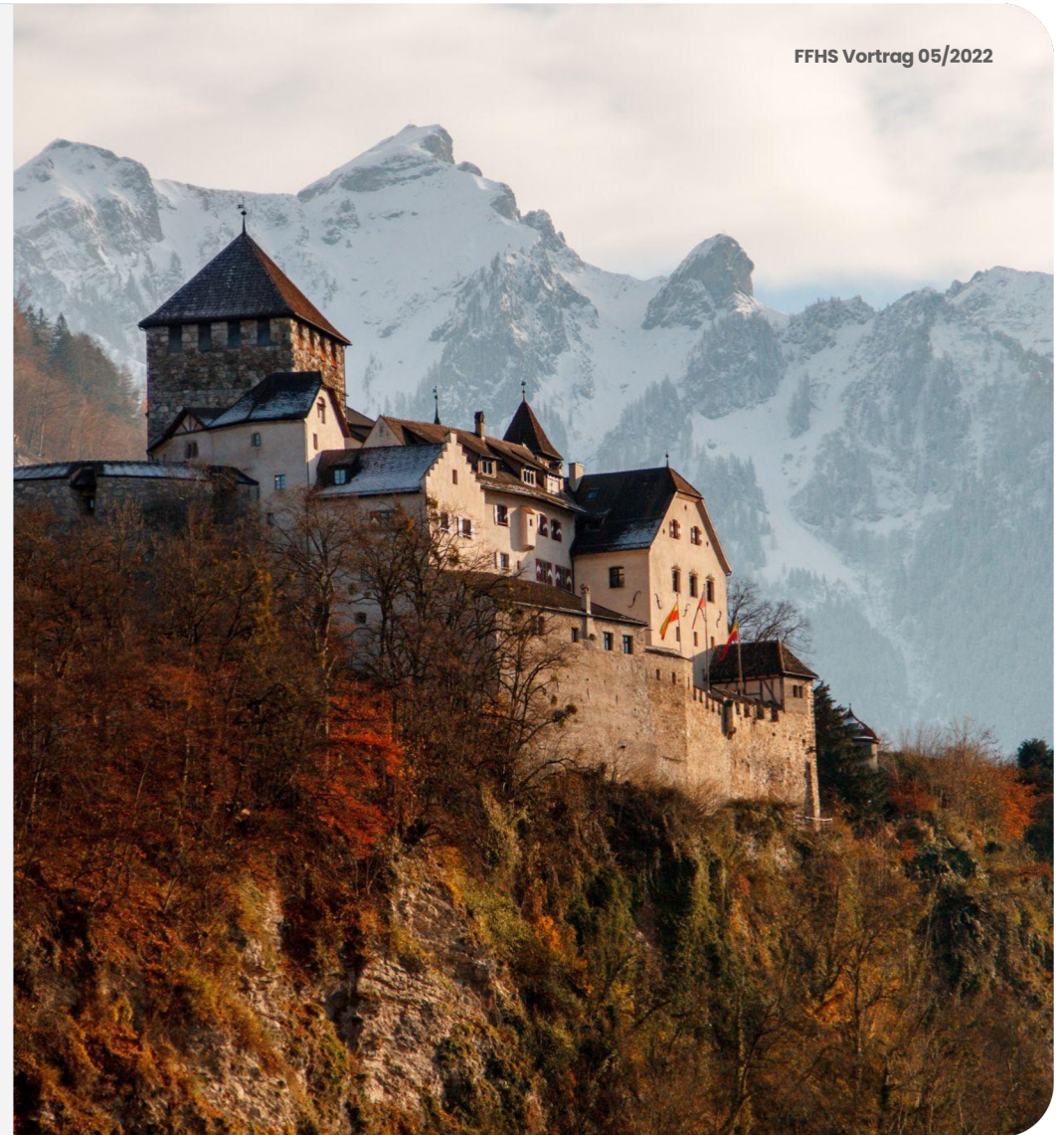




Themenübersicht

- 1) **Markt / Problemstellung / Ziele**
- 2) **Change Management & Gründung**
(...vom Assekuradeur zum regulierten Risikoträger)
- 3) **Teams und Human Resources**
(Anspruch & Wirklichkeit)



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Country

- Official language: German
- Area: 160km²
- Population: 38'650 (31.12.2019)
- GDP: 5,032 CHF m
- Currency: Swiss Franc (CHF)

Important Memberships

- **1950** – International Court of Justice
- **1975** – Helsinki Final Act of the CSCE (now OSCE)
- **1978** – Council of Europe
- **1990** – United Nations (UN)
- **1991** – European Free Trade Association (EFTA) as a full member and has been a member of the European Economic Area (EE)
- **1995** – World Trade Organization (WTO)

