



samplemed

# a 360 look at People Insurance market 2022

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# introduction

Following our purpose of leveraging access to personal insurance, this eBook was produced as an exclusive free asset for the launch of our newest product – s.360 - at the [CQCS Insurtech South America event 2022](#).

The material found here was initially part of our Semi-Annual Samplemed Product Report, developed for internal purposes of analyzing and improving our Products.

From there, we thought it would be a great opportunity to share the topic of market analysis, so that everyone can have valuable information at hand in supporting the development of innovation in the market.

There would be no better place to share this material than through our partnership with Insurtech Express.

We hope it can be of great use to everyone, as we faithfully believe that collaboration and transparency, our company values, can create actors of change.

After all, together we fly higher.

Samplemed Product and Marketing Team



# executive **summary**

## **introduction**

Adding industry news published in various channels to the company's own knowledge, this eBook presents itself as a support tool for the personal insurance market. Here you can find national and international data, distributed with a focus on innovative numbers and movements in the insurance and underwriting sector.

## **brazilian market analysis**

The insurance market is in a post-pandemic recovery phase, and the effects can be seen in changes in consumer behavior. As relevant risk factors, we identified climate risks, inflation, the strength of insurtech, war in Ukraine and increased fraud. As identified innovations, we highlight the humanoid chatbots, metaverse and marketplace. Complementing the analysis, we bring the outstanding players and their strategies in the national and international sphere.

## **samplemed & innovation**

Wrapping up the eBook, we recap the history of Samplemed and its impact on industry advancements, elucidating our innovative contributions through products from the company's inception to our newest release: a unique underwriting platform called Samplemed 360 (s.360).



# brazilian market **analysis**

- how is the insurance market in Brazil?
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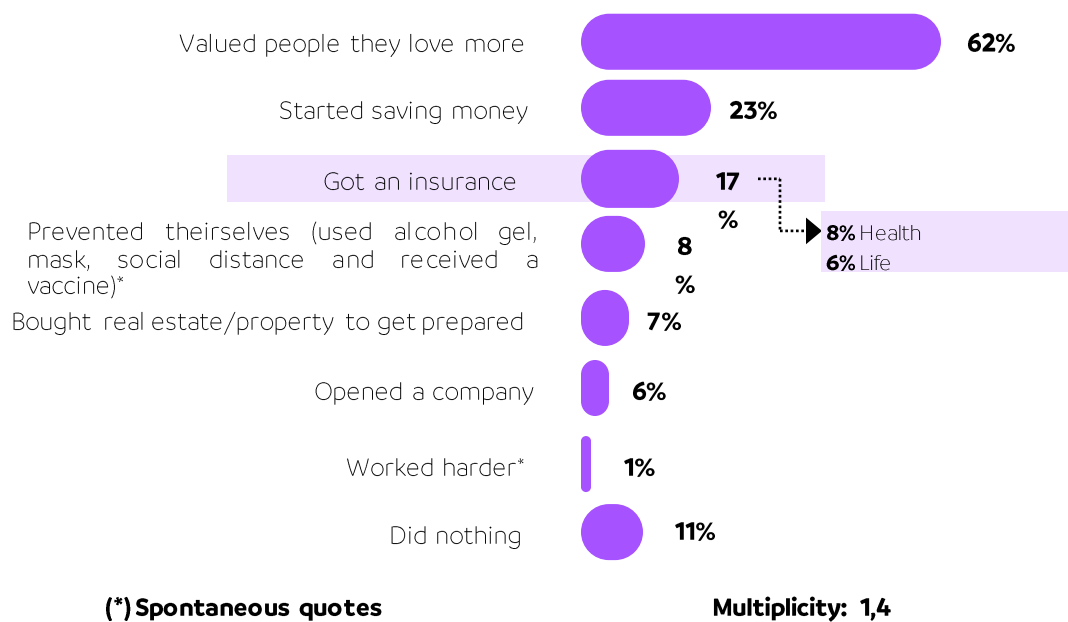
# market analysis

## how is the insurance market in Brazil?

According to IRB+intelligence, in the first four months of the year, the sector earned R\$ 7.2 billion more, distributed across all its segments. The value represents an increase of 16.8% compared to the same period in 2021. The most expressive shares were from the Automotive segments, with growth of R\$ 3 billion, and Life, with an increase of R\$ 1.7 billion.

