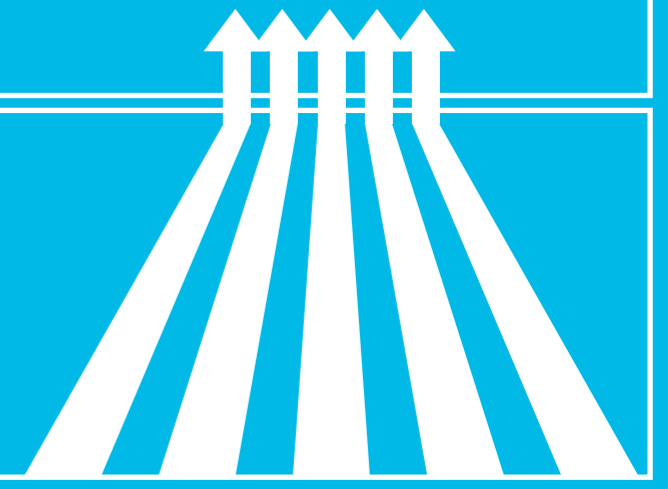


The market remains stagnant.

Global annual real premium growth rate was just **0.6%** during **2008-2017**.¹

Real growth rate of premiums is estimated to be only **0.2%** in **2018**.²



Factors that influence the insurance needs of today's customers:



Opportunities

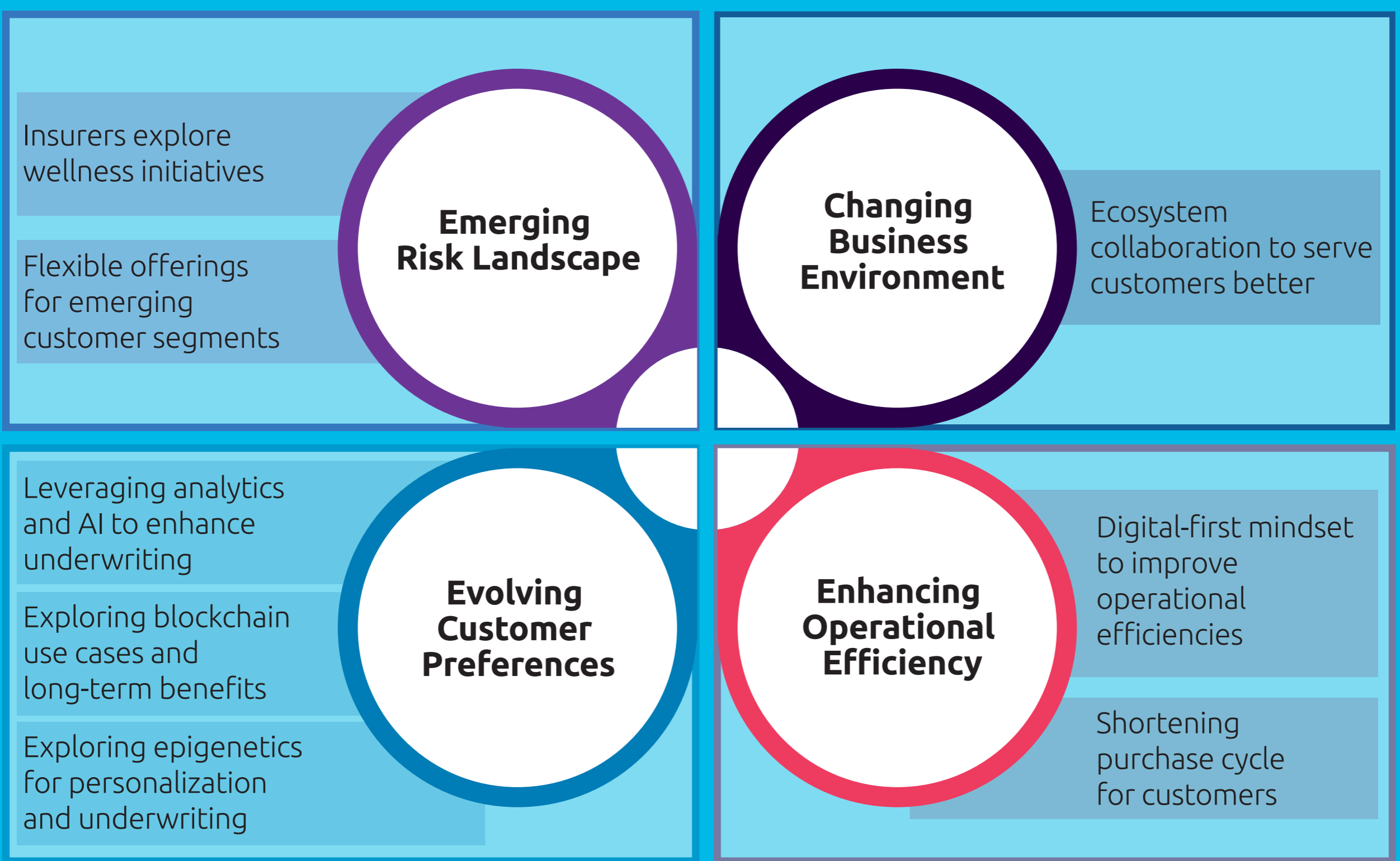
Customers are more open to sharing personal data