Benefits to Invest in Liechtenstein

- Unique access to the **European market** and **Switzerland** ("**USP which is unrivaled**")
- Unique expertise with different legislative systems
- Outstanding **political stability**
- **Liberal** financial market
- **Stable** social, legal and economic system
- **Robust** financial system
- The **Swiss franc (CHF)** is a powerful and stable currency
- Moody's and Standard & Poor's: **AAA country rating**
- Sound financial policy and great financial strength in the public sector
- **Insurance friendly framework & conditions, incl. latest Blockchain Act (2019) attracting Fintechs and Insuretechs**
- **Transparency** due to tighter regulation (SII, AEOI)
- **Income Tax flat rate of 12,5%**
- Goal to become fully **ESG compliant** (Ecological greening of economy)

Insurance companies domicile in Liechtenstein

in billion CHF	2015	2016	2017	2018	2019
Gross premiums written	3.4	3.5	5.2	5.4	5.5
Investment assets	26.0	26.5	28.7	26.8	27.9
Technical provisions	26.3	24.6	26.6	24.4	25.7
Equity	1.6	2.4	2.7	3.1	2.9
Number of enterprises	41	39	38	38	37
Persons employed in Liechtenstein	481	490	504	567	384

At the **end of 2020**, 19 life, 14 non-life and 3 reinsurance undertakings were domiciled in Liechtenstein.

The premium income of the insurance undertakings amounted to **CHF 5.54 billion in the 2020 financial year**, of which CHF 3.18 billion was attributable to non-life insurance, CHF 2.28 billion to life insurance and CHF 0.08 billion to reinsurance.

Problem

*Insurance has been losing a lot of trust due to **complex processes and intransparency**. Customers have **little understanding** of what they're entering into, making them feel **uneasy** at the end of the day.*

INZMO's goal: to be a full stack neo-insurer focused on



EUs booming
rental market



Added-value
embedded
insurance



Customer
retention



Serving the booming rental market

We will follow the developing **macro trends of urbanisation, renting, post-materialism and flexibility** - all what millennials, Gen Z & Y expect nowadays, our aim is to provide simple, transparent and customer friendly insurance and finance products in the housing segment in Europe and beyond.

This includes a wide range of products starting from moving in (rental deposit & household insurance) throughout the whole home-owning period (insuring devices and other risks in the household).

4 challenges > 1 solution

Renters are obliged to provide the landlord with all these 4 guarantees when moving to a new home. This is a cumbersome procedure where we provide one single instant solution.

Credit scoring

Deposit insurance

Liability insurance

Household insurance

**INZMO's
renters
insurance**

Providing single insurance coverage

We've created an instant solution to free up cash from cash deposits and provide insurance insurance coverage for rental deposit, liability and home contents insurance.

BEFORE

Pay **2-3 months rent** as a cash deposit

€ 2,400

on avg

Get additional liability and home contents insurance.