According to financial education specialist Ricardo Tunchel, one of the reasons for this considerable growth, according to the specialist, would have been the expressive number of deaths caused mainly by the Covid-19 pandemic. This factor left latent in families the feeling of helplessness at most times.

This reason is confirmed in a survey carried out by FenaPrevi, where **the search for insurance was the third main new behavior adopted by the consumer after the pandemic.**



The president of CNseg, Dyogo Oliveira, stated that the insurance market, whose collection is currently equivalent to 6.3% of GDP, has the potential to reach a share of 10% or more of GDP in the coming years. For Dyogo, continuous investments in technology, in products that are more suitable for the most varied types of consumers, especially digital natives on the way to consumption, are some variables in favor of the march of market expansion.



# market analysis

## risk factors

### \_climate risks

Against the backdrop of global warming, natural disasters are taking center stage for insurance companies around the world. The “Allianz Risk Barometer” study, recently released by Allianz Global Corporate & Specialty (AGCS), shows that, in Brazil, natural disasters rank second in the ranking of greatest risks for Brazilian companies, second only to cyber incidents.

In at least five states in Brazil – São Paulo, Rio de Janeiro, Minas Gerais, Bahia and Espírito Santo – the last summer was marked by major tragedies caused by storms, which left behind a trail of destruction, hundreds of deaths and thousands of homeless.

According to the World Economic Forum's “Global Risk Report 2022”, climate change is now the biggest concern of global leaders. In addition to the fear of extreme weather, there is the fear of failure in the actions that governments, companies and society need to take to avoid worst-case scenarios.

The challenge posed to the insurance sector in this century is unprecedented, regulation is the first step of a journey that will develop with the implementation of the new rules and their periodic review to adapt to the unfolding of the climate crisis. The future of the sector depends on the decisions of regulators and the quality of implementation by those regulated.

### \_inflation

Over the past six months, inflation has far exceeded expectations for December 2021. In many countries, real rates have doubled their projections. European countries are particularly affected. For example, inflation in Lithuania is at 15.5% per year, almost five times the expected rate. Poland is at 11% and the UK at 9%, both well above projections. With 3%, Switzerland is an exception. Asia is seeing a less severe change: Indian inflation is around 7%, just above projections; and South Korea is at 5%. In China and Japan, inflation remains low.

As economies stabilized and reinflated, real wages began to rise again. But rampant inflation has held back that growth, rising so fast that the purchasing power of people's take-home pay has diminished. For example, workers in the UK today have seen their real pay drop by around 8% a year.





# market analysis

## risk factors

### \_insurtechs

An ongoing 'fight for the customer'. Insurtechs are driving digital innovation and industry disruption, with investments in insurtechs worldwide growing from \$1 billion in 2004 to \$7.2 billion in 2019 to \$14.6 billion in 2021. More than 40% of insurtechs are focused on the marketing and distribution segments of the insurance value chain, enabling them to address customer pain points through an enhanced digital customer experience that can pose a competitive threat to incumbents.

Beyond distribution, superior technology and healthy margins in the insurance services business will challenge many insurers' traditional approach of owning the entire value chain – they will be forced to form partnerships or make large investments to keep pace.

### \_frauds

A report released by the National Confederation of Insurance Companies (CNSeg) pointed out that, during the 1st half of 2021, 15.6% of claims registered in the country were classified as suspicious. According to the survey, the value of proven fraud in this period totals R\$ 349.3 million.

