

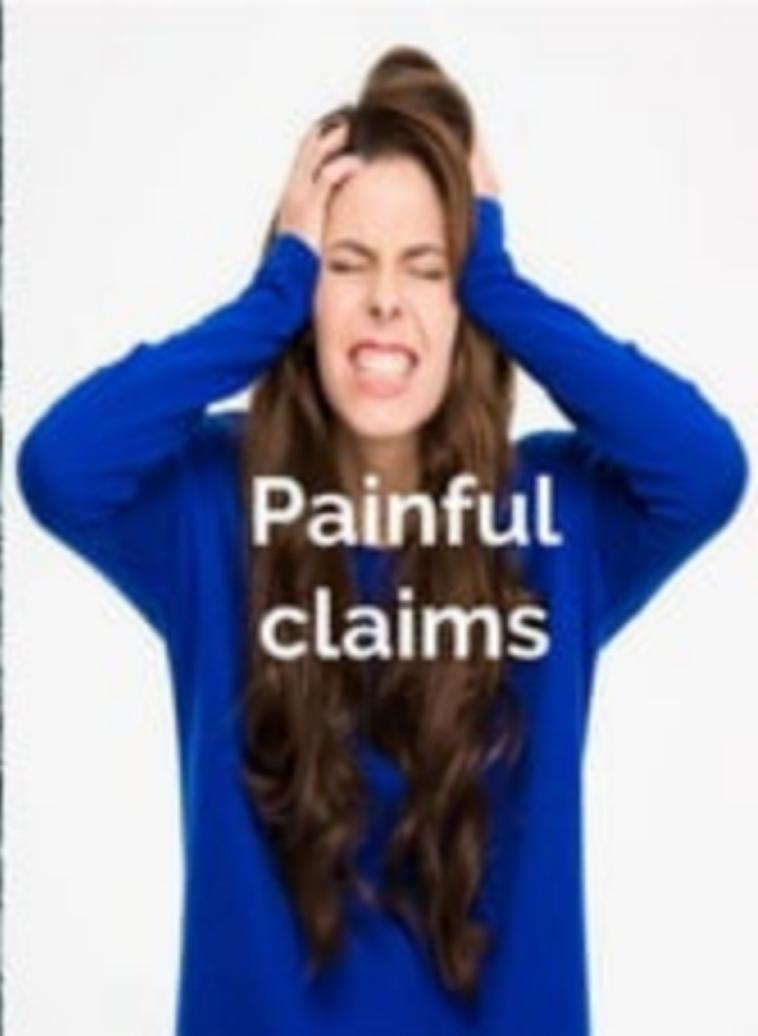
SO-SURE

Restoring trust in consumer insurance



A perspective view of a road or tunnel where the walls and floor are covered in a dense, chaotic pattern of falling US dollar bills, creating a sense of being overwhelmed by money.

Expensive

A woman with long brown hair, wearing a bright blue long-sleeved shirt, is shown from the chest up. She has a pained expression, with her eyes closed and her hands pressed against her temples, suggesting a headache or mental anguish.

Painful
claims



17th century roots



Aligned incentives

Money back when no claims

We deliver insurance that is

BETTER

Reliable,
transparent cover

Swift & painless
claims

CHEAPER



Insurance
Companies

Up to
80%
Money
Back



so-sure

Global ambitions across consumer lines



Launched in \$1bn UK cell phone insurance market

Insurance co. with no balance sheet risk

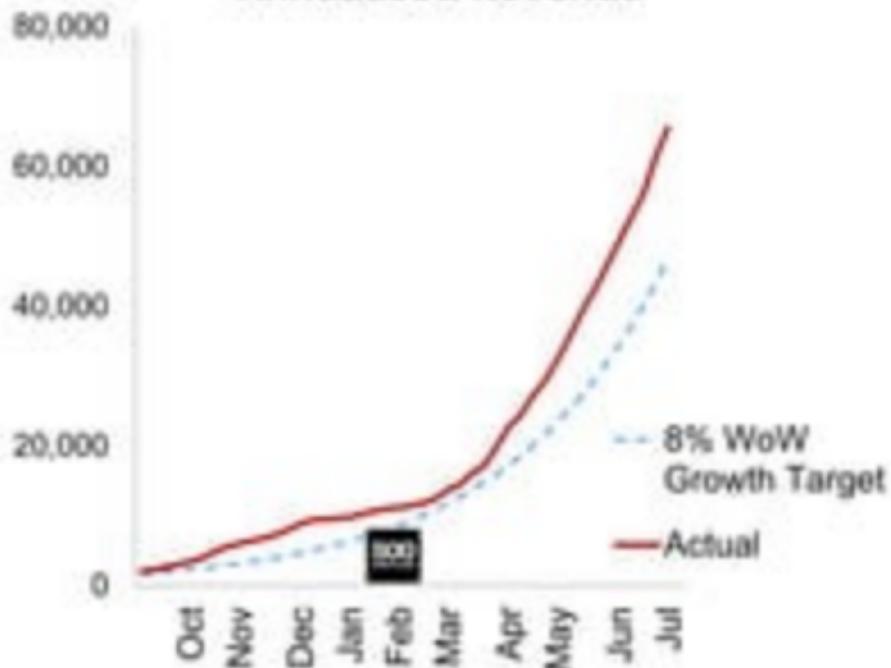
Balance sheet risk partners:



