



luko

# Inventing Homecare

Series B presentation — Sept 20

# We created Luko...

## ...with a simple **vision**.

From day 1, we've considered the home as an ecosystem. Consumers need more than a home insurance. They need a trusted partner to take care of their home, so they can focus on their lives.

## Started by reinventing **home insurance**...

We've built a delightful experience and credible alternative to traditional insurers, with a simple, transparent and sustainable offering that generates trust and customer love.

## ...we can now head towards the **broader pain**.

Evolving from our home insurance foundation to a broader *Home Care* companion taking care of your households' needs : prevention, comprehensive coverage, maintenance & repair.



Despite **€100Bn** being spent on home insurance every year,  
**European homes experience**



**1.5M** Fires

€10Bn paid in claims



**14M** Water Damages

€40Bn paid in claims



**1.7M** Break-ins

€10Bn paid in claims

# We need Care & Protection

All we get is a 60-page long  
insurance contract...



Do not  
prevent



Opaque terms  
& condition



Guilty before  
proven innocent

## 10 - L'assistance

### 10.1 - L'assistance domestique dans le logement assuré

#### 10.1.1 - Les services d'urgence

Événements garantis	Mesures d'urgence mises en œuvre après examen et diagnostic de votre situation		
	F1	F2	F3
• Incendie ou explosion	X	X	X
• Dégât des eaux	X	X	X
• Vol/hertive de vol	X	X	X
• Événements climatiques	X	X	X
• Gel	X	X	X
• Catastrophes naturelles	X	X	X
• Catastrophes technologiques	X	X	X
• Attentats	X	X	X
• Vandalisme	X	X	X
• Bris de vitre inviolable	X	X	X
• Domage électrique	X	X	X
• Choc d'un véhicule terrestre à moteur ou aérien, abriement d0 au franchissement du mur du son	X	X	X
• Autres dommages accidentels	X	X	X

MAIF s'efforce de tout mettre en œuvre pour vous apporter l'aide dont vous avez besoin. Néanmoins, en cas de catastrophe naturelle ou d'événement de grand ampleur, son intervention peut être limitée, indépendamment de sa volonté, aux moyens d'action effectivement disponibles sur le terrain.

MAIF ne peut pas mettre en œuvre ces services lorsque le sinistre survient en dehors de France métropolitaine.

Ces prestations sont mises en œuvre en France métropolitaine.  
Pour accéder à ce service 24 h/24, 7 j/7, contactez votre délégation.

#### 10.1.2 - L'assistance dépannage : serrurerie, plomberie, électricité, chauffage

→ Assistance exorbitante

Situations prises en charge	Lieu de survenance	Contenu et conditions de mise en œuvre de la prestation après examen et diagnostic de votre situation
• Perte de clés* • Vol de clés* • Clé cassée dans la serrure* • Clé restée à l'intérieur du logement privatif assuré	France métropolitaine	Prise en charge des frais de déplacement et de la première heure de main-d'œuvre du professionnel missionné par MAIF. Pour que la garantie puisse être mise en œuvre, vous devez obligatoirement avoir préalablement MAIF. Toute demande de prise en charge de frais exposés suite à l'intervention d'un artisan non missionné par MAIF sera refusée.
* Hors d'office de logement privatif assuré	Donn-Corn de Guadeloupe, Martinique, Réunion, Saint-Barthélemy, Saint-Martin, partie française, ainsi qu'Andorre et Monaco	Prise en charge des frais de déplacement et de la première heure de main-d'œuvre du professionnel de votre choix, dans la limite de 150 € TTC.

Pour accéder à ce service 24 h/24, 7 j/7, contactez votre délégation

TRADITIONAL INSURERS

DIRECT INSURERS

# Unsurprisingly, users are **disappointed**

40% of users churn after filing a claim

**Matmut**

Reviews 182 • Bad



**Groupama**

Reviews 83 • Bad



**AXA France**

• Mauvais



**Macif**

Reviews 233 • Bad



**L'olivier Assurance**

Reviews 253 • Poor



**rofil SA**



**Direct Assurance**

Reviews 642 • Average



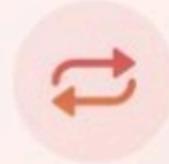
# Today's Insurance Journey ... to hell



Sales reps incentivized to sell options & products with the highest margin.



No news, good news  
You pay bills but get no advice, no prevention.