### \_war in Ukraine

The loss of the insurance and reinsurance sector from the conflict in Ukraine could exceed US\$ 20 billion, according to the claims data unit PCS, of the company Verisk, reports the portal Reinsurance News. The conflict has already had a significant impact on reinsurers focused on specialist lines, while financial market volatility caused by the ongoing war has also affected the investment portfolios of global reinsurers.

It could take months after hostilities have ended for loss adjusters to get a clearer picture of the losses that are coming to the industry, PCS said, but information is starting to flow in, making it a little easier to put together a picture of what is possible. industry loss.

### \_consumer behavior

According to a Pier survey with Semrush, searches for the terms “digital insurance” and “non-deductible insurance” rose by 50% and 57.1%, respectively.



# market analysis

## \_humanoids chatbots

Chatbots are increasingly replacing direct interaction channels in the insurance industry. Their functions and capabilities are currently limited, and they struggle with more complex tasks. However, they are evolving and becoming more and more sophisticated, with an ability to understand human emotions not far from the horizon. Their convenience, 24/7 service and cost advantages suggest that chatbots will be integrated into insurance interaction channels.

## \_metaverse

In Brazil and in the world, companies already have the metaverse as a future. Fetransporte Brasil Conference 2022, which takes place between June 21 and 23, will have an exclusive panel on the second day of lectures. “[Technology, Trends and the Metaverse – what to expect from the future of insurance?](#)” will be debated by a trio of professors on the subject: Thiago Soares, Denise Lima de Oliveira, Felipe Munhoes. Experts will show brokers the opportunities coming from the metaverse.

In addition to representing a paradigm shift for insurance companies, there is a possibility of differentiated technological performance for professionals on the horizon. With the metaverse, new products can be conceived by companies. Brazilian insurtechs are already preparing for this new reality. And the word innovation should guide market actions. The broker must be aware of this transformation scenario.

Looking ahead outside Brazil, British insurtech hubb stands out by announcing that it is the world's first metaverse-ready insurance company.

According to reports, hubb is using the metaverse's alternate reality platform to create a kind of hybrid work environment. This is, they say, currently defined by the division of time spent in and out of a “[shared virtual space](#)”.

Hubb's founders believe the move will help make it easier for new employees to onboard, as it will provide instant access to senior staff in a more personal and productive way than video conferences. It will also allow workers to operate in the comfort and safety of their homes.





# market analysis

## marketplace

With a view to exploring a new segment, Credz, a retail fintech, launched its new insurance marketplace. Credz Protection, as it was called, is a platform that brings different day-to-day emergencies to consumers in the personal, home, car and motorcycle, pet and health categories. All solutions are available to Credz cardholders.

The new line was developed with the aim of impacting the part of the population that has been affected by inflation and reduced income. The product also takes advantage of the change in consumer habits caused by the pandemic, which has made people more receptive to digital transformation and new digital media.

## highlighted players and their strategies

Here we consider the highlights between the insurers and our competitors, always scoring a radar with the main players and strategic moves that stood out in the period evaluated. According to data from the CNSeg Portal, considering the collection of premiums related to coverage of people in 2022, the 15 largest players in the market are:

(COLLECTION - IN MILLIONS)						
Rank	Variation in ranking position	Economic group	12MM	Variation		Market share
			until April/22	Absolute	%	Individual
1	0	BB SEGUROS	54.557,7	4.246	8,4%	27,0%
2	0	BRADESCO	41.352,4	5.234	14,5%	20,2%
3	0	CAIXA SEGUROS	39.201,9	3.171	8,8%	19,4%
4	0	ZURICH	17.617,6	-2.961	-14,4%	8,8%
5	0	ITAU	14.585,2	1.230	9,2%	7,1%
6	0	ICATU	7.693,1	844	12,3%	3,8%
7	0	PRUDENTIAL	4.085,2	556	15,8%	2,0%
8	1	XP	3.359,2	1.107	49,2%	1,6%
9	-1	MONGERAL AEGON SEGUROS E PREVIDÊNCIA S. A.	3.206,1	673	26,6%	1,6%
10	0	MAPFRE	2.057,5	43	2,1%	1,0%
11	4	METLIFE INC.	1.576,9	319	25,4%	0,8%
12	0	PORTO SEGURO	1.565,8	171	12,2%	0,8%
13	1	BNP PARIBAS CARDIF	1.394,4	49	3,6%	0,7%
14	-3	SAFRA	1.348,5	-143	-9,6%	0,7%
15	-2	SULAMÉRICA	1.275,3	-102	-7,4%	0,6%

