

The background features a dark blue gradient with vertical columns of binary code (0s and 1s) in a lighter blue font. A network graph with white nodes and connecting lines is visible in the lower right quadrant. The overall aesthetic is futuristic and data-oriented.

# OCTO

Trasforming relationships between  
policyholders and insurance  
companies through dynamic data

## Overview

**Octo Telematics** is the Number 1 global provider of telematics and data analytics solutions for the auto insurance industry. Founded in 2002, it has been a pioneer in the **insurance telematics** industry. Octo transforms auto insurances thanks to the **analysis of behavioural, context and driving data, together with detecting crashes and analysing accidents**. Today Octo has business relationships with more than **100 partners**.

Octo has developed **technologically advanced platforms** and **proprietary solutions** that can operate on a wide range of devices and sensors, types of vehicles and consumer segments, and be integrated with the partners' IT systems and business processes. The **business model** of the Group is based on the provision of technological services through **scalable and modular platforms**, usable for many different applications.

Octo is thus able to offer to insurance partners and OEM (Original Equipment Manufacturer) in the automotive sector configurable services based on particular needs and complete **turn-key solutions** for partner companies in the insurance sector that intend to offer telematics policies to their customers.

Using the **best softwares** of the category, methods based on **machine learning and AI** to analyse telematics data, Octo transforms the way insurance companies assess risks and provide their services in relation to accidents and through the business processes of the crash and claims process, as well as the way they manage relationships with their customers, enabling digital interactions. Furthermore, the Group delivers its services across its own devices and sensors, ranging from apps for smartphones to third party devices and connected car platforms.

Octo has currently **5.6 million connected users** and holds the **largest global database of telematics data**, with more than **207 billion miles** of driving data collected and over **447,000 crashes and insurance events** analysed. The database, developed through 16 years of activity, is enriched thanks to the data collected by each connected user, who, while driving his vehicle, automatically provides data relating to the car, his driving behaviour, localisation, context, possible accidents, along with other complex data, which are stored and analysed based on thousands of combinations of parameters. The Group's risk analysis and assessment capabilities are constantly evolving thanks to the expansion of the database, further strengthened following the acquisition of the usage-based insurance ("UBI") assets of Willis Towers Watson in 2017.

## Innovation in the insurance and automotive sector

Octo operates in a **sector increasingly driven by technological innovation** and by a digitalization process that offers cutting-edge and constantly evolving solutions.

The use of telematics in the insurance industry is still a widely unexplored opportunity: although the correct risk assessment is a priority for insurance companies in the automotive sector, traditionally insurance premiums are calculated on the basis of specific static risk indicators and not on the actual driving behaviour, largely limiting the insurer's ability to correctly assess the risk. Furthermore, the lack of timely and objective information on accidents generally makes the compensation procedure in the insurance sector inefficient, lengthy and costly for the insurer.

Octo takes advantage from the Big Data revolution. Telematics data collected through the Group's technologies are analysed through **proprietary algorithms** to provide strategic information to insurance partners. By using these solutions, insurance companies can improve and customize risk assessment and premiums, reducing costs and improving performances. In turn, policyholders can benefit from personalized policies, discounts on insurance premiums, simplified refund procedures and a wider range of services.

Furthermore, Octo is expanding its service portfolio and application sectors. Thanks to its ability to develop functionalities that allow the monetisation of data, the Group has strong partnerships with major OEMs in the automotive industry and can leverage on opportunities in **emerging adjacent market segments** such as Connected Cars, shared mobility services, assisted / automated driving functions and other areas of insurance.

## The Next Generation Platform

In July 2017 Octo launched the new *Next Generation Platform (NGP)*, with an investment in business and technology of over 40 million dollars, designed to leverage on the full potential of the Internet of Things<sup>1</sup> and accelerate digital transformation in the insurance field. NGP represents the revolution of current software platforms of the industry and is able to acquire data from any sensor or device, examine them and deliver analytics and information in real time, offering its users a complete and innovative digital experience.

1 - The term "Internet of Things", or "IoT", indicates the large and growing set of digital devices (now billions) that collect and transmit data via the Internet.

NGP allows easy integration with the partners' technological infrastructures and has a completely modular structure for insurance telematics, able to offer flexibility thanks to the mix-and-match selection of services. The platform provides a market access strategy to increase business with partners in the insurance industry but also in other sectors, including automotive OEMs and automotive fleet managers: in fact, in addition to basic telematics services, such as scoring and accidents reconstruction, the new features of NGP enable better risk analysis not only for insurance companies, but also for automotive companies, long-term rental services and fleets, also reaching segments adjacent to Connected Cars such as providers of sharing mobility services.

## **Big Data and depth of analysis**

Key player in its sector of reference, with a 40% market share<sup>2</sup>, Octo stands out for its extensive experience, for the quantity and quality of data available and for a difficult to replicate depth of analysis. In fact, the Group has 16 years of experience in the collection and analysis of large-scale volumes of complex context, behavioural and vehicle related data.

Currently, it holds the largest global database of telematics data, with over 196 billion miles of collected driving data and 442,000 crashes analysed, constantly evolving thanks to the information gathered on a continuous basis by 5.5 million connected users. The Group has developed sophisticated proprietary algorithms to analyse this complex set of data based on thousands of parameters and continues to improve these algorithms in line with the continued expansion of the database.

Octo's primary position and global presence have allowed the Group to establish solid relationships with many of the leading insurance companies around the world, developing an in-depth knowledge of their needs. At the same time, through the increase of partners, the Group increases the number of connected users and, therefore, of data available. These characteristics contribute to strengthening the Group's leadership position.

