



INSHUR

WHAT WE DO &  
OUR CULTURE

# Our story



NYC launch

Appointed as an official partner of

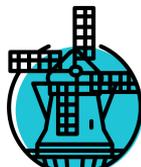
Uber



UK launch

Closed Series A, raised a total of

\$10m



The Netherlands launch

Closed Series B, raised a total of

\$35m

UK Delivery / Courier product launch



Closed Series B+, raised a total of

\$26m

2017

2018

2019

2020

2021

2022

2023

2024

Sold 1<sup>st</sup> US policy, 25 days after launch

Sold 1<sup>st</sup> UK policy, 15 days after launch

NY in-house Claims TPA launch



Sold 1<sup>st</sup> NL policy, 3 hours after launch

UK in-house Claims TPA launch



Oct 2016  
**INSHUR 1.0**

The Kayak model: New York only, a mobile app front-end connected to a panel of NY insurers, via fax machine

2018  
**INSHUR 2.0**

The digital MGA years: partnered with Munich Re and powered by OU



Launched new platform architecture

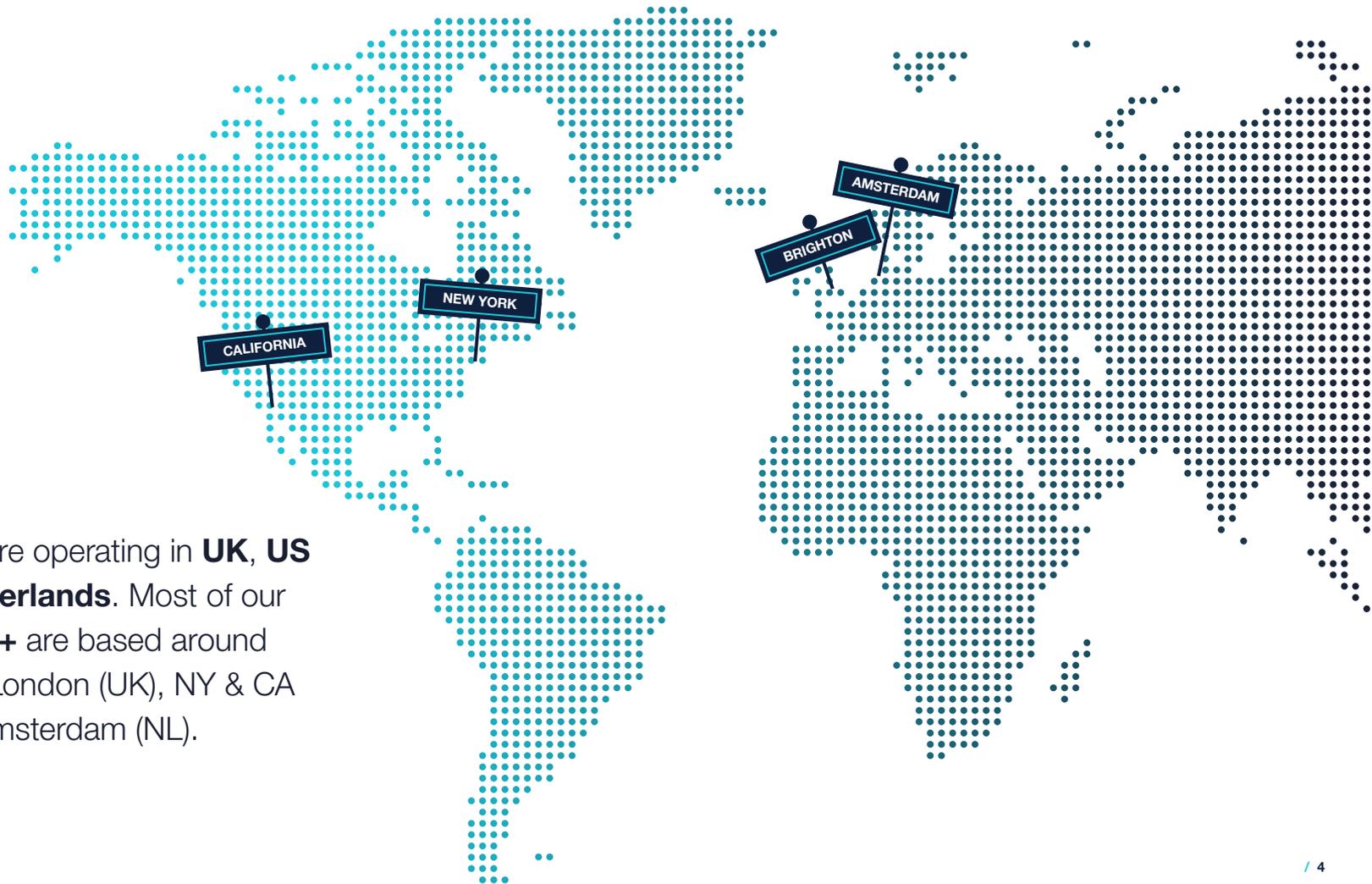
2020  
**INSHUR 3.0**

The Netherlands launch: now a web application, built on a highly scalable, modular and agile platform, powered by cloud data

2023  
**INSHUR 4.0**

Acquisition of ABI to further scale our operations across all 50 US states





Today, we are operating in **UK, US & The Netherlands**. Most of our team of **220+** are based around Brighton & London (UK), NY & CA (US), and Amsterdam (NL).

