

TOKIO MARINE HCC

Developing the next generation
of Marine cargo insurance and logistics:
Tokio Marine Holdings

Strengths

- Japan's first non-life insurance company
- Policies are inline with International standards

Weaknesses

- Tech is not so advanced
- Brand not as prominent in comparison to competitors

Opportunities

- Increase in global foreign trade
- Increase of technological disruption of the industry.

Threats

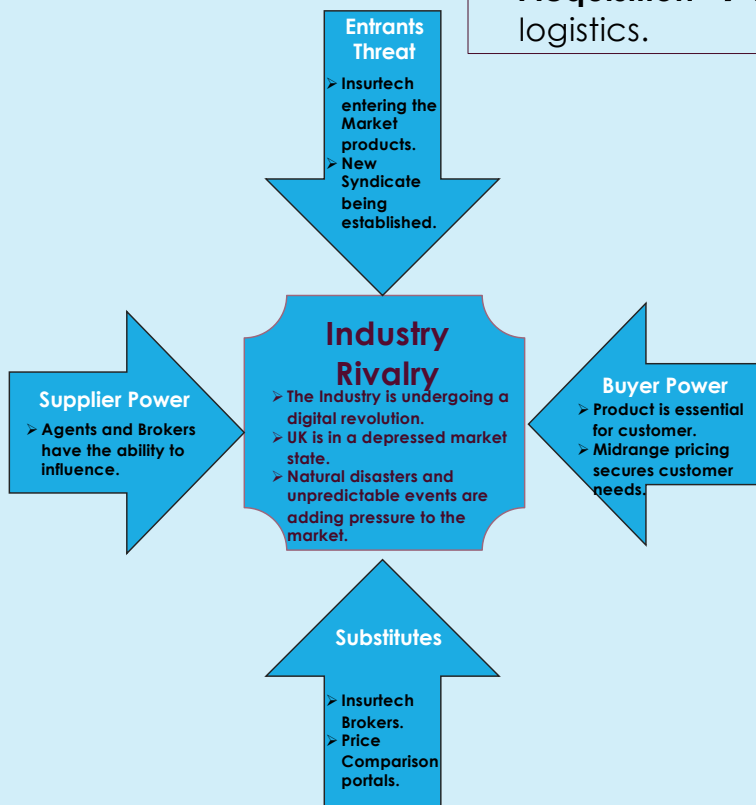
- Increased competition in the market
- Economic uncertainty due to Covid-19

Value Proposition

- **Partner with Key players:**
→ Insurtech's and Insurance underwriters to diversify offering.
- **Acquire insurtech:**
→ maximises efficiency and market share.
- **Improve Business Processes:**
→ To effectively underwrite and improve customer satisfaction.

Recommendations

- ✓ **Innovation Activities** → Collaborate with Specialist Talent e.g. Centre for Blockchain Technology UCL, Incubators, marketplace development and spinoff activities
- ✓ **Acquisition** → Acquire start-ups in Insurtech to improve logistics.



Market Analysis of Insurtech

Company	Location	Focus
Concirus	UK	Digital Transformation, Marine Insurance, Consultancy
Insuremytrans	Sweden	Digital Ecosystems for Marine and Logistics Industries
Parasyl, Inc.	USA	ColdCover- cargo insurance for perishable goods
T-DIS	Germany	Digital insurance platform to support underwriters and brokers