

SO-SURE

Restoring trust in consumer insurance



Global Consumer Insurance

\$1.8tn



Expensive



**Painful
claims**

Adults, across the world:

47% trust insurance

52% trust banks



17th century roots



Aligned incentives

Money back when no claims

We deliver insurance that is

BETTER

Reliable,
transparent cover

Swift & painless
claims

CHEAPER



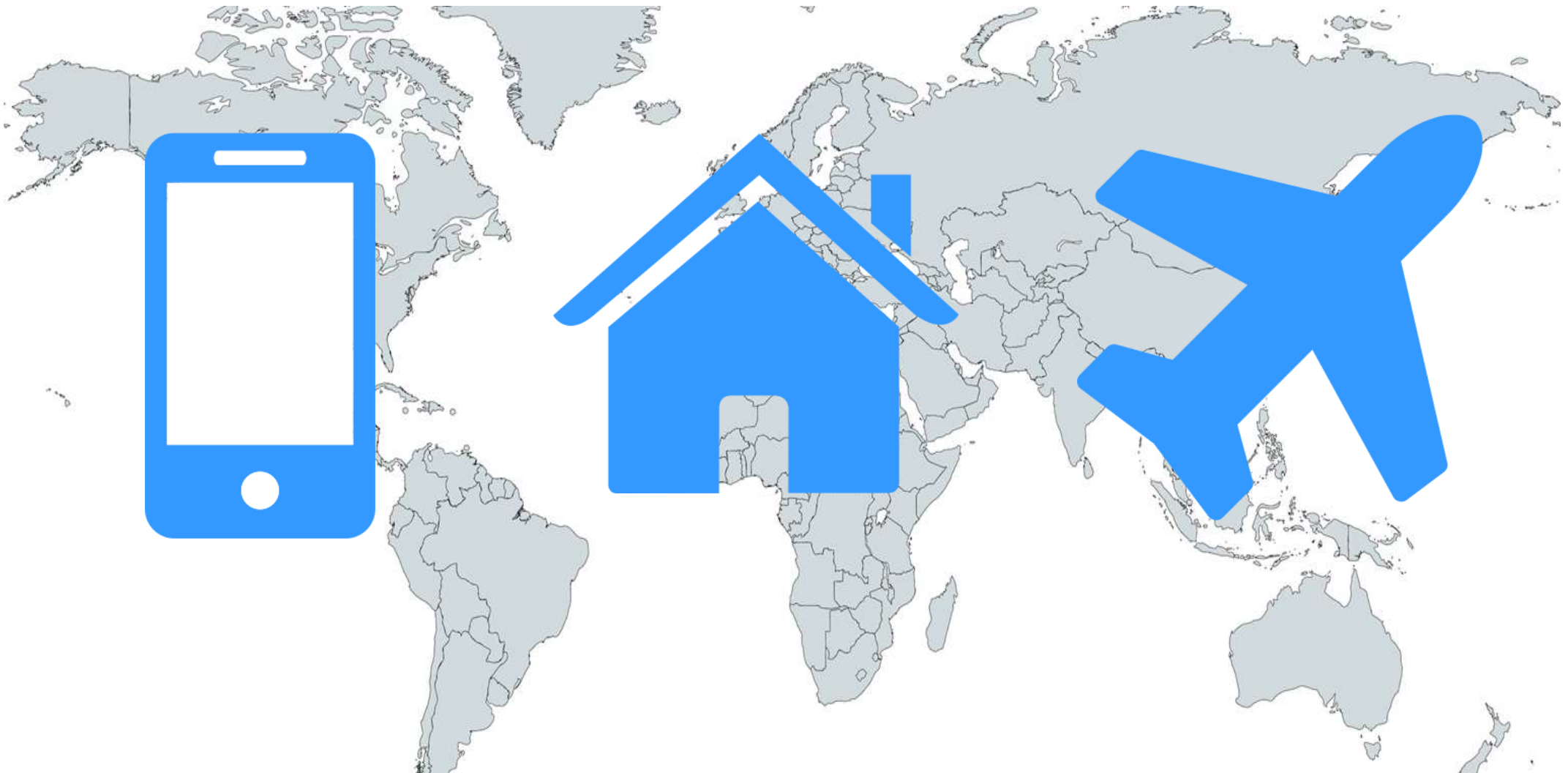
Insurance
Companies

Up to
80%
Money
Back



so-sure

Global ambitions across consumer lines



