



Press release - 23 May 2023

## **CAAREA launches the only auto insurance platform to generate 460 million billion combinations in real time**

**The feat: reduce the time it takes to build and market affinity car insurance offers from several weeks to a few clicks.**

CAAREA has been an expert in automotive affinity insurance for 20 years: the company develops optional complementary insurance solutions for all players in the automotive ecosystem. In concrete terms, the company insures more than 1 million vehicles, i.e. 500 million euros in current premiums, protects the vehicle, the capital it represents and the continued mobility of people.

### **A powerful technological platform to take automotive affinity insurance to a new dimension**

Insurtech are the new market players. Their agility has enabled them to quickly find a place alongside the behemoths of the sector. Faced with this rise in power, traditional insurers are lagging behind in terms of digitalization. They are unable to respond to the major concerns of manufacturers looking for innovative solutions and services, with, in the lead, the optional insurance offered when purchasing a vehicle.

CAAREA's platform will allow automotive professionals to design and refine their white label affinity insurance offers, according to the evolution of their strategic needs and their economic growth. **All in real time and based on new trends and behaviors of motorists.** Each offer will be built, thought out and modulated according to several specific parameters, in particular the profiles of the vehicles: selection of the fleet, vehicles, recent or used, thermal or electric energy; then the various protections offered by the affinity insurance in the CAAREA range; the technical, legal and tax specificities of each country, and finally the methods of loading and remuneration of the various stakeholders.

**The platform provides real-time access to an almost infinite universe of offers. It makes it possible to create 460 million billion combinations, i.e. priced automotive affinity insurance solutions.**

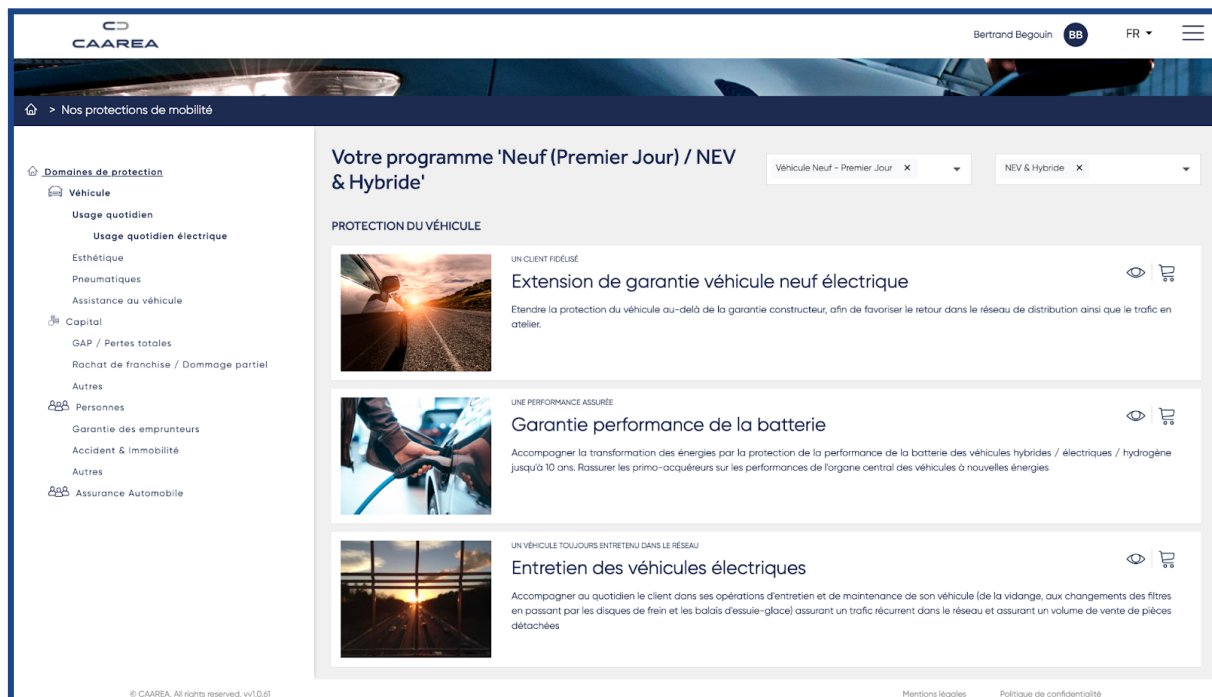
Once the offers have been built, they are deployed within the manufacturer's distribution networks via the API portals. The CAAREA platform then becomes a tool for analyzing the profitability and performance of the partners' affinity strategy.

The CAAREA solution also allows all players in the automotive ecosystem to benefit from financial insurance protection as well as the management and monitoring of their products over time.

