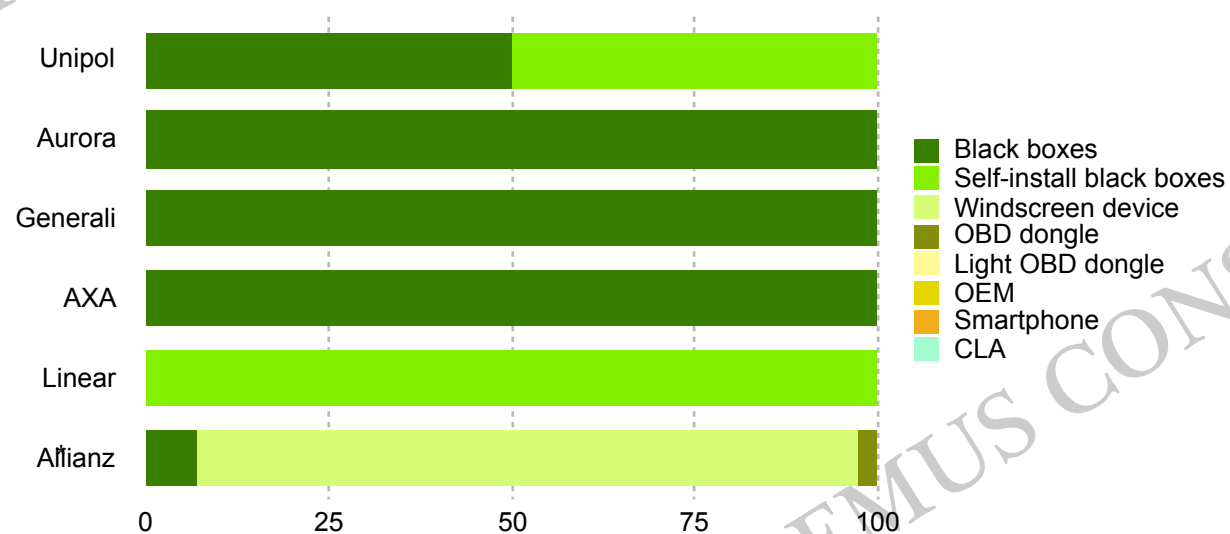


Only Allianz has launched several device types

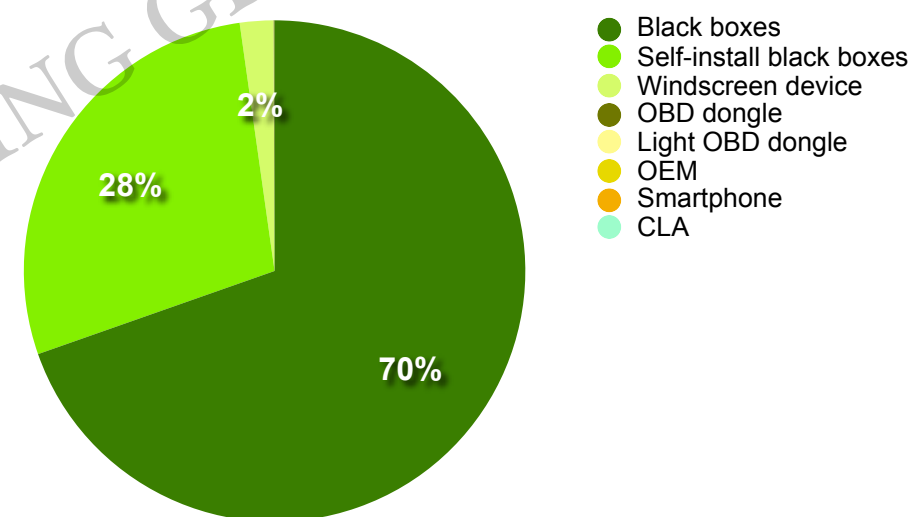
Cumulative UBI policies by device type (in 000s)



Device mix by key insurance companies (%)



Share of UBI device technology in use (%)



The UBI Dashboard is a live, detailed snapshot of the market worldwide - and of your place in it

PTOLEMUS
Consulting Group

2016
EDITION

Full
version

The reference
report on
telematics
insurance

USAGE-BASED
INSURANCE

Global Study



Uberising
auto insurance

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Quarterly insight into your
standing in the UBI market

Dashboard's scope	North America	Europe (DE, FR, IT, SP, UK)	RoW: Benelux, China, Australia, Rest of Asia, Latin America
Individually	€20,000/ year	€20,000/ year	€20,000/ year
Grouped	NA + EU €30,000/ year	EU+ RoW €30,000/ year	NA+ RoW €30,000/ year
Full	€50,000/ year		