Seyna.

Investor Deck

Se na has built a ▨ insurance platform

Brokers & retailers acquire customers. They build their distribution on top of Seyna's risk carrier capacity and software.

Seyna provides SaaS for brokers & retailers, like Shopify does for e-commerce. Tools to manage policies & claims and to run their business.

Seyna provides white label products for brokers & retailers.

6

Using Seyna, insurance distributors get:

1. Insurance products

White-label insurance products created at record speed

Online catalog of products with dynamic pricing on self-service

3. Saas for distribution

Plug & play distribution software for physical or digital networks

Simplified contract management between distributors, brokers, insurers and policy holders

2. Saas to run business

Instantaneous data processing with API as a service

BI tool for reporting and performance analysis

Market data

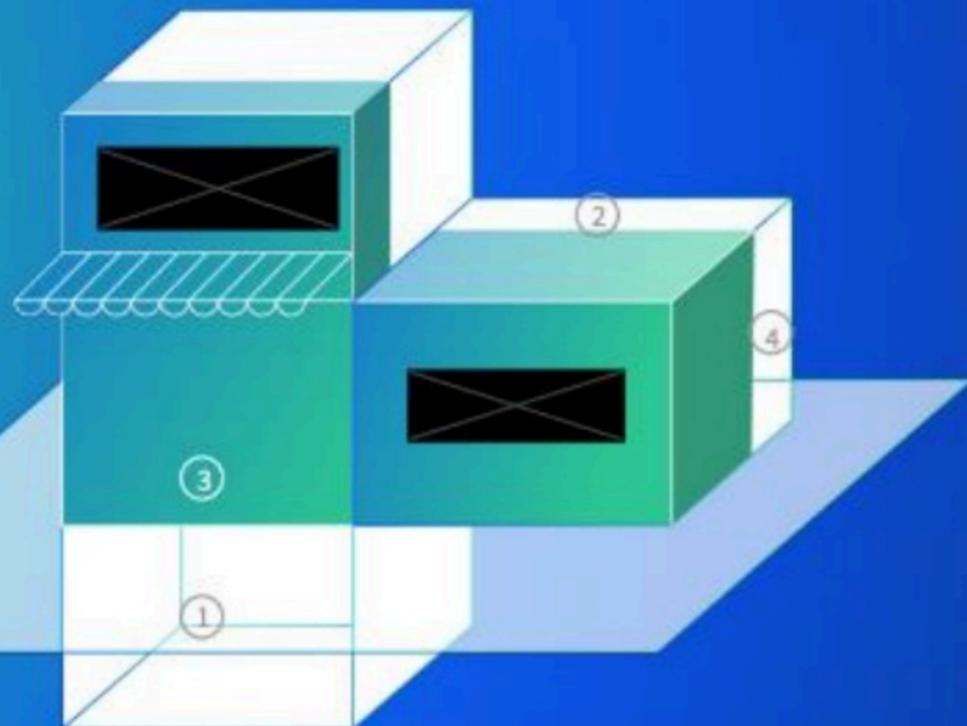**Compliance automation** & training

4. Saas for policies & claims

A single tool to manage the entire value chain vs. a multitude of independent systems

End to end cash transaction

Contracts and claims management software
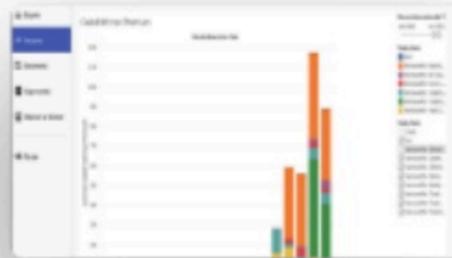
Fraud & AML/CFT tools integrations

Using Seyna, insurance distributors *thrive*

More innovation

X 36
faster product updates

Creations or updates of insurance products adapted to new needs

More growth

Brokers focus on sales and customers, not admin

Brokers generate more sales thanks to improved customer experience

Increased margins

Brokers don't need to spend on tech

Seyna reduces brokers' errors and time-per-task

Some of the brokers migrating to Seyna

Verspieren

Distribution:	Vertical:	ARR for Seyna:
Embedded on Electrodepot (retailer)	Breakage	▨