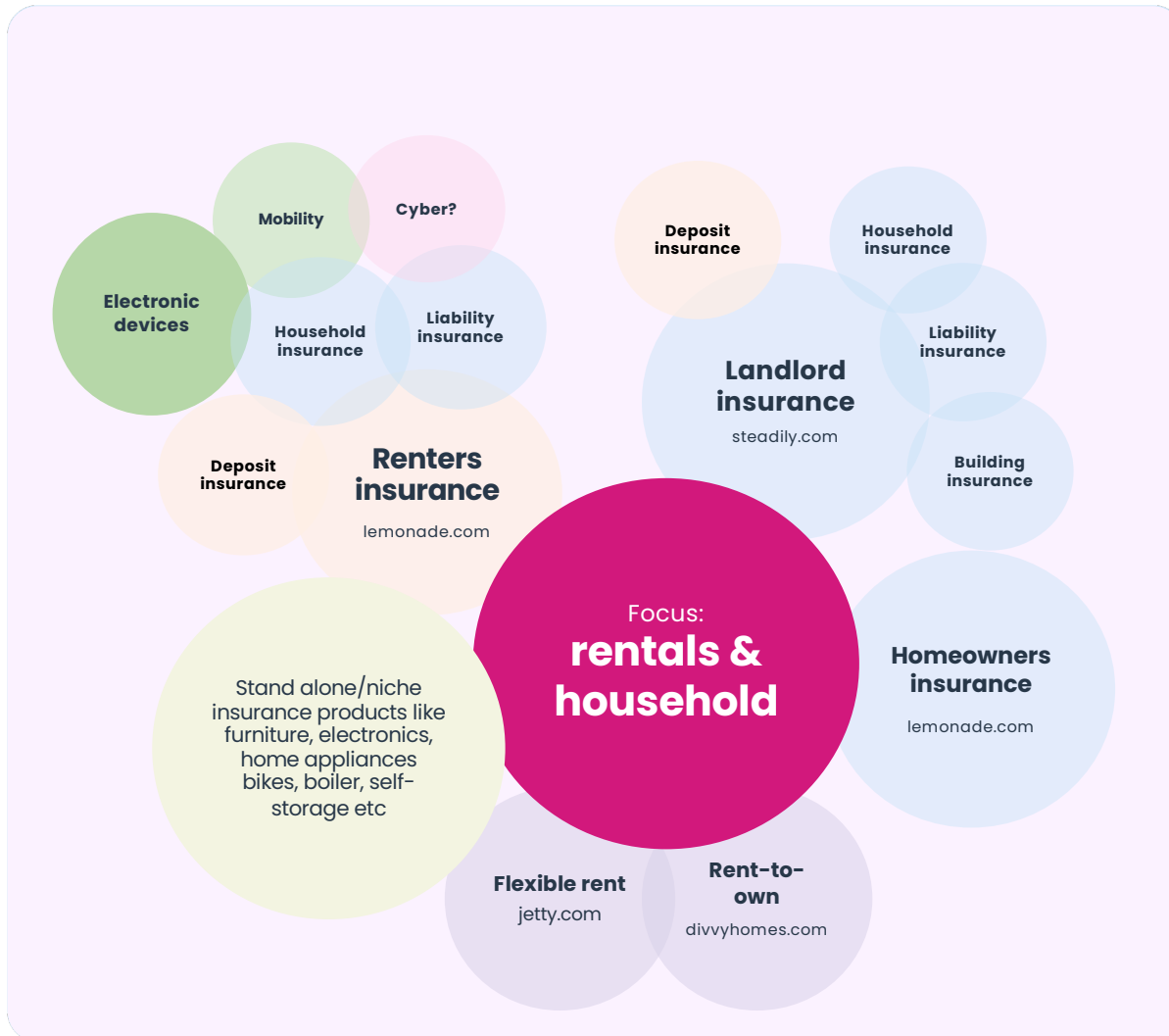
NOW

No cash deposit

€ 10 /month

on avg for the insurance

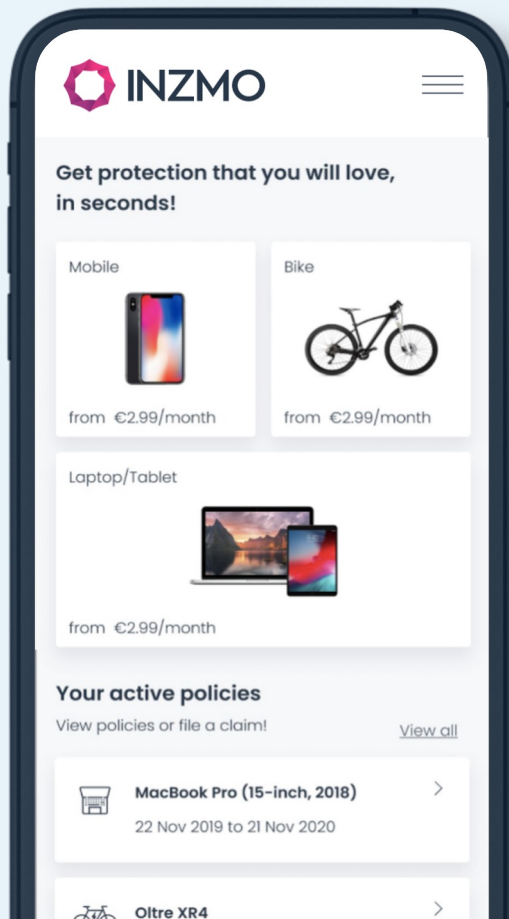
Risks related to home contents and liability are covered.



Our opportunity

Focussing on the rental market enables us to serve the renters and landlords with variety of products and services:

- **Rental Deposit Insurance:** Rental deposits on landlord accounts (only in DE): 50B
- **Home Insurance:** 241B (407B by 2028) CAGR 6.8%
- **Mobile Insurance:** 26B (76B by 2030) CAGR 11.5%
- **Electronics extended warranty:** 48B (200B by 2030) CAGR 15,2%
- **Landlord insurance market (US & EU):** ~70B



Serving the customers with instant, fully digital solutions



One app to manage it all

Customers can manage all their policies and services in INZMO app in an instant. Getting new coverage, terminating existing coverage or submitting a claim can be done in just seconds.



