



#1 Release

Site: Israel 

Launch: H2/2023

# The Autonomous Insurance Program

Advanced Algorithms and Big Data to streamline insurance contracts, eliminate human error, reduce costs, and improve accessibility for reliable and transparent financial services



# The Opportunity

90% market share controlled by 5 Insurance groups

Company	Stocks Value	Annual Premiums
Phoenix	\$2,674M	\$3,178M
Harel	\$1,976M	\$4,348M
Migdal	\$1,368M	\$3,766M
Clal	\$1,338M	\$3,018M
Menora Mivtachim	\$1,313M	\$2,073M
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I.D.I	\$350M	\$661M
Ayalon	\$75M	\$915M
WeSure	\$73M	\$77M
Libra	\$43M	\$71M



Choco Mission



Financial Institutions that generates its primarily **revenue by investments**





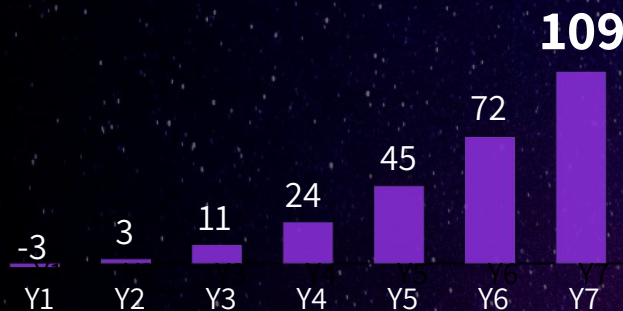
# C Our Story

- 2012** Carried out various **digital projects** for Harel Insurance, including search engine, personal area, claim filing, agents' portals, and more. But production systems, underwriting, and databases were limited due to reliance on **traditional IT** and HR methods.
- 2018** Founded Facio Ltd, a cutting-edge **Smart Policy** Platform. We engaged with numerous leading insurance companies. But, decision-makers were not ready to the **revolutionary** potential of digital disruption.
- 2021** Choco Inc. **USA**. But, due to the absence of self-governing insurance **guidelines**, we were advised to showcase AI Insurance in **Israel "Startup Nation"**.
- 2022** Choco Israel. Building the **Future of the Insurance**, program, institutions products, technology, etc. aligned with the government digital roadmap.
- 2023** Property insurance **license** H2/2023.



# C Mission Program

Within 4-5 years, 100 Million USD budget (63% Advertising, 21% Operations, 16% Deposits), taking 30-40% from all digital insurance transactions through Choco's Platform, than goto IPO



**\$2,888M**  
Premiums (7 years)

**\$260M**  
Profit (7 years)  
before Tax

**IPO**  
\$3,000M program

**\$105**  
Profit Per Share



# C Game Changer Technology

	Cost	Service	Trust
	Premium Costs and Operations		Insurance Service Index
<b>Autonomous Insurance</b>	<b>30-50% Off</b> (Total \$650) \$400 risk \$50 operations \$100 advertising \$100 agents  15-30 remote management officials, and directors	<b>All Services 24/7</b>	<b>97%</b> Target score. AI and Smart Contracts eliminate human error, improve service and trust.  Security and Privacy <b>ISO, SOC</b>
<b>Traditional Insurance</b>	Total \$1,000 \$400 risk <b>\$350 operations</b> \$100 advertising \$150 agents  <u><b>30-6,000 employees</b></u>	<b>Call center</b> 08:00-17:00, Sunday to Thursday. Some services online	87% Current highest score. Mostly human service  Security and Privacy <b>Partial ISO, SOC2</b>