Every 10 years, something bad happens : a flood, a fire, a robbery.

2 months



30 min waiting on the phone. You discover the details of your contract.



Maybe you'll get some money. Maybe not.  
Go take care of yourself.

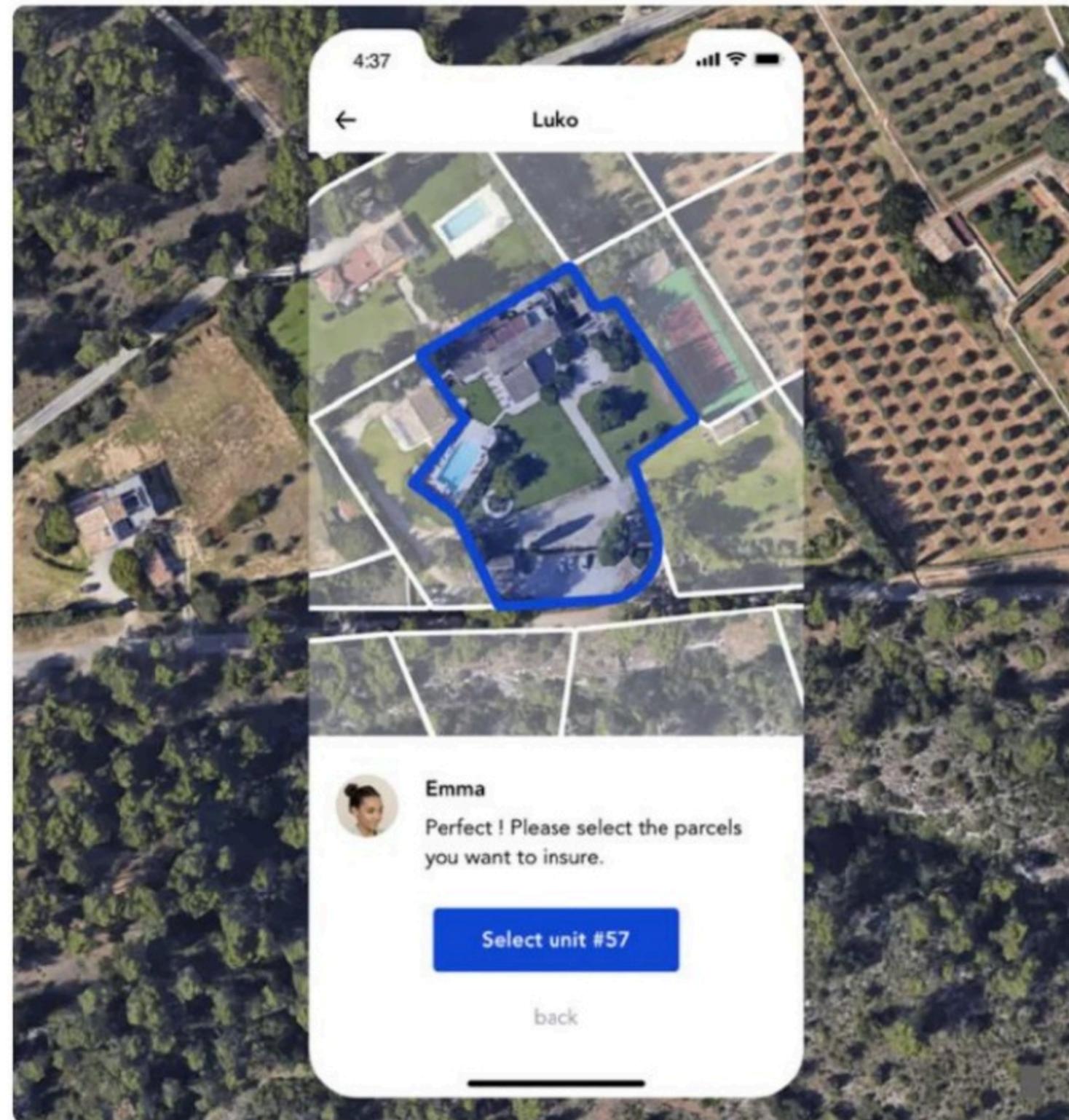
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**Step 1 :**

**Build the fastest growing EU home insurer**

Insured in **2min** ...