Source: "Connected vehicle services. Total addressable market forecasts update 2017", analysis conducted by PCG on behalf of the Group in March 2018

## **Global presence**

With offices in Rome, London, Boston, Stuttgart, Madrid and Sao Paulo, Octo is present on a global scale and is the leading independent provider of telematics services on the world's four largest markets for online insurances: Italy, United States, Canada, United Kingdom and Ireland.

## **Omoove**

Founded in 2001, Omoove, a full subsidiary of Octo Telematics, is one of the European leaders in offering innovative technological solutions dedicated to Shared Mobility. Omoove offers end-to-end solutions for insurance companies, fleet managers, car manufacturers, Carsharing and Ridesharing operators, Corporate Carsharings and Peer-to-Peer communities, positioning itself as the only Mobility Company able to offer its customers a "Triple play" solution - shared mobility, insurance telematics and advanced fleet management.

More specifically, Omoove's technological solution is offered as a Software-as-a-Service built on an advanced web-based platform that comprises a suite of different management consoles for operators, as well as a broad range of dedicated services.

Omoove's technological platform is Multi-modal, Multi-user, Multi-vehicle and Multi-engine.. Furthermore, the platform is completely scalable, thanks to a modular software architecture designed to allow full integration of the Omoove application modules with those of third parties.

Omoove technology offers a simple and immediate implementation of a complete and advanced Shared Mobility solution able to make transport more convenient for users and more efficient and low-cost for every type of operator. Omoove operates in 15 cities and runs more than 10 Car Sharing services with about 200,000 vehicles installed, 900,000 registered users and over 400,000 rentals per month. Omoove is based in Rome and has local offices in France, Spain, United Kingdom, Germany and the United States.

## Top Management

### Fabio Sbianchi, CEO & Founder



Leads Octo Telematics globally and is responsible for the company's business vision and global strategy. Visionary entrepreneur, in 2002, he founded Octo in Italy and invented the auto insurance telematics industry to help insurers more accurately assess and price risk. He transformed Octo into the Number 1 global provider of telematics and data analytics solutions for the auto insurance industry, with over five million connected users worldwide and a vast database of more than 165 billion miles of driving data. In May 2010 he was appointed Chief Executive Officer, when Montezemolo & Partners SGR gained control of the Company through the Fondo Charme. In 2011, he led Octo's move into the UK and US markets. Previously, he was General Manager of Octo Telematics Srl and Octo Telematics Italia. Prior to this, he founded the telecoms company Tecnicom, was COO and CIO at Viasat and member of the Board of Viasat Assistance.

### Gianfranco Giannella, COO



Gianfranco Giannella is the Chief Operating Officer and General Manager of our Group and has been with Octo since 2013. Mr. Giannella was an officer in the Italian Army from 1988 to 1990, after which he obtained a degree in Business Administration from the University of Bari. Mr. Giannella was a Manager at Andersen Consulting (currently Accenture) where he worked from 1991 to 1999. From 1999 to 2001, Mr. Giannella was an Executive Senior Consultant at DMR Consiel in Rome. From 2001 to 2012 he worked for IBM in Rome, first as a Principal in charge of Strategy Consulting for the Telecommunications, Media, and Utilities sector, then as a Global Relationships Partner for Telecom Italia, and finally as Executive Partner.

### Maria Enrica Angelone, CFO



Graduated in Economics at the LUISS University of Rome. From 1998 to 2001 she worked as a Senior Auditor at Arthur Andersen SpA and has been an accounting and legal auditor in Italy since 2001. She was the Managing Director of Venere.com, part of the Expedia Inc. group, from August 2005 to January 2010. In September 2010 she joined Octo Group and, since January 2011, she is Chief Financial Officer of the Group.

## Jonathan Hewett, CMO



He began his career in the banking sector in 1988 at Lombard North Central Plc as Senior Account Executive; he later moved to Barclays Bank Plc in 1994 and Sainsbury's Bank in 2000, where he initially held the position of Channel & Sales Director and then as a Retail Director until 2003. From 2004 to 2006, he was General Manager of Post Office Direct for Royal Mail Group, to which he joined in 2003 as Sales Manager for Post Office Ltd. From 2006 to 2009 he was Director of Retail and Financial Services for Dixons Group Plc. In 2009, he founded H&B Europe Ltd, a retail and private equity consulting firm, where he remained as co-managing director until 2010. He was also Director of Consumer Marketing at AIG. Since 2013 he is Chief Marketing Officer of the Octo Group.

## Geoff Werner, Americas Country Manager (a.i.) and VP DriveAbility and Consulting



Geoff Werner has over 25 years of experience in the insurance industry, where he has specialized in pricing and product management. Werner joined Octo in 2017 as Group Vice President DriveAbility and Consulting following 7 years at Willis Towers Watson where he was the Global Telematics Product Leader. Prior to Willis Towers Watson, Geoff held a variety of positions at two top 10 US insurance companies and started his own consulting firm which he ultimately sold to Willis Towers Watson. Throughout his career, Werner has focused on the implementation of new products and processes leveraging innovation, including: developing and managing the DriveAbility product to provide telematics scoring services for participating insurers, implementing new rating and tiering plans using new analytical techniques, improving management information processes and assisting companies analyze and respond to legislative changes. Werner is a leading expert in pricing as evidenced by the fact that he co-authored the textbook that the Casualty Actuarial Society (CAS) uses to teach ratemaking to all actuaries.