Cross-selling of custom products

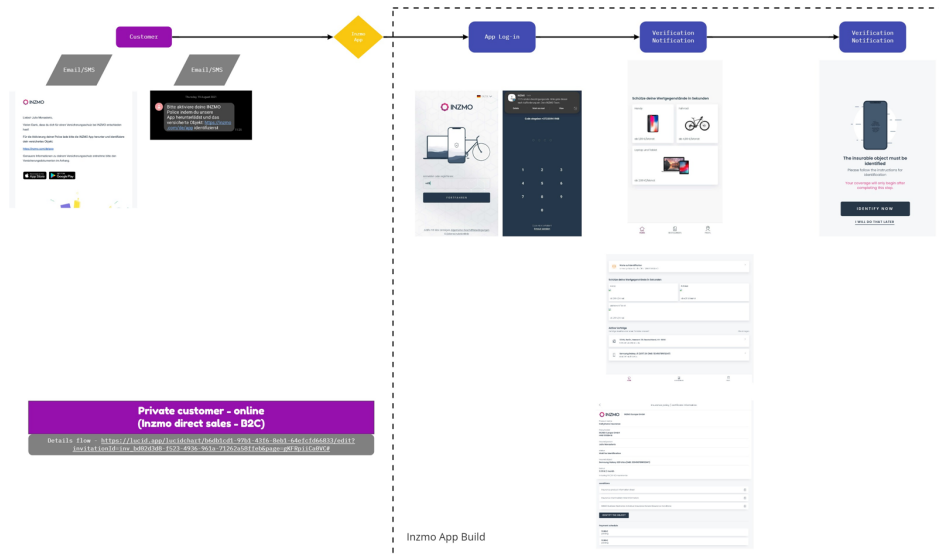
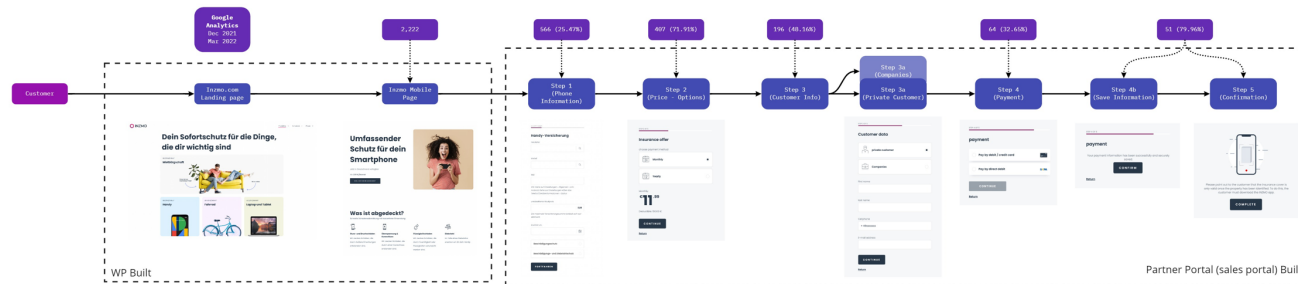
We will be serving our customers with various P&C products (i.e insurance for home contents, liability, etc) and assistance services to manage the household (i.e moving, cleaning, repairs).



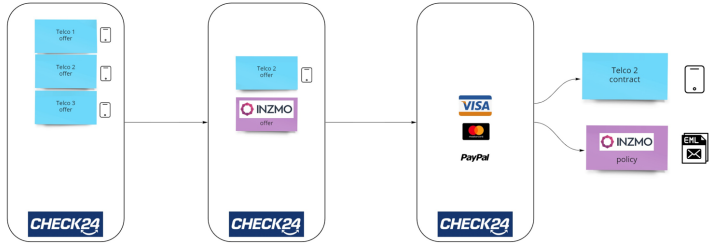
Easiest claims handling

Customers can submit claims in-app in just seconds and follow the claims-handling process at anytime.

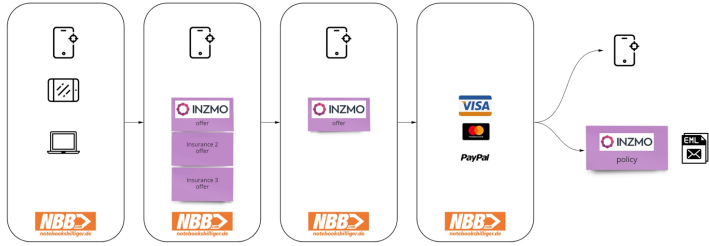
End 2 End - Digital



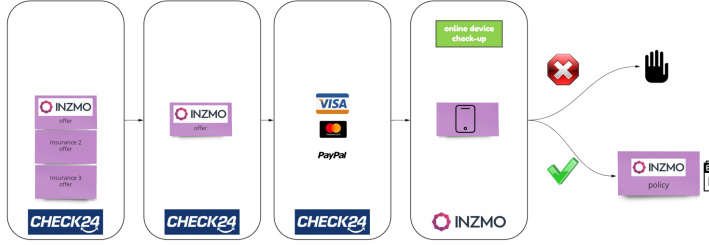
**Private customer - online
(embedded insurance with smartphone and mobile contract)**



**Private customer - online
(embedded insurance with electronic devices/IoT)**



**Private customer - online
(owned electronic device)**



End 2 End - Digital

Instant claims-handling

Eliminating the “ugly” in insurance with instant claims handling

**Submit a claim
in seconds**

in app/web

**Follow claims
process**

and get updates

**1-2
days**

on average until
payout

**Instant fully
automated
claims handling**

payouts in minutes

COMING SOON

Fundraising to fuel the momentum

€ 15M

Raising A-round for 24 months

Targets to be achieved

- Grow IFP from 2.9 mil € to 65 mil €
- Become a licensed underwriter
- Open up to 5 additional markets via partnerships
- Open up 5-10 product lines