We can highlight the incorporation of SulAmérica by Rede D'or as the main movement of the insurance market. The Operation unites two leaders in the healthcare market in Brazil, joining the largest hospital network to the largest independent insurance company in the country. The agreement between the Companies is based on strategic foundations for the creation of a new health ecosystem, including the health, dental, life, pension and investment management businesses.



# market analysis

According to an article by Segs, analysts say that the secret to standing out in the open insurance environment is to establish broad and unrestricted partnerships. Insurers agree and are already beginning to heed the advice and seem to be open to partnerships. According to the report, Bradesco Seguros has been developing more than 80 proofs of concept and tests in partnership with bigtechs, fintechs, insurtechs and startups for projects aimed at auto, residential, life, health, pension and capitalization insurance.

At a more advanced pace, Icatu has already teamed up with digital banks and fintechs, such as C6, Inter, Guia Bolso, Stone, Genial Investimentos, Creditas, Betterfly and Warren, to market its life and pension products.

Another company with a tradition of partnerships in the distribution channel is Zurich and the partnership already represents 40% of the total volume of awards. In addition to digital platforms, the company's insurance is also sold through retail chains and banks.

As new players to stand out, we have:

- **arka insurance:** The insurer, which is headquartered in the city of Orleans (SC), must operate in the S3 segment, which is composed of supervised bodies that have, individually or together with other supervised bodies of the same group, technical provisions of less than 0.2% of total market provisions supervised by Susep; premiums of less than 0.9% of total industry-wide premiums; and/or reinsurance and retrocession premiums lower than 0.09% of total market premiums.
- **potencial:** leader in the surety bond market, it will now offer life insurance in the coming weeks with the aim of innovating and entering a new retail segment. For the company's president, João Géo Neto, at least 50 thousand policies must be sold in the first 12 months.

## \_main strategies that impacted the results of national players

- **predictive models:** Centauro.on Seguros implemented at the beginning of the year a partnership with samplemed to implement multiple individual predictive models per coverage. The demand arose after the search for a new, more reliable source of predictive scores.
- **automated underwriting:** Too Seguros, looking for new opportunities to digitize the underwriting process, it entered into a partnership with a data processing and analysis company, which was supposed to transform isolated information into business strategies.





# market analysis

- **tele-interviews:** Prudential, structures an interview replacement of the face-to-face medical interviews necessary for the process of contracting an individual life insurance by tele-interviews for clients of different age groups and insured capitals. The flexibilization of the requirement will reduce the underwriting time, bring more convenience to customers and, consequently, speed up the delivery of the protection acquired by the policyholders.

## News in products and coverages:

- Zurich launched “Zurich Vida Para Você”, individual life insurance that stands out for being one of the most complete on the market, as, in addition to traditional coverage, which is not mandatory, it offers customizable protections, which can be used by the customer during your whole life. In addition to being a flexible product, the insured capital can be up to R\$5 million, which is above the average for life insurance.

- Simple2u debuted in the Brazilian market with an on-demand insurance portfolio. In this model, the covers can be activated and deactivated at any time, manually or automatically. In this way, it allows the coverage to make sense for the work or leisure routines of the insured.