## Fast and agile, distribution to the network becomes a creator of added value

CAAREA's affinittech platform makes it possible **to meet several objectives identified as imperatives by all partners:**

- Simplify and accelerate the creation and pricing of affinity services: offered in cloud mode, the platform allows instant simulation and immediate implementation of an affinity insurance strategy.
- Have a global approach: solutions traditionally offered do not allow the creation of international offers. Unlike them, the CAAREA platform makes it possible to centralize decisions and adapt both products and pricing by country, via a single point of entry and management.
- Have a tool to personalize relations with the partner, thanks to a quick and simple implementation, as well as an interface with the company's colors and logo.
- Streamline the distribution of offers: the product created by the manufacturer can be transmitted in a few clicks to its entire distribution network for immediate marketing.
- Offer automotive professionals the opportunity to capture and retain their customers. These products also represent an important source of income, thanks to the sale of services and insurance with high added value.
- Meet the new needs of motorists. The long-term guarantee of the charging capacity of an electric car battery is, for example, the perfect illustration of these new needs identified by CAAREA which are not currently addressed by insurers or manufacturers.
- Monitor and manage the activity technically, financially and commercially.



The screenshot displays the CAAREA web application interface. At the top, the CAAREA logo is on the left, and the user's name 'Bertrand Beguin' with a profile icon and the language 'FR' are on the right. Below the header, a navigation bar shows the current page: '> Nos protections de mobilité'. The main content area is titled 'Votre programme 'Neuf (Premier Jour) / NEV & Hybride'' and includes two dropdown menus for 'Véhicule Neuf - Premier Jour' and 'NEV & Hybride'. Under the heading 'PROTECTION DU VÉHICULE', there are three service cards:

- Extension de garantie véhicule neuf électrique**: UN CLIENT FIDÈLE. Description: 'Etendre la protection du véhicule au-delà de la garantie constructeur, afin de favoriser le retour dans le réseau de distribution ainsi que le trafic en atelier.'
- Garantie performance de la batterie**: UNE PERFORMANCE ASSURÉE. Description: 'Accompagner la transformation des énergies par la protection de la performance de la batterie des véhicules hybrides / électriques / hydrogène jusqu'à 10 ans. Rassurer les primo-acquéreurs sur les performances de l'organe central des véhicules à nouvelles énergies.'
- Entretien des véhicules électriques**: UN VÉHICULE TOUJOURS ENTRETENU DANS LE RÉSEAU. Description: 'Accompagner au quotidien le client dans ses opérations d'entretien et de maintenance de son véhicule (de la vidange, aux changements des filtres en passant par les disques de frein et les balais d'essuie-glace) assurant un trafic récurrent dans le réseau et assurant un volume de vente de pièces détachées.'

On the left side of the interface, there is a sidebar menu titled 'Domaines de protection' with categories: Véhicule, Usage quotidien (Usage quotidien électrique, Esthétique, Pneumatiques, Assistance au véhicule), Capital (GAP / Pertes totales, Rachat de franchise / Dommage partiel, Autres), Personnes (Garantie des emprunteurs, Accident & Immobilité, Autres), and Assurance Automobile.

At the bottom of the page, there is a footer with the text: '© CAAREA. All rights reserved. v11.0.01' on the left, and 'Mentions légales' and 'Politique de confidentialité' on the right.



The CAAREA affinittech platform can be deployed in traditional networks (manufacturers, insurers, assistance providers, bank insurers, financial companies) as well as in pure players (sharing and subscription economy, used vehicle and mobility platforms, insurtechs and fintechs).

**The platform can operate in all countries of the world via CAAREA's international capacities.**

*“ Thanks to its platform, CAAREA disrupts the automotive affinity insurance market. Each player in the ecosystem can have a real capacity to design, build and deploy its strategy and affinity products on its own account. All in real time. This solution, technically supported by three of the five largest reinsurers in the world, responds to strong expectations. It allows automotive players to regain control of their insurance strategy, to benefit from a new lever to increase their sales and generate additional income. Enough to change the strategy and opportunities of insurers, financiers and manufacturers! “*, explains Bruno Labuzan, founder and CEO of CAAREA.

#### **About CAAREA**

Since 2003 in Paris, CAAREA has been creating innovative affinity insurance for players in the automotive ecosystem, now accessible via a unique platform that generates offers in real time. Its clients, both traditional networks (equipment manufacturers, insurers, assistance providers, bancassurers, financial companies) and pure players (sharing and subscription economy, used car and mobility platforms, insurtechs and fintechs), are among the market leaders. With more than 1 million vehicles insured, the company monitors and anticipates the needs of its customers, from the study to the end of life of the product and offer, to the coherence and execution of decisions taken with its partners and customers. All of this with the financial guarantee provided by the technical support of three of the world's five largest reinsurers, Scor, Swiss Re and Munich Re. As an international MGA, CAAREA has teams in Paris, Seoul and Bordeaux. They combine insurance product designers, actuaries, data analysts, IT engineers and communication experts.

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