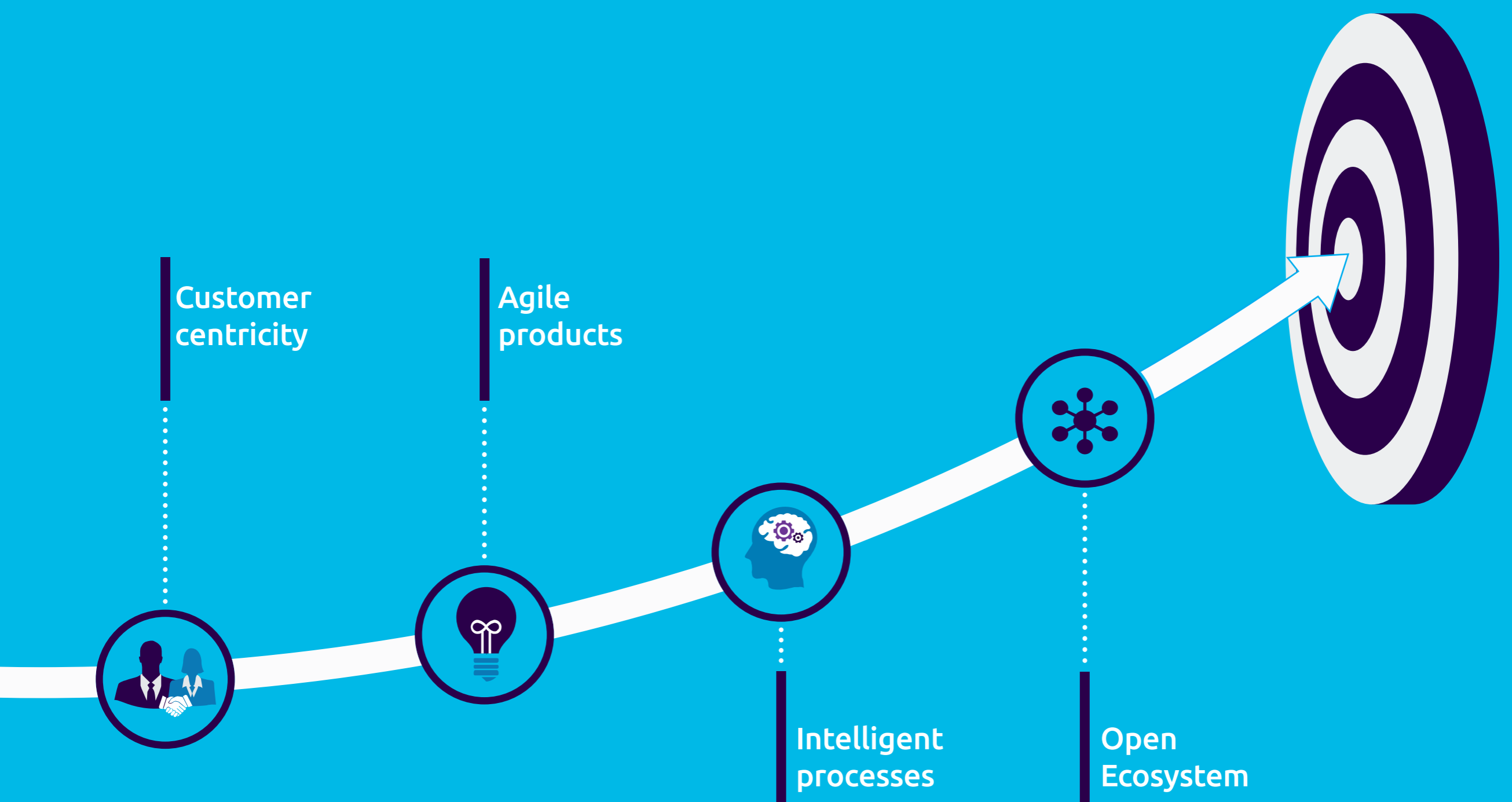
Leveraging emerging technologies such as AI, analytics, and blockchain for enhancing operational efficiencies



Insurers' strategic response to the shifting market dynamics:



To ensure readiness for long-term challenges, insurers need to adopt **Inventive Insurer competencies:**



¹ Swiss Re, "Sigma No 3/2019: World insurance: the great pivot east continues," July 2019

² Ibid.