Change Management & Gründung

From MGA (Assekurateur) to Risk Carrier –
Example: Hardrock Insurance Ltd. Liechtenstein

The motivation to become an insurer (background)



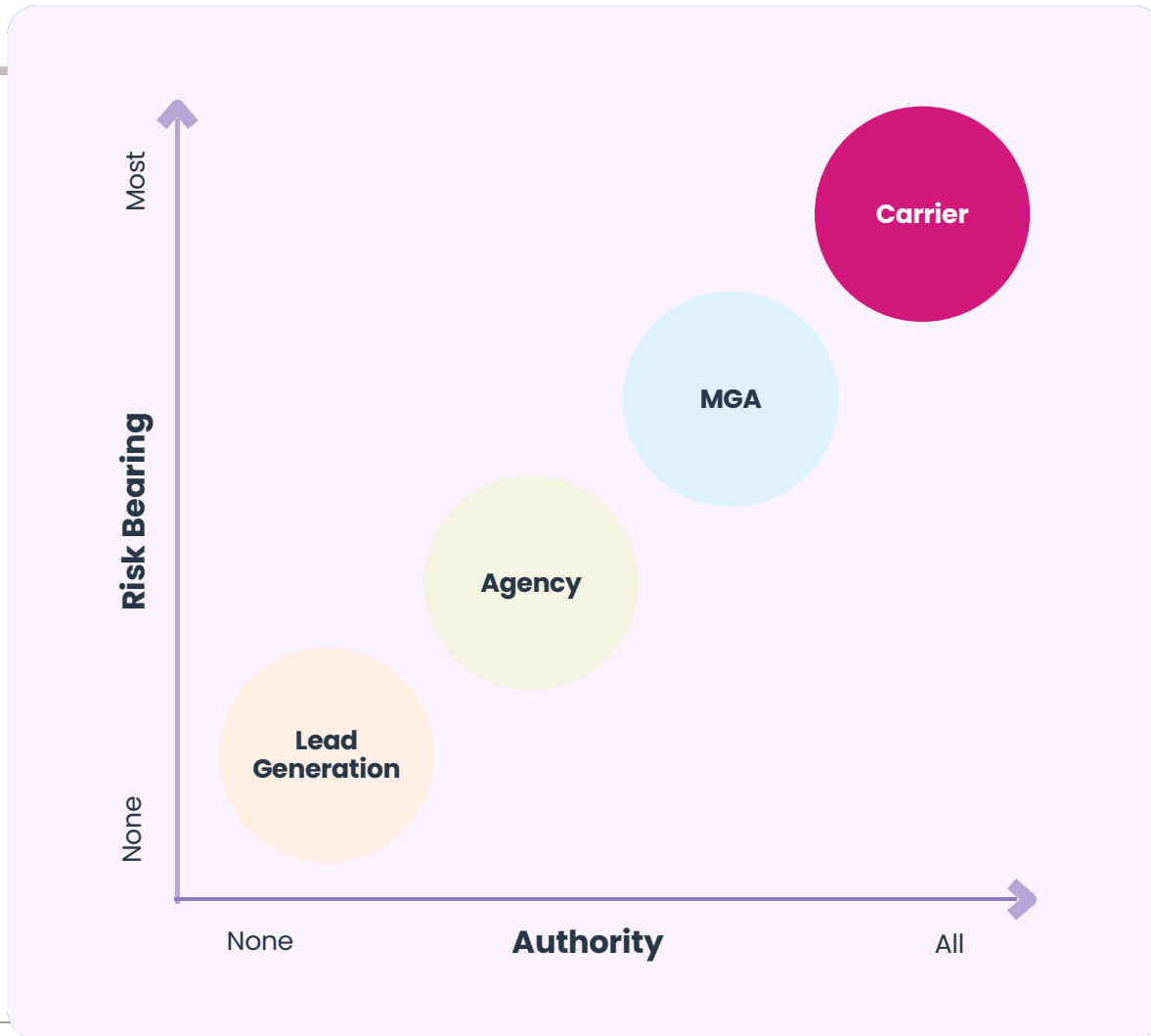
Insurance - like banking 10 years ago - is a massive industry with seriously **low innovation**.

Hence, it is **losing business** by not meeting market requirements, negative user experiences and mistrust of the audience.

The customer of today is expecting **banking-like services** also from insurers— from purchasing to customer service to claims handling.

Irresistible offers, amazing customer experience and unlocking the full business potential can only be by providers **mastering the whole value chain**.

Hard Rock's goal is to be a **full-stack insurer** offering a variety of innovative and customised non-life insurances and assistance services for everyday unexpected needs in a fully digital way.