- The 'Vida Viva Bradesco' product was recognized in March in the 'innovation in products and services' category. 'Vida Viva' brings together several concepts of innovation and the main one can be summarized in: **customer centrism**. Today, policyholders expect a level of personalization, whatever the product or service. Based on this understanding, we sought to introduce life insurance that was adaptable to all customer profiles, regardless of specific demand and age.
- Startup Amar Assist launched a free 1-year life insurance, coverage of up to R\$20,000 and valid for people up to 65 years of age residing in any city in Brazil. The proposal emerged with the aim of inspiring longevity and is also a marketing strategy, as the company expects that at least 3 million of the impacted people will become customers after the free period ends.
- Insurtech Thinkseg launched life insurance for women. Protection guarantees financial help in life, during events that can be part of the public's trajectory, such as marriage, childbirth, divorce and even harassment. The objective is to offer immediate financial relief as a way of restoring the budget after each of these events, without dependence on a partner or relatives. The estimate, which is based on the average salary of Brazilian women, is that the resources will last six months. It's like an emergency reserve in the form of insurance.



# market analysis

- **strength of assistance and services associated with insurance:** According to Roberto Santos, president of Porto Seguro, the plan within the company is for the services area to represent 10% of business by 2025. Other companies have already presented several innovations for the sector: Azos Seguros closed partnership with Zenklub and encourages mental health care; Porto Seguro Saúde formalized a partnership with Far.me for exclusive conditions in pharmacy service; SURA Insurance announced partnership with Doctor Home; BB Seguros has partnered with the New School app to develop a financial education course aimed at young people from the periphery.
- **digital banks in the market:** Digital banks continue to advance in the insurance market. As an example, we can mention: Nubank expanded its operations in the insurance market, now offering mobile insurance; XP started selling its own life insurance; C6 Bank launched a customizable package of 3 insurances for R\$15 per month; Inter Seguros ended the first quarter with revenues of 29.8 million, up 52%.
- **power of insurtechs:** At this point, it is impossible to deny the impact that Insurtechs have on the market. According to Samy Hazan, Insurance & Innovation Specialist and coordinator of the Advanced Certification in Insurtechs, from the School of Business and Insurance (ENS), insurtechs have contributed a lot to solve the historic challenge of democratization of insurance in Brazil. “For a market that is underserved and with a level of penetration in the economy far below that of developed markets, the natural and expected movement is precisely that of social inclusion and democratization of insurance through the use of new technologies and, mainly, the digitization of offers” , explains the expert.

Some of the most notable insurtechs in Brazil, such as Minuto, Pier Seguros, Azos Seguros, among others, have reported that, on average, two-thirds of their clientele had never purchased insurance before meeting them. “In other words, they are emerging consumers who were outside the system and often without any personal or property protection”.

## 360 Underwriting & technology in reinsurers:

The reinsurer Austral Re, in an interview with Revista Apólice, highlighted the importance of offering more underwriting tools with technology, which aggregate services with agility and better analyses, including artificial intelligence. A new partnership for an integrated underwriting experience tool will soon be announced to the market.

“We want to bring something really smart to the market that has a positive impact on our customers' routine.” Alessandra Monteiro, head of Life & Health.

