

INZURA SET TO TRANSFORM INSURANCE WITH INNOVATIVE NEW DIGITAL INSURANCE PLATFORM

London, 9th August, 2016: Inzura, first of a new breed of InsurTech providers, has announced the launch of its unique new end-to-end Digital Insurance Platform offering. Through its white label apps and operational platform, Inzura offers insurers a host of innovative mobile-centric products designed to accelerate the digitisation of the industry. Through the use of smartphone telematics, photo recognition, and other digital technologies, Inzura aims to revolutionise the way insurance is done, from policies built around real-time user data through to a more streamlined customer experience - all via the customer's smartphone.

Inzura's initial offering includes a single customer engagement app for Motor Insurance. As well as providing mobile-based telematics superior to first-gen 'black box' technology, it also allows for convenient, cost-effective photo-based sign-up and claims. The same technology can also be applied to a range of personal lines including Home, Travel, Pet and Life. Insurers stand to benefit from increased margins, reduced management costs, and access to valuable user behaviour data. Customers will benefit from better service, lower rates, and information and incentives for better behaviour (such as safer driving or a regular exercise).

Founded in December 2015 following an extensive R&D program, Inzura is actively engaged in the UK and emerging markets in Asia, with multiple insurers, brokers and other clients already on board. The company is co-founded by Richard Jelbert and Ian McWilliams. Richard - insurance market technologist and veteran of the insurance telematics industry - was previously founder and CTO of MyDrive Solutions. He is the architect of Inzura's next-generation platform, which is built around the latest web-scale cloud technology and offers agile development and fast customer deployment able to support millions of subscribers.

Co-founder Ian McWilliams is also a tech industry veteran, bringing with him over 25 years' experience at the top of global businesses including Capgemini, Lucent and Motorola. McWilliams also has extensive experience building start-ups, bringing large-company expertise to a small company environment.

Richard Jelbert, CEO of Inzura, commented: "We believe the smartphone will play a central role in the much-needed digitisation of insurance. As such, we have put customer engagement at the core of our smartphone apps, and we enable big data enrichment in the back end for analysis and pricing. This makes for a win-win situation for both insurers and their customers. We are already seeing real excitement among insurers at the possibilities here - at just how much their proposition can evolve without their legacy systems holding them back. Challenger brands and innovative insurers are moving quickly with us."

Headquartered in Guilford near London, Inzura boasts a world-class development team able to provide custom solutions for all types of insurers and brokers. The start-up has hit the ground running and has already signed on a number of clients, ranging from innovative brokers offering young driver telematics policies, through to global retailers that are using its driver profiling engine as part of their marketing campaigns. In addition, several global insurance brands leading the transformation to digital are working with Inzura to revolutionise customer engagement across all their lines.

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About Inzura

Inzura provides digital insurance technology and services to the insurance industry, enabling insurers and brokers to offer innovative digital insurance products to their policyholders and prospects.

Inzura's customer engagement apps and cloud-based services cover the major personal insurance lines. It provides state-of-the-art driver profiling telematics, connected home solutions and fitness & well-being human telematics.

Inzura's insurance customers gain speed to market, enabled by its white label smartphone apps that engage users with easy-to-use products and services. Inzura helps insurers improve customer service, which drives higher customer retention as well as helping them to reduce fraud and reduce costs in the claims process.

Inzura's product portfolio includes; mobile apps, integrated e-voucher rewards, insurance telematics (UBI / PAYG) / PHYG / MAYD), user-friendly Smartphone camera photo based sign-ups, data analytics platform and services, and mobile back-end server infrastructure. End users benefit from time saving and safety features built into the apps, as well as delivering new services utilising insurance telematics and driving-linked rewards.

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