Becoming a licensed insurer

Hard Rock is:

- ★ becoming a fully digitalized Solvency II regulated Insurer by end 2022
- ★ establishing the underwriter in the Principality of Liechtenstein (AAA-rated country in the heart of Europe with access to the EU markets and Switzerland = stand-alone competitive advantage)
- ★ an international company with an insurance branch in Germany and the Tech Services & Development in Poland
- ★ kicking off with a profitable niche product around housing needs which will serve as base for future expansion

Strategic reasoning becoming a licensed insurer

1 **Creating superior offerings**

We are making our services more attractive alternatives by accelerating the implementation of emerging tech, personalising policies for customers and cutting costs.

3 **Retaining the whole profit pool**

By competing head on with incumbents, we will retain the entire profit pool and create a better underwriting profit due to the fact that we'll be able to gather more data from our users.

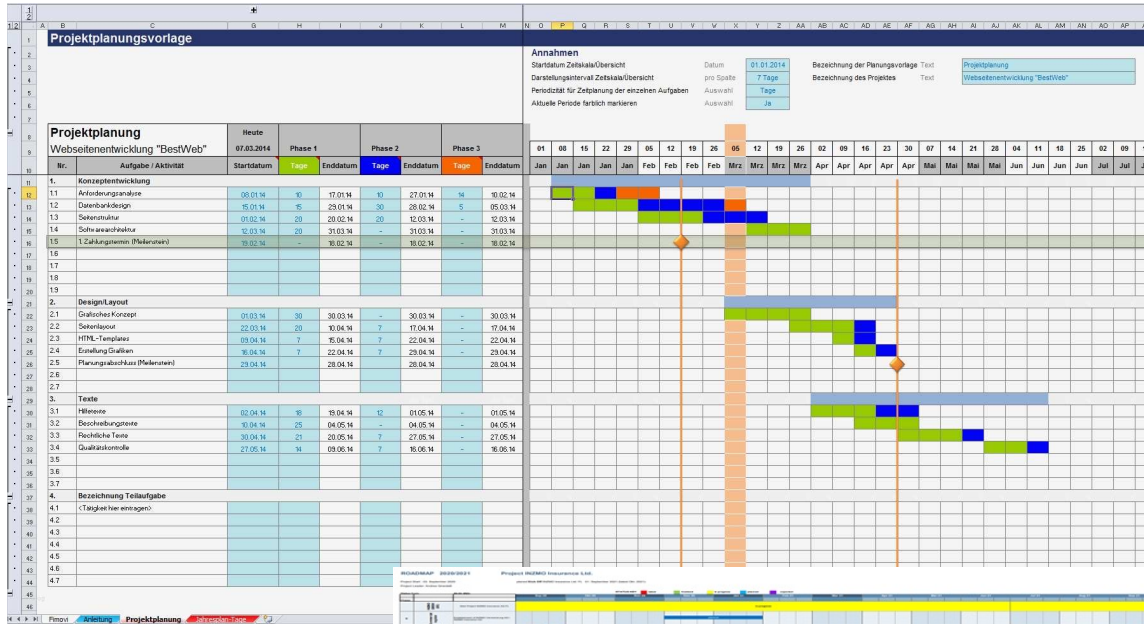
2 **Rapid launches of innovative products**

As we gain control the whole value chain, we will be able to launch more innovative and more affordable solutions.

4 **Eliminating inefficiencies through the entire value chain**

By keeping the whole value chain in-house, we're able to work directly with re-insurers

Greenfield Project Plan & Roadmap Hard Rock Insurance



400 process steps documented in the project plan to reach goal. Governance, Sales, Marketing, Product Dev. (IT), Product Dev. (Insurance), Compliance, Risk, Finance, Controlling, Accounting, IT, Operations, Legal, etc.

Internal Organization

Hard Rock Insurance Ltd. Liechtenstein (Governance)

Board of Directors

Chairman of the Supervisory Board



Frank Zappa

Ex-Insurer, further BOD-positions, guitar & vocals

Vice President of the Supervisory Board



Bruce Dickinson

Co-Founder, vocals

Members of the Supervisory Board



David Lee Roth

Co-Founder, vocals



Dave Mustaine

Ex-insurer, lead guitar



Angus Young

Ex-insurer, lead guitar

Management Board



Eddie Van Halen

CEO, insurer, lead guitar



Steve Vai

COO, insurer, lead guitar



Dr. Ozzy Osbourne

CFRO, mathematician, vocals

Internal Organization

Ihard Rock Insurance Ltd. Liechtenstein (Governance)

Solvency II Key Function

Risk Management Function

Dr. Ozzy Osbourne
Function Holder

Actuary/Insurance Mathematical Function

Metallica AG
(outsourcing)
Actuary Function Holder

Metallica AG (outsourcing)
Insurance Mathematician Function Holder

Compliance Function

Joe Satriani
Function Holder

Internal Audit Function

Dream Theater AG (outsourcing)
Function Holder

Headquarter Team

Hard Rock Insurance Ltd. Liechtenstein (Hauptverwaltung)

