

PRESS RELEASE

Klare, a revolutionary digital insurance broker in Chile partners with Amsterdam-based insurtech Digital Insurance Group.

Amsterdam, 22 April 2020

The Amsterdam-based Insurtech Digital Insurance Group (DIG) celebrates the launch of Klare, a Chilean digital broker that aims to drastically innovate the insurance market which has been relying on traditional models for decades. DIG worked with Klare, supported by Santander, one of the world's leading banks, to develop the digital platform the company is working with, based on its award-winning acceleration platform and core middleware solution.

The technology behind the digital insurance broker enables a seamless customer journey through personalized pricing, a comparison tool and flexible product offerings from multiple insurers. The self-service customer portal is designed to encourage engagement with customers and generate cross-sell opportunities.

On this 100% digital insurance platform, Klare present to customers a small set of questions, after which insurance options are presented in an easy overview and tailored to the personal situation of the customer. In this way, Klare brings insurance closer to the customers, who need it but have little knowledge of what the insurance market has to offer. Klare aims to break down the barriers that exist between consumers and insurers and enable people to protect themselves more easily against future risks.

Apart from an innovative B2C model in Chile, Klare is a clear step into the insurtech world by Santander, partner of this venture. DIG technology enables banks and insurers to innovate at record speed by building digital solutions on top of the existing legacy systems. DIG's acceleration platform of API middleware and front-end solutions enable global insurers and banks to:

- Add digital sales channels within weeks for both life and P&C products
- Launch customer portals and wallets solutions
- Be an orchestrator for ecosystem partners for engagement and services

Nelson Segura, CEO of Klare: *"We wanted to boost selling life insurance to a broad target group - also making it attractive to Millennials- starting in Chile. Thanks to DIG, we developed a completely new online broker where they worked with our Klare Team to get to an MVP in just months. We would have never reached that goal if we had to do everything from scratch. Having a full online quote and buy flow including identity checks and payment was our main goal, and we did it."*

Ingo Weber, CEO of Digital Insurance Group: *"We are proud to be part of the launch of Klare and its mission to revolutionize the insurance experiences of customers. This matches our mission perfectly. And doing this in life insurance makes it even more innovative. Together with the Klare Team, we have developed the Klare platform in such a way that it is easy for consumers to buy insurance, manage their policies, have access to services like consulting with doctors online and get support in case of claims or questions. We enable this with our digital platform which the company now aims to roll-out in more countries. This is exactly how Digital Insurance Group wants to enable insurance companies from all over the world to innovate digitally."*

About Klare

Klare is a new digital insurance broker in Chile with a mission to help people live with less worries about their future. Klare aims to help people trust their insurances by developing simple, transparent and customized products.

About Digital Insurance Group

Digital Insurance Group (DIG) is a leading insurtech innovator and a next generation technology partner of insurers and banks. Its data-driven insurance platform enables insurers, banks, and other companies to offer their customers fully integrated insurance solutions at record speed. DIG was created in 2017 by the merger of two European insurtechs and is currently active in several countries in Europe and Latin America. The company is backed by some of the major US and European VC investors and by the leading global insurance firm Zurich Insurance Group.

For more information:

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