



Company Presentation

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Sara Assicurazioni Group at a glance



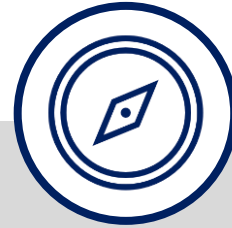
OUR PRODUCTS

Sara Assicurazioni offers a wide range of insurance products. The group constantly develops new solutions in order to satisfy the ever changing needs of its clients.



OUR FUTURE

Since 2016 Sara started a digital transformation process thanks to the infrastructure provided by AWS, Google and Salesforce. Big Data, AI and Machine Learning are the next milestones of our growth path.



OUR PRINCIPLES

There are four core values that drive our internal and external processes: Transparency, People Centrality, Social Responsibility and Capital Preservation.



OUR PEOPLE

The group satisfies the insurance needs of more than 1 million clients, which can rely on a network of 664 agents and more than 600 employees.



OUR ACHIEVEMENTS

Our results testify our company's success. Every year we collect more than €700 million in premiums, obtain a c.10% ROE while maintaining a >280% Solvency Ratio (one of the highest in the industry).

Our journey so far

Origins

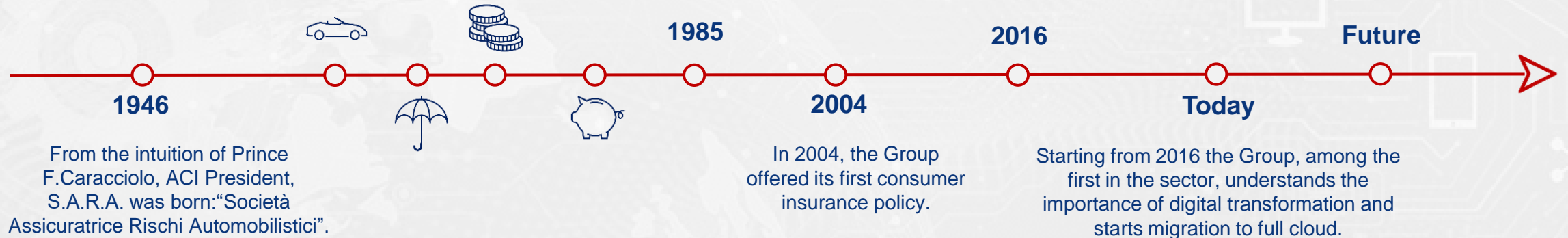
Evolution & Consolidation

Growth & Digitalization

Sara Assicurazioni began by focusing on third party liability insurance and then expanded into the accident insurance sector until it reached the savings and pension sector in 1985 with the birth of Sara Vita.

In November 2016 Alberto Tosti is appointed as the new General Director of the Group bringing innovation and competitive spirit to the organization while guiding it through the challenges ahead.

Digital transformation is a continuous path for our future: Big Data, Artificial Intelligence and Machine Learning are opportunities that will drive value through modular product offerings within new ecosystems.



An Italian Excellence

WHO WE ARE

IDENTITY

We are the official insurance partner of the Automobile Club Italia and for over 70 years we have been offering insurance products to Italian families, professionals and small and medium-sized companies.



OUR ECOSYSTEM

>1 million clients

>600 agents



>500 agencies

>600 professionals



Our distinctive strengths



Italianism & Capillarity

586 agencies, 664 agents and the presence of ACI as majority shareholder guarantee a strong link with the entire Italian territory.



Agility

Our governance structure and ACI's presence as a majority shareholder allow us to be nimble and quick with every decision we make while remaining at the forefront of digital transformation.



Open Innovation

We want to be the protagonists of mobility. The future of Sara and all our stakeholders is about customer innovation, connectivity, scalability and technology.



Digitalization

We are pioneering the development of new technologies by making the most of the skills of the industrial revolution 4.0 to ensure an extraordinary relationship experience with all the players in our ecosystem.



ACI Synergies

The deep relationship with ACI gives rise to numerous initiatives involving ACI members and their need for insurance protection as well as the spread of road safety culture.



Product Range

For over 70 years we have been the point of reference for Italian families thanks to a range of insurance products that meet all needs related to personal security, assets and standard of living.



Financial Solidity

Our strength is the peace of mind of our customers, making financial solidity a priority in our agenda with capital almost three times higher than that required by the regulator and among the highest in the market.