Garantme

Distribution:	Product:	ARR for Seyna:
D2C and via distributors (agencies)	Rental insurance	▨
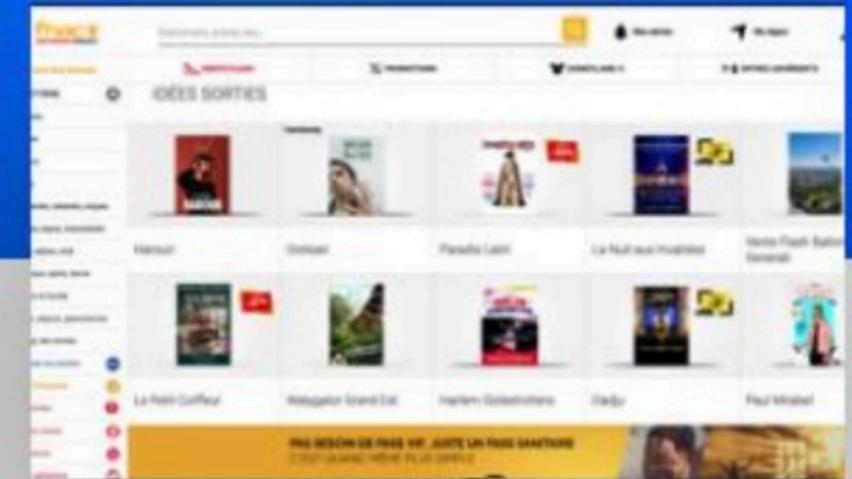
Phenomen

Distribution:	Vertical:	ARR for Seyna:
FNAC Billeterie (online and offline)	Ticket cancellation	▨

A roadmap to capture a huge market opportunity

A €565bn TAM

P&C and Life insurance x/o savings & pensions

€85bn
France

€480bn
Europe w/o France

€416bn

€149bn
Health

P&C
CAGR 4% (from 2015 to 2019)

Roadmap to capturing the entire market

Seed

2019—2021

Focus on 5 verticals in France

- Unpaid rent & Surtey
- Cancellation
- Embedded Motor
- Pet Insurance
- Breakdown/Breakage/Theft

Series A

+3 new verticals

- Event Cancellation
- Health
- Protection

Launch 1 new country

Series B+

As a business, we're in a great position

- ████████████████████

- ████████

- **Partnerships** with the largest reinsurers (Swiss Re, Munich Re, Hannover Re, Scor)

- **Freedom of Services** application has been filed with the ACPR. Seyna is ready to operate throughout Europe

GFC

Allianz ⑪

FINANCIERE
SAINT JAMES
FAMILY OFFICE

Seyna in 5 years: an industry transformed

10X BETTER

### Seyna will revolutionize **the value chain**

- Seyna is an operating system for brokers, distributors, insurers and reinsurers

- Seyna provides the insurance products 36x faster, enabling distributors to cover new risks and improve customer experience

- Seyna shares data with all players, openly. This flips the insurance industry upside down. We no longer compete on data, but on service quality

Seyna will be a **platform**

- We are a risk carrier so that we can create and update insurance products – that's all

- The world didn't need yet another balance sheet, we don't plan on building one

- Instead, Seyna will connect policy holders to strong balance sheets, at an increasingly rapid pace (we already do this with our reinsurance marketplace)

Seyna will **enable all the market**

- Seyna's TAM is massive (€565bn). Enabling it all is our end goal

- Seyna platform is built to be international. That too is our goal
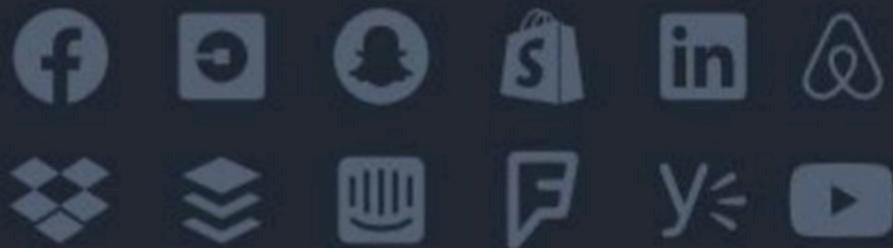
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