## The future



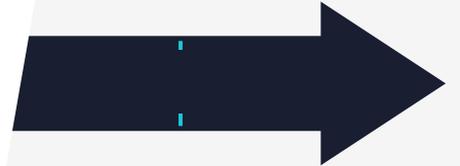
Our future plans are ever evolving and, in recent years, we have been forced to be more adaptable than ever.

We see this as a positive challenge, not an obstacle. The new era of mobility is already here and we are excited to see how our products – current and those we are developing – will be shaping the future experience of our customers and the insurance landscape on the whole.

We have re-architected our technology, formed new growth teams, and delivered on new initiatives.

We plan to add new product lines, capabilities, and territories in the next 12-18 months.

Our goals and objectives are clear; we are focused and ready to move faster - excited on what's to come!



# What we do

**Insuring the drivers that  
power the global economy.**

Insurance is a 300 year old industry worth nearly \$4 trillion a year. Large parts of the insurance industry have remained unchanged for many years and the majority of policies are still sold in a completely analogue way. As our world becomes more and more digital, the opportunities to disrupt the way insurance is bought and sold are becoming more and more apparent. In the last 5 years, an 'Insurtech' movement (that we're proud to be a part of) has emerged, dedicated to making insurance a much more consumer friendly product.

INSHUR is at the forefront of urban mobility and one of the fastest growing and commercially proven Insurtech companies in the new insurance landscape.

Founded in 2016 and fuelled by a change in consumer behavior, we have built a next-generation, data-led insurance platform, designed to power and protect the new economy players in mobility, delivery and transportation.

INSHUR provides digital-first insurance platform for taxi, TLC, rideshare, private fleet and private hire drivers, as well as other globally recognised partners. These new companies require smart, data-driven and flexible insurance protection at every turn - and we can offer it to them.

The commercial insurance sector has been slow to respond to these new economies, however, meaning most insurance companies are not-fit-for-purpose in the modern market.

INSHUR provides data-led, seamless protection for some of the world's most progressive businesses.

Our technology platform sets a new benchmark for the design, development and distribution of insurance products. Tens of thousands of drivers in the US, the UK and the Netherlands trust INSHUR.

A data-driven, API modular architecture enables rapid configuration; from front-end distribution, to pricing, to policy administration, all can be set up in a matter of hours.

Operating as an MGA (managing general agent) in the Insurtech space, INSHUR is somewhere between a broker and insurance carrier.

This allows us flexibility to price, underwrite and manage customers' insurance policies without worrying about balance sheet risk.

In 2020, we took a step further by bringing claims in-house, taking on claims administration authority in the US, and since 2022, we also manage claims in-house in the UK.

In 2023 INSHUR acquired ABI & Genoteq Claims in the US, which puts us in a strong position to deliver more innovative & profitable products, across the entire United States and Europe.

# Why clients choose us

We offer a completely digital and highly innovative solution for drivers that is instant, flexible and frictionless.

## Completely digital



API first, no waiting,  
instant everything

## Strict underwriting



data-powered  
underwriting & validation

## Innovative pricing



usage based pricing,  
flexible policy terms

## Efficient operations



award winning customer  
service, automated solutions

## Delighted customers



TrustPilot rating  
of 4.4 out of 5

# Our culture

---

Never prescribed, not planned, not engineered. The culture of any business is unique and personal to its people, the place, and principles which guide it.

At INSHUR we appreciate the value, differentiation it creates, and the power of celebrating our culture.

Once a simpler exercise – when we all spent time together in the same office, today we put in extra effort to making our culture thrive in a hybrid working set up.



# Our mission, vision & values

## Our mission

Making  
insurance  
fair & easy.



## Our vision

Become the  
world's most  
trusted insurer.



## Our values

We subscribe to the idea that values are how our people operate when no one is looking.

Our values have been formative in our growth as a business and help us make decisions every day. They are weaved into everything we do, our 'value champions' acting as internal advocates ensuring we all stay on track. Our values encourage us in being brave in our thinking, celebrating success when we achieve the right outcomes, and being human enough to say we're ready to learn more.



## We are helpful and grounded

We are generous in giving, and not afraid to receive help. Being helpful, grounded, and willing to collaborate is the key to long term success, growth and a healthy company culture. Together as a team there is nothing we cannot achieve or overcome. We are, at a base level, selfless, egoless and willing to assist wherever necessary to reach common goals. We assume positive intent but aren't afraid to challenge respectfully.