Management Board



CEO

Eddie Van Halen



COO

Steve Vai



CFRO

Dr. Ozzy Osbourne

Outsourced

Internal Audit (SII)

Dream Theater AG

Actuarial & Insurance Mathematical Function (SII)

Metallica AG

Insurance Backoffice Generalist

Tommy Lee

Insurance Backoffice Lead

Rick Allen

Claims Manager

Danny Carey

Underwriting & Product Manager

Terry Bozio

Compliance & Data Protection

Joe Satriani

Riskmanagement
shared with CFO

Dr. Ozzy Osbourne

Re-Insurance

Danny Carey

External Legal Advisory

- Soundgarden RA
- Rage Against the Machine RA

Finance Controller

Axl Rose

Key SII Positions & Staffing



Teams & Human Resources
Team Herausforderung(en)
in der InsurTech-Welt



What is the difference?

INZMO's vision

*We're aiming to become the No 1. **customer-centric** insurance company.*

*We believe the core innovation lies in understanding **customer needs**, their **struggles** and their **values**.*

INZMO's mission

*Our mission is insurance without the "ugly" in it - everything
instant, transparent and fair.*

108!

... but **80%** to **1**

**Mobile phone
insurance**










Why?

**Lack of focus =
Lack of strategy**

Must have capabilities

1. Strong team with an insurance / product(UX) / tech experience
 2. Market knowledge per product vertical
 3. EU wide/scalable carrier license
 4. Be fully compliant with in EU Solvency 2
 5. Full E2E insurance carrier platform
6. Key partnerships with the top digital distribution partners
 7. Keep the investors interested

Teamrollen (Deutsch)

Teamrolle	Teamrollenbeitrag	zulässige Schwächen
Neuerer 	Kreativ, phantasievoll. Generiert Ideen und löst schwierige Probleme.	Ignoriert Nebensächlichkeiten. Zu gedankenverloren, um effektiv zu kommunizieren.
Wegbereiter 	Extravertiert, begeistert, gesprächig. Erforscht Möglichkeiten und entwickelt Kontakte.	Zu optimistisch. Kann Interesse verlieren, wenn die Anfangsbegeisterung abgeflacht ist.
Koordinator 	Reif, zuversichtlich, erkennt Talente. Erklärt Ziele. Delegiert wirksam.	Kann als manipulierend wahrgenommen werden. Will Arbeit loswerden.
Macher 	Herausfordernd, dynamisch, macht Druck. Hat den Antrieb und Mut, Hindernisse zu überwinden.	Neigt zu Provokationen. Läuft Gefahr, Gefühle zu verletzen.
Beobachter 	Meint es ernst. Strategisch und urteilsfähig. Sieht alle Möglichkeiten. Urteilt genau.	Kann ein Mangel an Antrieb haben, andere zu inspirieren. Kann zu kritisierend sein.
Teamarbeiter 	Umgänglich, freundlich, einsichtig, zuvorkommend und diplomatisch. Hört zu. Baut Reibungsverluste ab.	Unentschlossen bei Zerreißproben. Vermeidet Konfrontationen.
Umsetzer 	Praktisch, zuverlässig, effizient. Setzt Ideen in Aktionen um und organisiert die Arbeit, die getan werden muss.	Etwas inflexibel. Langsam in der Reaktion auf neue Möglichkeiten.
Perfektionist 	Zuverlässig, gewissenhaft, ängstlich. Deckt Fehler und Unterlassungen auf. Liefert pünktlich.	Übermäßig besorgt. Delegiert ungerne.
Spezialist 	Selbstbezogen, engagiert. Dem Fachwissen zugewandt. Liefert Informationen und Wissen, das sonst kaum verfügbar ist.	Leistet nur im engsten Rahmen einen Beitrag. Lebt nur im eigenen spezialisierten Interessenfeld.