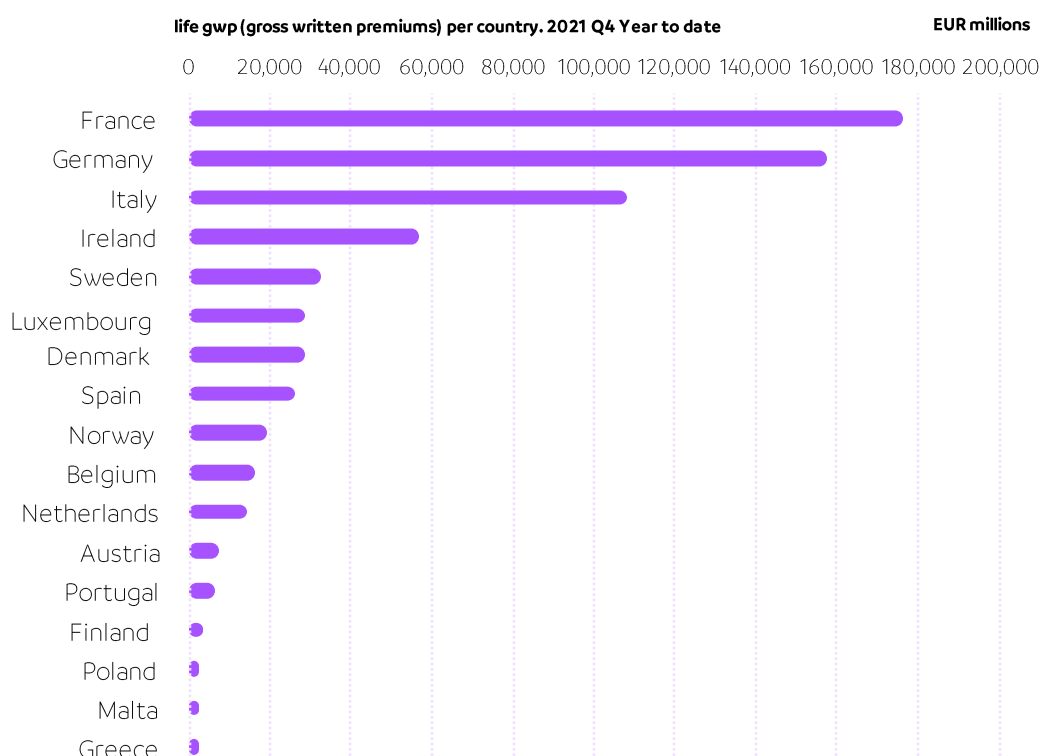
# international **market**

- how is the international market?
- the power of insurtechs
- underwriting initiatives



# international market

As we can see in the statistics below, the European market is highlighted by some countries: France, Germany, Italy, Ireland, Sweden, Luxembourg, Denmark and Spain. Comparing with the last statistic presented in the last Semi-Annual Report, the highlight is the rise of Luxembourg in the ranking.



## the power of insurtechs

Following the purpose already presented of bringing insurtech in the spotlight, we list the main names that appear in the news around the world:

- **At-Bay:** Addressing the big problem faced by all data-dependent businesses, At-Bay is providing cyber insurance protection against the ever-increasing threats of cyber attacks.
- **Artur:** As Earth observation technology reaches new heights, insurers are becoming increasingly proactive in their approach to data and risk analysis. Arturo is one of those companies. The US-based insurtech specializes in geospatial and meteorological analysis.
- **Alan:** The insurtech is known for its simplicity of service combined with a team passionate about delivering the best healthcare services. It also offers Alan Map, accessed via the app or online, which offers a wide range of services from clinic locators to alternative medicine providers.



# international market

- **acko general insurance:**  
with a host of interested investors including Accel, Catamaran Ventures and Elevation Capital, Acko General Insurance is responsible for driving transformation in India's growing insurance industry, which has traditionally been burdened with bureaucracy and red tape. Acko therefore offers a much simpler solution for customers looking for general insurance coverage and auto protection.
- **lemonade:**  
Lemonade conquered the market after its launch in 2015 – and with its bright pink branding and strong sense of social responsibility, it has been a hit with customers. In fact, insurtech has repeatedly achieved the highest customer satisfaction rating of any insurer in the US through third-party reviewers. Lemonade offers a variety of products and services and has recently launched Lemonade Car as part of its expanding product portfolio.
- **policygenius:**  
The New York-based online insurance marketplace Policygenius was launched in 2014 by co-founders Jennifer Fitzgerald and François De Lame. It is now considered America's leading online digital insurance portal.