Instead of lengthy forms,  
we ~~use external datasets to fuel~~  
~~our underwriting engine &~~  
deliver a **seamless subscription.**



# ... a solution in 2 hours



## Dual Camera

Home 3D scan to measure damaged wall



## Face ID

User Auth, user feelings



## 3rd Party Contacts

Share your neighbour or property manager contact



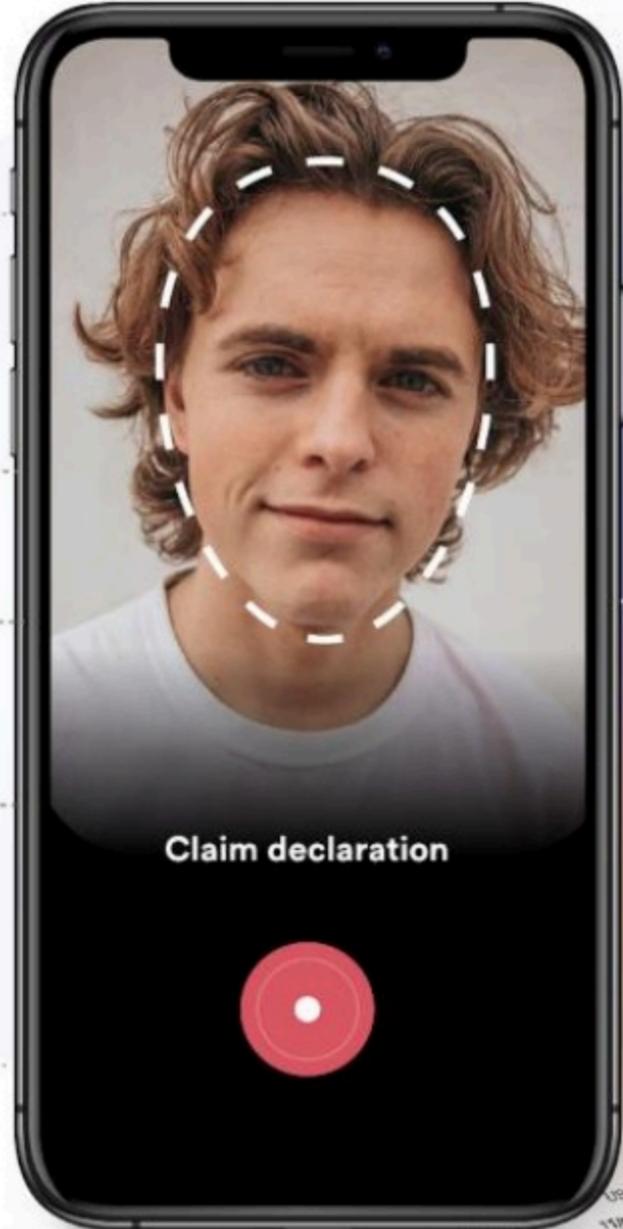
## GPS Sensor

Claim location & AntiFraud



## Scan Document

Upload invoices, police declaration & every doc.



AI & Claims Manager

✗ Not Covered



A repairman at your door in 48h

✓ Covered

REVOLUT Now  
+865€ from Luko 💰

# ... generating customer love ...

EU AVERAGE NPS

20

LUKO NPS

75

“ I was able to report my Water damage on a chatbot.

Was closely accompanied, by email & phone, by a very competent service. As easy as subscribing. A real pleasure.”