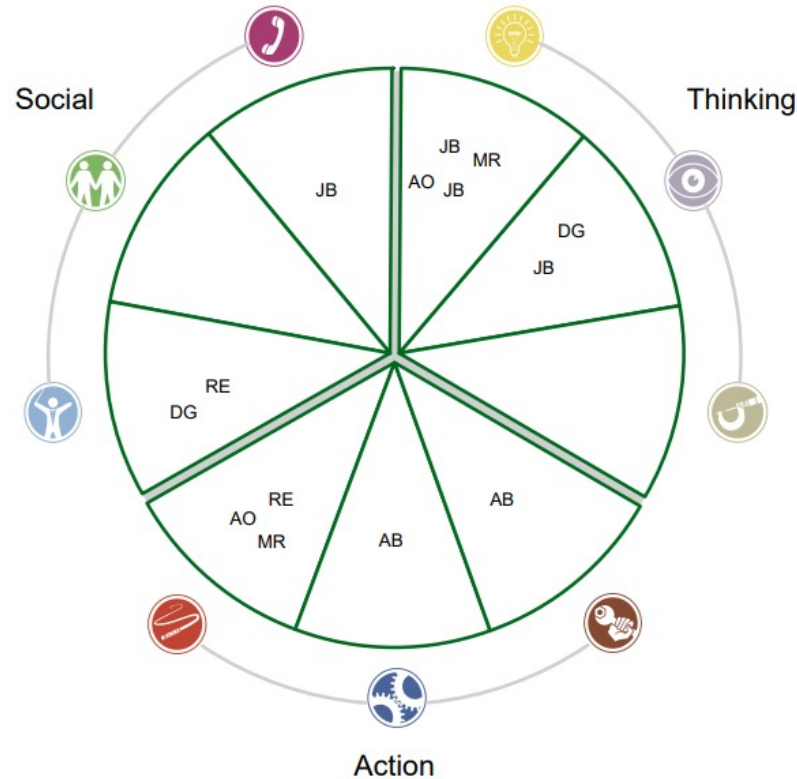
Management Assessment 2022

Team: Company Management

Team Role Circle

This report shows the top two Team Role contributions for each team member by showing their initials in the relevant segment of the circle (a key of team members is provided below). The positioning of an individual's initials within a particular segment has no significance.

This report is based on 7 candidates and 38 observations.



Key to Candidates

Ron Yellow (RY)
 Anny Brown (AB)
 John Blue (JB)
 Jim Black (JB)
 Dan Green (DG)

Mia Red (MR)
 Annabel Orange (AO)

Ist das ein starkes Team?

Team: Company Management

Strong Examples of Team Roles

This report shows strong examples of Team Roles in the team in alphabetical order. A strong example of a Team Role is someone who has a clear idea of his or her Team Role preferences, has a good level of agreement between Self-Perception and Observer views (if applicable) and displays considerably more positive than negative behaviours for that role.

This report is based on 7 candidates and 38 observations.

The following are strong examples of each Team Role:



Plant:
Jim Black Mia Red



Shaper: Mia Red

There are no strong examples of the following Team Roles:



Resource Investigator



Co-ordinator



Monitor Evaluator



Teamworker



Implementer



Completer Finisher



Specialist

Dominante Rollen

Was tun damit?

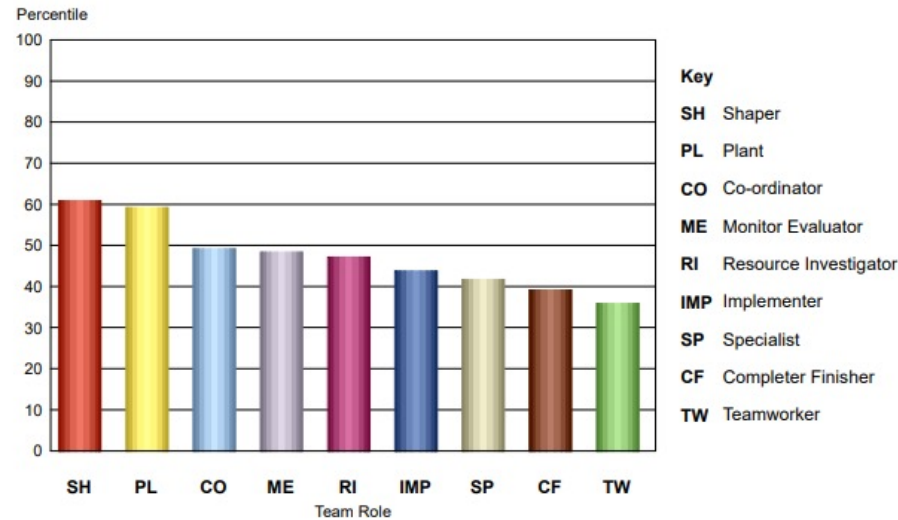
Ist das ein starkes Team?

Team: Company Management Team Role Averages

This report shows the team average for each Team Role. The information below describes the possible positive and negative implications of the Team Role "culture".

This report is based on 7 candidates and 38 observations.

This team possesses a good deal of thrust when it comes to generating ideas. Many of the signs of a strong and powerful team are there. But things could easily go wrong if one or two members insist on pushing their own ideas and neglect to take account of the contributions of others. Bear in mind that energy and thrust are easily lost if the team fails to gel.



This is a team that contains people high in drive and the ability to overcome obstacles. If its members can work together, it can achieve a great deal. The risk is that this energy can result in internal conflict which is not easily resolved.

This team may find that members are unwilling to adjust to one another. There may be difficulty in developing a positive atmosphere. It may therefore be necessary to find someone who can strengthen morale and help the team to work harmoniously together.

Chance & Risiko?

Fazit?



INZMO

Kontakt

Dr. Daniel Kühneisen

@: daniel.kuehneisen@inzmo.com

Tel.: 0041 799 56 1010