## We are brave and innovative

We challenge the way things are done and keep abreast of developments in our respective field. We come up with new ideas and innovations and those above are open to hearing them. We try new approaches and look for better ways of doing things. We harness all the talent we have in the business to ensure that we remain at the cutting edge.

## We are always learning

We aim to learn something new every single day. We are curious, think deeply and make use of the resources around us to increase our knowledge. We're not just refining our skills in our own role, but expanding our skillset and taking that mindset into our personal life too. The more we learn, the more we can achieve! We are learning in the broadest possible sense, and we are freely sharing the learnings with colleagues and externally.



## We deliver

We have a clear vision of what we want to achieve and we call on our determination and persistence to produce great results. We are solution focused with a can do attitude. We keep our teams and customers at the heart of everything we do. We deliver on our objectives, we are continuously finding better ways of doing things. We are resilient and persistent and have a 'can do' attitude.

## We enjoy the ride

We view our time here as more than just a job, but a place where we can build lasting friendship and connections that help us grow both professionally and personally. We look for a personal connection, understanding we work with humans and not machines. We enjoy the work and we don't take ourselves too seriously.



# People & culture



## How we work

We're always working to make sure our environment is **positive, supportive** and **inclusive** and we are determined for it to stay that way as the team grows. We value open-mindedness and diversity and we place a **big emphasis on candid feedback that comes from a place of care.** We understand the importance of wellbeing of our teammates and care about the people around us.

On the next slides there's some extracts from our **Code Of Conduct**, a document we use to guide us in our behaviours, attitudes and in how we work together.

## Be honest.

---

We believe being radically honest but coming from a place of care is the way to create a space where we can all thrive and grow.

## Be brave.

---

It's important to remember to always speak up for what's right - don't ever be a bystander.

## Be kind.

---

Always be kind. Do not insult or put down others. Harassment and other exclusionary behaviors aren't acceptable.

## Be yourself.

You are encouraged to be yourself, while being mindful and respectful of others.

**Be welcoming  
& considerate.**

---

**Be respectful,  
friendly & patient.**

---

**Give credit where  
credit is due.**

We want to be a company that welcomes and supports people of all backgrounds and identities.

No disagreement is an excuse for poor behaviour, poor manners, unfriendliness, or lack of patience.

We feel it's important to always publicly acknowledge, recognise, and reward your colleagues where due.

**Assume  
positive intent.**

**Don't hoard  
knowledge.**

**Pay it forward.**

Trust each other, assume positive intent, but don't be afraid to challenge. Always proceed with kindness.

Share your learnings and understand that collective knowledge is a way we all progress and thrive.

If you can help someone, do it. We are all in this together.

## Engagement & enablement

We value transparency and open and direct communication, while making sure that everyone has a voice.

To motivate our teammates, we encourage open and honest feedback and giving praise where due.

We provide opportunities for regular engagement via a number of different channels across the business.



## Flexible & hybrid working

We work hard to create a company culture that respects and values personal wellbeing, including flexible and remote working.

While there is real benefit in having people close together because it facilitates new ideas and fosters growth, we recognise we all have an optimum rhythm, and the values of ownership, responsibility and autonomy are ones we hold dear.

We fully support flexible working and won't restrict it unless absolutely necessary.

Our hybrid-remote operation aims to provide an agile and flexible base from which to grow.

The guiding principles around documentation, visibility and social interactions help us ensure we can continue our work productively and successfully, regardless of everyone's location.

However, we do like to get together frequently for an in-person meeting, brainstorm, hackathon etc.

We are assessing as we go, making incremental tweaks and improvements where needed.

Stuff we feel  
strongly about

# Learning & development

Personal development ties in with our value of continuous improvement and learning and is very important to us.

Individual learning budget, personal development plans, leveling & progression frameworks, coaching for managers, and various learning sessions are just some of the ways we support continuous growth for all team members. We make access to learning as effortless as possible, and ensure that everyone can take control of their own learning and development.



# DEI & Equal opportunities

We recognise that everyone has a contribution to make to our society and a right to equal opportunities is a right for all.

We oppose all forms of discrimination and are committed to providing a working environment where everyone can be their authentic self, and individual differences and contributions of all team members are recognised, valued and actively celebrated.



# Wellbeing

We care deeply about wellbeing and value physical and mental health as equal.

We offer private healthcare (insurance) for team members and their families, and a generous holiday allowance on top of company holidays. We also pay a monthly wellbeing allowance to ensure you remain healthy and productive.

We continuously provide wellbeing tips and resources, sharing our stories in a public forum, to create a workplace where speaking about wellbeing is not only perfectly acceptable, but an essential part of our culture.



MARCH 2024



INSUR