Shareholders



80%



The Automobile Club d'Italia (ACI) is a non-economic public body of the Italian Republic. It is self-financed and has functions of promotion, control and regulatory direction of the automotive sector.

Sara is an Italian company with non-insurance shareholders detaining super-majority.

15%



Reale Mutua Assicurazioni is an Italian mutual insurance company. It is active in the non-life, motor, life and pension branches and has about 350 agencies.

5%



Assicurazioni Generali is the largest Italian insurance company and the third largest European insurance company in terms of turnover after Allianz and AXA.

Insurance Factory of Excellence



Technical Excellence

In order to guarantee sound governance of pricing and product design, four key elements drive Sara's product development: flexible and scalable offering with a modular approach, behavioural and predictive advanced pricing modeling, digital customer engagement through coaching/tutoring solutions aimed at risk prevention and mitigation, full integration of Value Added Services and IoT solutions in a 360° service ecosystem framework.



Advanced Digital Claims Management

Omni-channel claims opening: customers can easily report a claim through our agents or Customer Care and on a self-service basis accessing their Home Insurance or via the company's App *SaraConMe*. Full digital claims CX through AI powered services as real-time damage assessment and repair cost estimate, ML tools for Fraud Prevention & Detection, First Notification of Loss alerts and crash data algorithms for improved service level following an incident.



Process Innovation

Sara leverages a flat structure allowing for a collaborative environment, involving the whole business ecosystem at all levels in order to strategically improve its competitiveness while also learning from other market pioneers. The availability of R&D resources allowed to develop best performing solutions on dedicated use cases e.g. internal ML Fraud Detection model (overperforming comparable products available on EU market); P2P raw telematic data ingestion for customized, prompt and flexible capabilities.