Launched in \$1bn UK cell phone insurance market

Insurance co. with no balance sheet risk

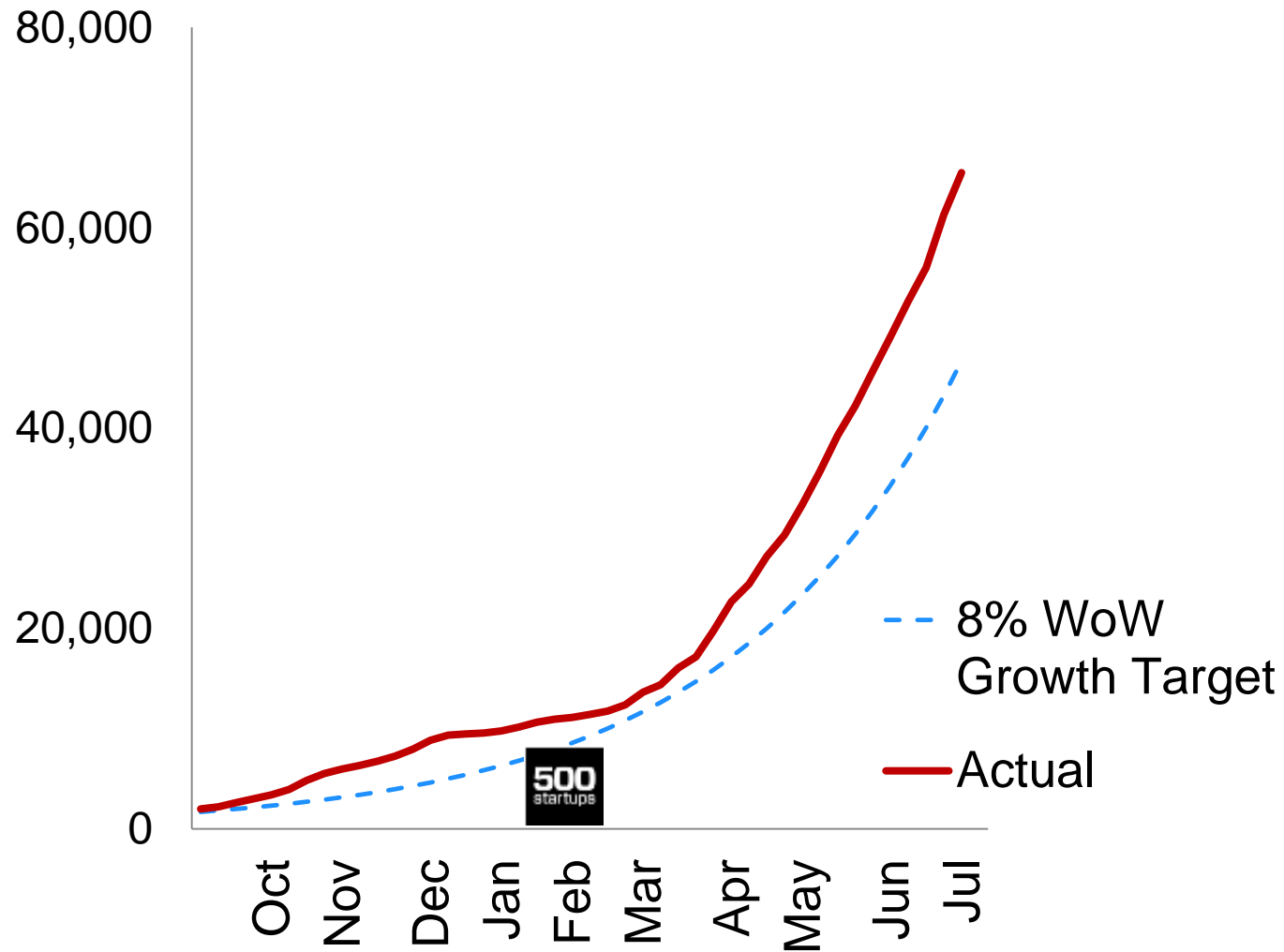
Balance sheet risk partners:



Awesome insurance



Annualised Revenue



Experienced Team



Dylan, CEO
10yrs insurance



Patrick, CTO
20yrs full stack

computerjobs.com
Where IT people and jobs click



Marta, CPO
14yrs product



Vish, Marketing Head
12yrs marketing

Omnicom



Insurance co. with no balance sheet

9% WoW growth

NPS 79

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