## underwriting initiatives

The main underwriting provider in the market was:

**Stere.io:** Making its debut in the Latin American market through an exclusive partnership with Nion Network, it has solutions that provide a complete and differentiated digital journey for non-traditional insurance channels, in an intelligent, fast and friendly way. The company's integrated offer and multivariate connection model allows a 360° view of the customer's journey on the same platform, in addition to agile and innovative deployment.

## \_innovative underwriting strategies

Technology partnership:

Reinsurer Munich Re invested US\$ 6 million in insurtech Azos. This was the first investment made by Munich Re in an insurtech in Latin America. The amount will be used to develop the broker channel and expand the company's operations through partnerships with technology companies. The contribution is an extension of the round series A held in November last year, when the company received R\$ 55 million to leverage its operation, expand technological solutions and develop new product lines.

This is the first investment received by insurtech by a company specializing in the insurance sector, according to a statement released by the company.

# samplemed & **innovation**

- the future is 360
- innovation in products



# samplemed & innovation

the future is 360

Evolving the way of underwriting, the future we propose already exists and has a name: **Samplemed 360**.

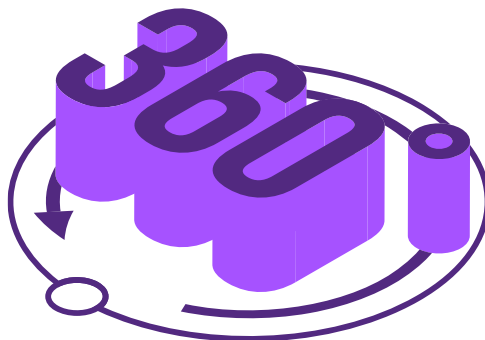
Based on **Samplemed's extensive underwriting experience**, we believe that Samplemed360 is the only **life and health underwriting** platform you need. In addition to including all sample solutions for **risk analysis and controlling the flow of cases intelligently and autonomously**, the platform reveals **deep underwriting insights** because it was designed with a data-focused philosophy.

By analyzing the risk profile, the system merges the underwriting channels, forwarding the case to the most appropriate channel, ensuring the control of the **applicant pipeline in the most intelligent and efficient way possible**.

The underwriting channels available in the system are: **Predictive Model, Automated Underwriting, Tele and Video Underwriting or Medical Exams Network** and can be activated in a complementary way to eliminate research gaps.

A case can be closed independently, approved by experts from the **Samplemed Underwriting, manual underwritten by the Insurer's Underwriting Team or Samplemed's experts**, which you can use with the support of our automated platform and our dynamic **Underwriting Manual**.

A **technological vision with intelligence from start to finish, the new s.360 platform** is an innovative milestone in the digital **transformation of the market**.



See the future with your own eyes.  
[Schedule a demo.](#)



# samplemed & innovation

## the company

For over **30 years** we have been providing integrated solutions that make the analysis and underwriting of risks associated with life and health smarter, with big expertise in medical risks.

Our goal is to offering processes and tools that contribute to making the personal insurance market increasingly transparent and inclusive.

We work for our partners' businesses to progress and transform. We invest in people, technologies and processes in pursuit of a great goal: to deliver innovation and agility, with the known high level of care and personal touch we always offered.

## innovation in products

Our products have always been offered in such a way as to lead the market flow to evolution. This fact can be followed when putting the timeline of our products. We are proud of:

Being **pioneers** in the **underwriting tele and video-interview** service in South America;

Build a **predictive models** aligned with an extensive **anonymized proprietary historical data base** of personal insurance underwriting;

Develop an **automated underwriting** service that consolidates **chatbot and voicebot** to the different processes practiced by the market, being used by 3 reinsurers today and many insurance clients.



The background is a light gray with a subtle pattern of diagonal lines. On the left side, there is a vertical band of small, light purple dots. Scattered throughout the image are several white spheres of different sizes, some of which have a slight shadow, giving them a three-dimensional appearance. On the right side, there is a large, stylized, white, multi-layered circular shape that resembles a modern architectural element or a piece of art.

**the future of  
life underwriting  
arrived**