Consistent growth since 2016

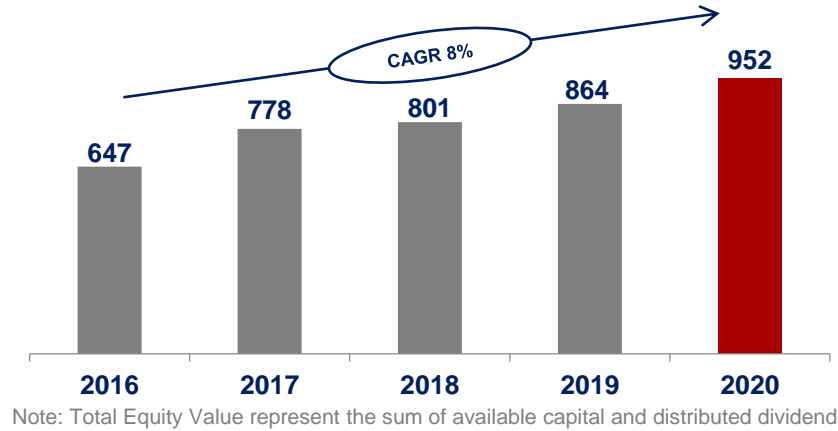
Highlights

€952 mln
Our Value

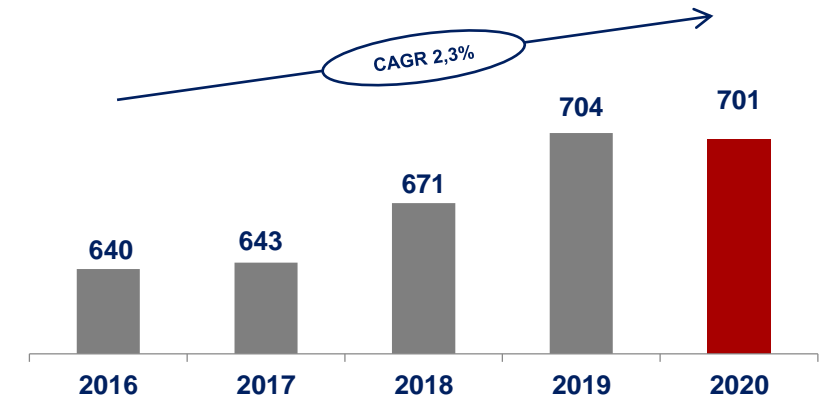
+€700 mln
Gross Premium collected

+€80 mln
Our net Income

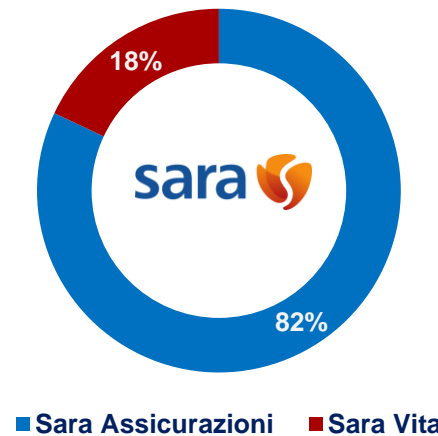
Total Equity Value (in €m)



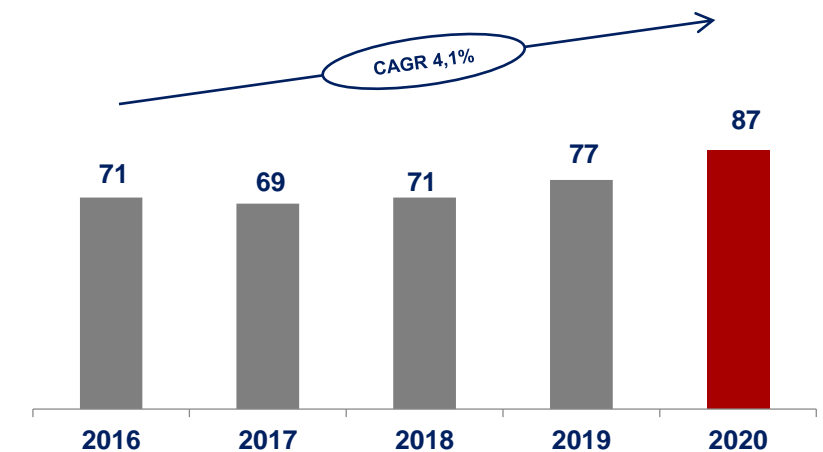
Gross Premiums collected (in €m)



Premiums Split (in % - 2020)



Consolidated Net Result (in €m)



The Agencies Network

586

Agencies

+56

New agencies in the last 5 years

664

Agents

+55

New agents in the last 5 years



A. Tosti
CEO

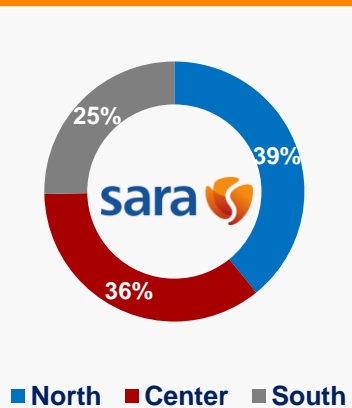
"Italianity, financial solidity, synergies with ACI, digitalization and capillarity on the territory. These are the strengths that Sara Assicurazioni places at the service of its agents, protagonists of the evolution of the company towards an omni-channel business model."



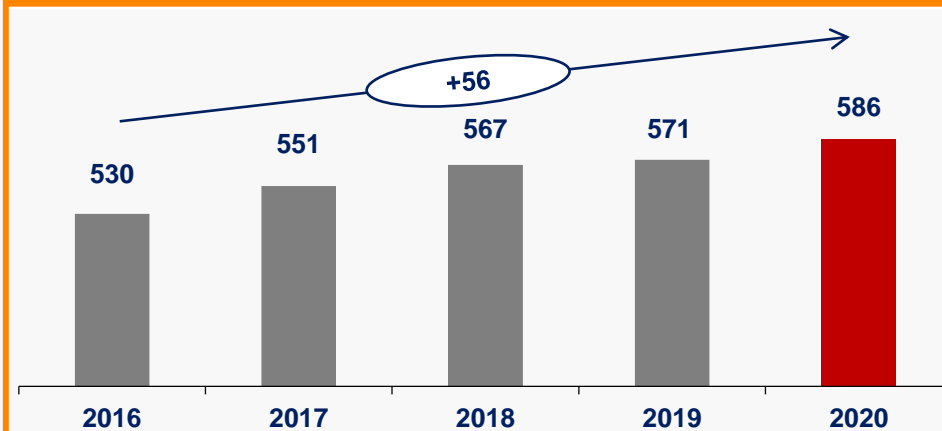
A. Pollicino
Direttore
Commerciale

"We love our agents and we do everything to keep them on the center stage, building together an evolution path where the centrality of the physical relationship stays paramount in conjunction with the development of digital relationships."