— Golden CS

4.6/5



200+ Trustpilot Reviews

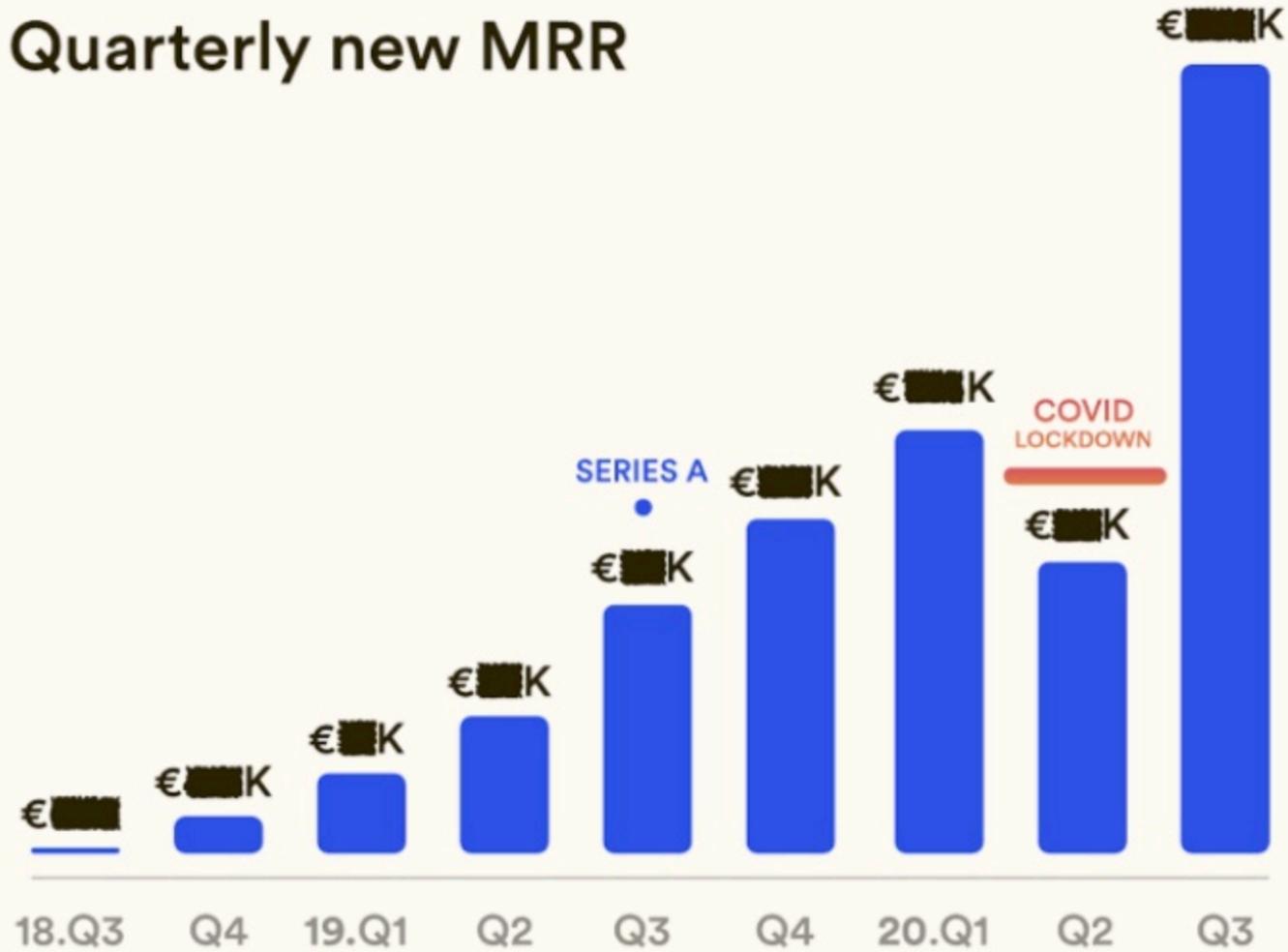


**We take a 30% flat fee, pay claims fast,  
and giveback what's left to your chosen charity**



# ...creating the fastest growing EU Home Insurance

Quarterly new MRR



## Growing Fast

100k homes protected with Luko by the end of 2020



## Resilient

MRR x6 since Series A (12m) despite 3m of hard lockdown

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**Step 2 :**  
**Building Home Care**