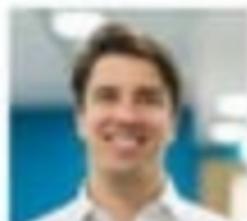
Awesome insurance



Annualised Revenue



Experienced Team



Dylan, CEO
10yrs insurance



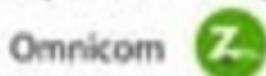
Patrick, CTO
20yrs full stack



Marta, CPO
14yrs product



Vish, Marketing Head
12yrs marketing



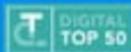
SO-SURE

Restoring trust in consumer insurance



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Global Consumer Insurance

\$1.8tn



Expensive



**Painful
claims**

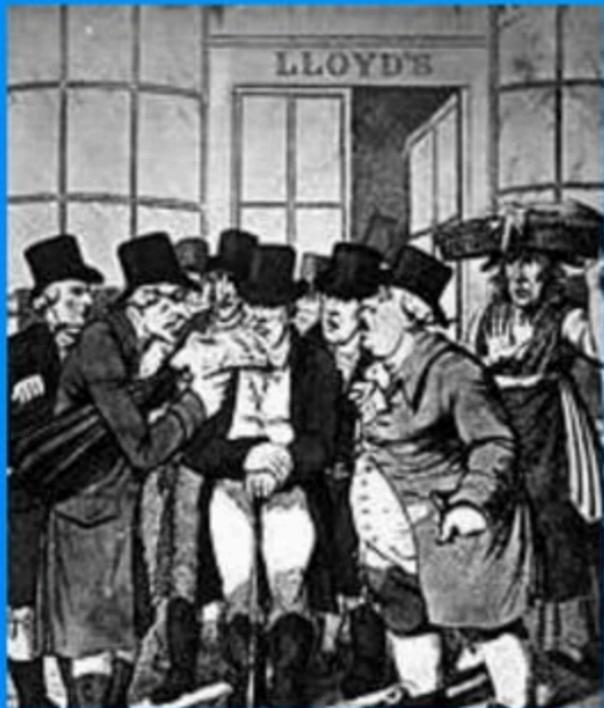
Adults, across the world:

47% trust insurance

52% trust banks



17th century roots



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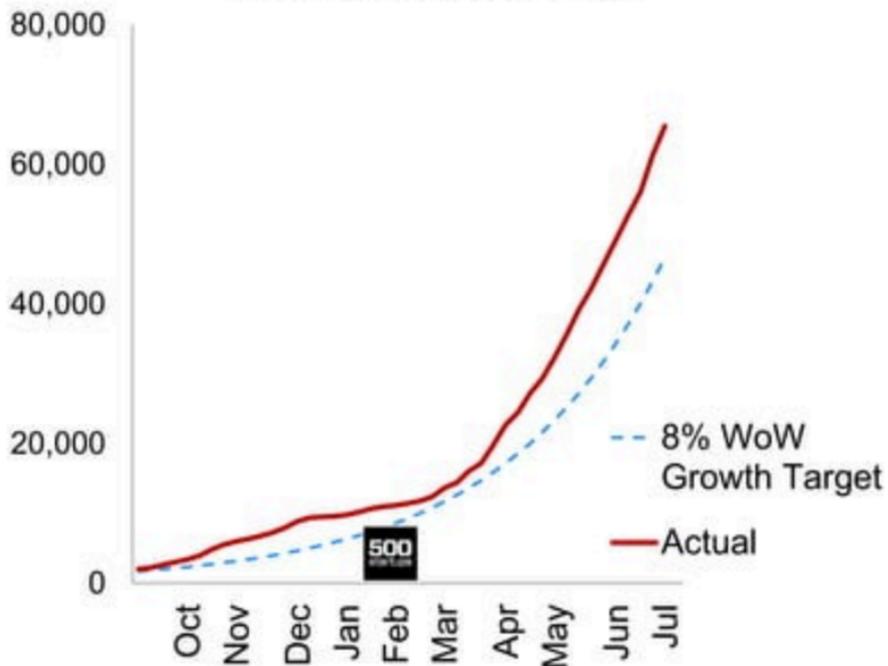
Balance sheet risk partners:



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Insurance co. with no balance sheet

9% WoW growth

NPS 79

SO-SURE

Restoring trust in consumer insurance