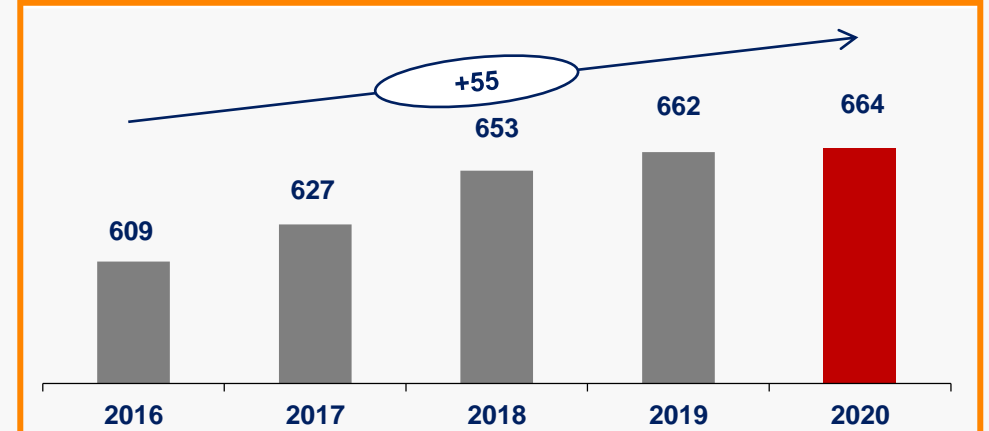
Agents Split



Agencies



Agents



ACI Partnership



Partnership

From the profound connection with ACI many initiatives are born in the field of protecting the needs of ACI members and in favor of spreading the culture of road safety.



Events

Sara, in synergy with ACI, promotes events of great sporting interest throughout the country. The joint commitment of Sara and ACI is not limited to automotive events: the 2019 edition of the Giro d'Italia saw the collaboration of ACI and Sara united by the common goal of promoting safer mobility.



ACI members perks

The synergies between ACI and Sara and their joint commitment to safety is also reflected in Sara's insurance offer, which reserves several advantages for ACI members who hold one of the Gold, Sistema or ACI Storico (new and founding members) cards.



Ready2Go

Ready to go is the national network of driving schools, promoted by the Automobile Club Italia, which promotes an innovative driving training system particularly focused on the acquisition of concepts related to safe driving. Ready2go is designed for young people aged between 18 and 30.



GuidaSicura

Together with ACI, Sara carries out initiatives linked to the promotion of road education and driving safety. For this reason, Sara Assicurazioni sponsors the Safe Driving Centers in Vallerlunga and Linate, cutting-edge facilities in Europe that use the most modern technologies to train drivers of all types.

Digitalization

The seed



Starting from 2016 the Group, among the first in the sector, starts a full digital transformation process

The path



2017 - Entering the cloud and utilising Google Workspace technologies empowers the Group in terms of speed, collaboration, efficiency and change management.

2018 - The first step is to migrate to a multi - cloud architecture for reduced time to market, a scalable structure, more efficient management and offering to the sales network an Anywhere and Any Device business platform.

2019 - Development of new services and applications leveraging the new service-oriented and API-based architecture.

2019 - Choosing Salesforce as the cloud CRM system provides centralized customer management, the discovery of customer needs and digitalization of business processes.

2021 - The group continues to invest in its increasingly digital future, studying Big Data, AI and Machine Learning to bring even more value to modular offerings within new ecosystems.

Riconoscimenti



Insurance Elite Award for the best technological response strategy to the new normal, for the speed of reaction and the innovativeness of the solutions supporting clients as well as transition to the cloud, making maximum use of the network.



Sara is being honoured by TIBCO for overcoming a complex set of technological challenges and redefining what it means to be a customer-focused insurer.



The group receives an award from the German Institute of Quality & Finance for its outstanding commitment to digital.



Strategic Partnerships

Operation



Google Workspace



powered by
aws

OCTO

Consultants



Telecommunications



Distribution