# We have built the foundations towards our vision

09.18  
Go to Market

TODAY



**Now**  
Deploy our vision for Home Care

**Customers**  
(core focus)

Digital customers

**Owners & Mature Renters**

**Status**

MGA

**Full stack insurer** (2022-2023)

**Offering**

Mono-product  
Home Insurance

**Multiple home-related Insurance**  
+ Protect + Care services

**Geo**

France only

**Europe**

# Your Home Care companion

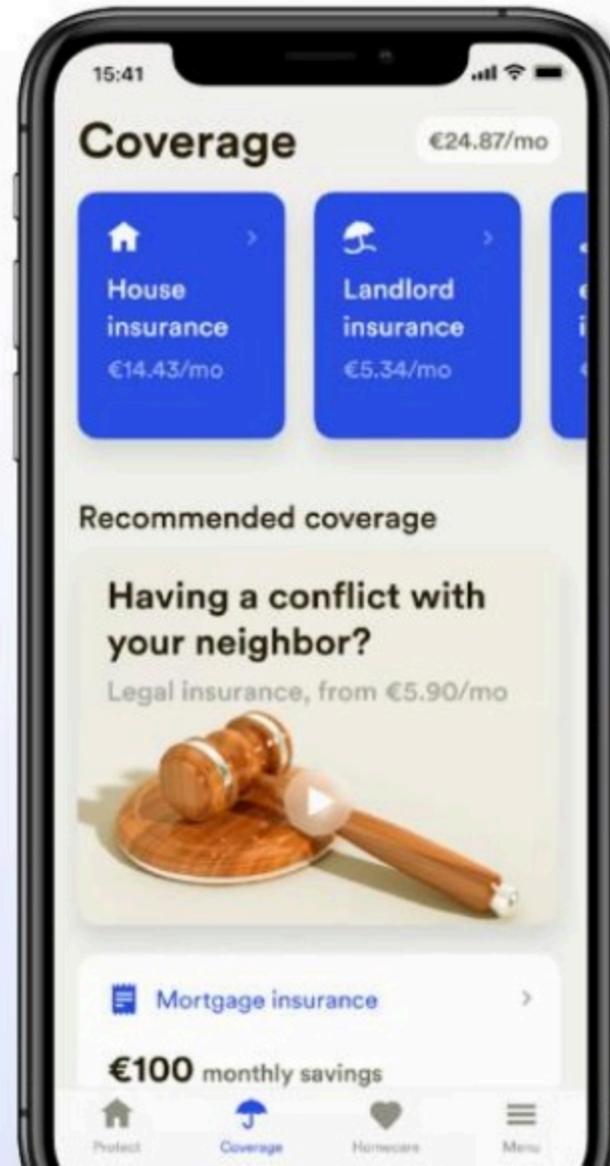
## Protect

Monitor your home activity & prevent accidents



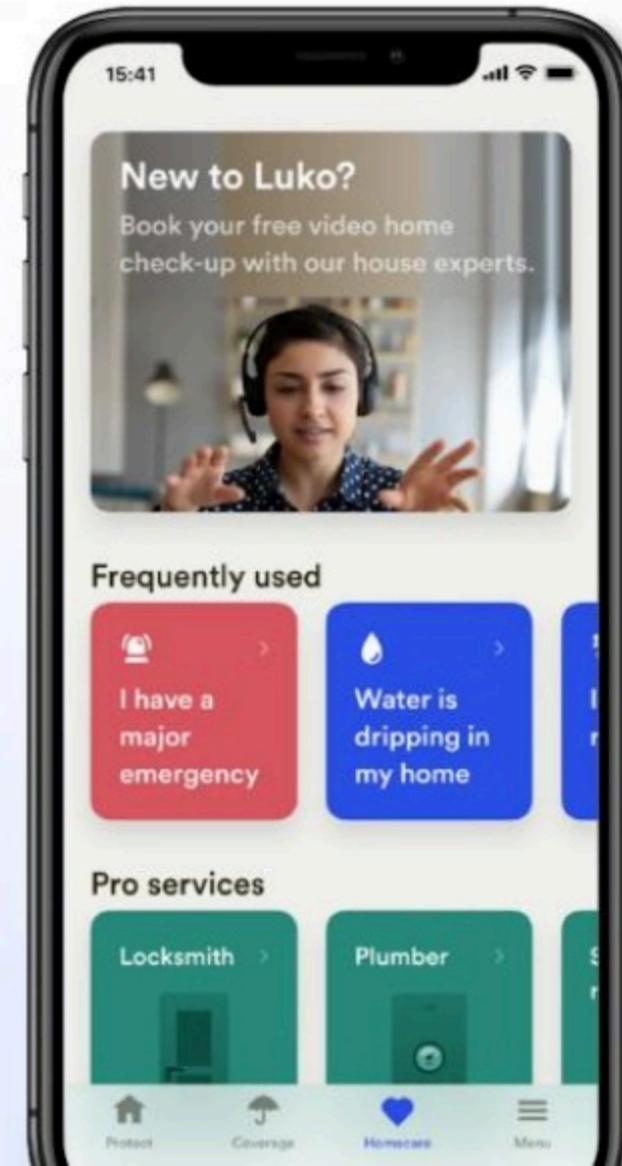
## Cover

All your household's coverage needs in one place



## Care

Remote & onsite vetted experts for proactive care & emergency needs



# Luko Delight flywheel