# C Autonomous Insurance and claims



## Channels 1

Self service, Agents, Magic Link, Plugins, and Open APIs



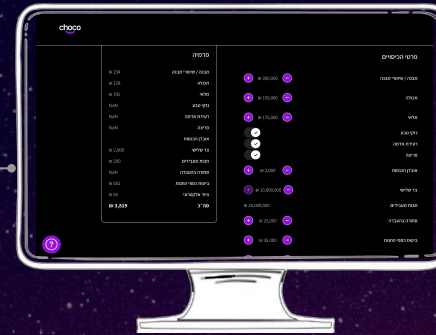
## Products 2

P&C, Life, Health, Pension  
Reinsurance Market place



## Underwriting 3

using Big Data, GIS, and, AI questionnaires



## Payments

Back to back credit  
claim payment, push to  
wallet or bank



## Smart Policy

Data and Algorithms to  
operate Service and Claims

## Repository



Policies Ledger, Orchestration  
bots, and fraud detection



# C Licenses Roadmap Strategy

current →

**Stage A** 10 Million USD

**Property License**, program, products, tech, and advertising

**Stage C** 65 Million USD

**Pension License** program, products, tech, and advertising

24 months

12-18 months

12-24 months

12-24 months

**Stage Zero** 3 Million USD

Program, institutions, governance, products, technology, etc, (24 months)

**Stage B** 25 Million USD

**Life, Health, and Liability Licenses** program, products, tech, and advertising

**Stage IPO**





# Stage A - Property Insurance

\$3M License | \$3M Operations | \$4M Advertising



## Office Insurance

AI concierge will match your business insurance needs



## Home Insurance

Smart Home and IoT connectivity, GIS model, Personal Vault

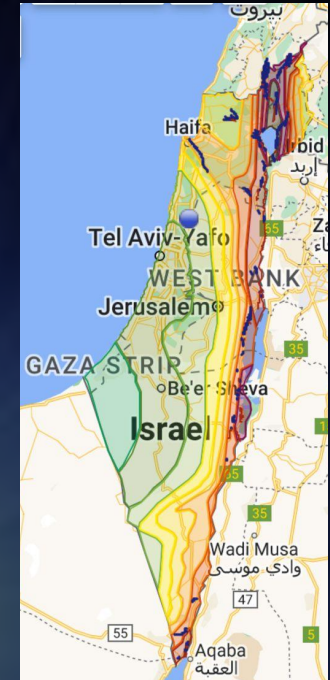


## Professional Liability

Bundled with property, connected with social media and plugins



**Go To Market:** Self-employed and Small Business, a market that is **under-insured** >720 Million USD annually premiums. out of 3 Billion USD market size estimation. Micro segments and low premiums, makes this audience **not attractive for traditional insurance.**



GIS Earthquake model



# C Stage B - Financial Institution

\$6M Licenses | \$5M Operations | \$14M Advertising



## Health Insurance

AI medical services, with claim and seamless payments



## Life Insurance

AI concierge will match your insurance needs



## Savings

Innovative savings and investment products



## Travel Insurance

On/Off travel insurance, remote doctor, SOS



## Liabilities

Consult with a lawyer, or file a claim in a click



## Car Insurance

On/Off Car insurance, and IOT to protect life and property



**State of art insurance products**, with better Price, more Services, and Fairness.

**Long term investments** using long term insurance contracts, such as health, life, and liabilities



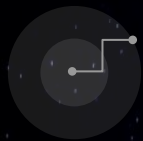
# C Stage C - Free Pension

**\$7M License | \$13M Operations | \$45M Advertising**



**No commissions, lifetime.** annual costs 2-5 million USD will be subsidised by the Company.

**Investment policy 100% in Israel national infrastructures and innovative projects, with long term yields, and significant impact on the markets.** Target assets under management **250 Billion USD,**



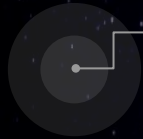
## Living

100 Billion USD, 30-50 years  
3-5 new cities, 1,500,000 new homes



## Transportation

40 Billion USD, 10-40 years  
Harbors, Airports, Trains



## Healthcare

60 Billion USD, 10-40 years. Hospitales,  
Medical robots, labs, and assistance



## Energy

35 Billion USD, 10-40 years. Fusion and  
Solar



## Research

15 Billion USD, 10-40 years. Genome,  
Recycling, Food and Industrial printing



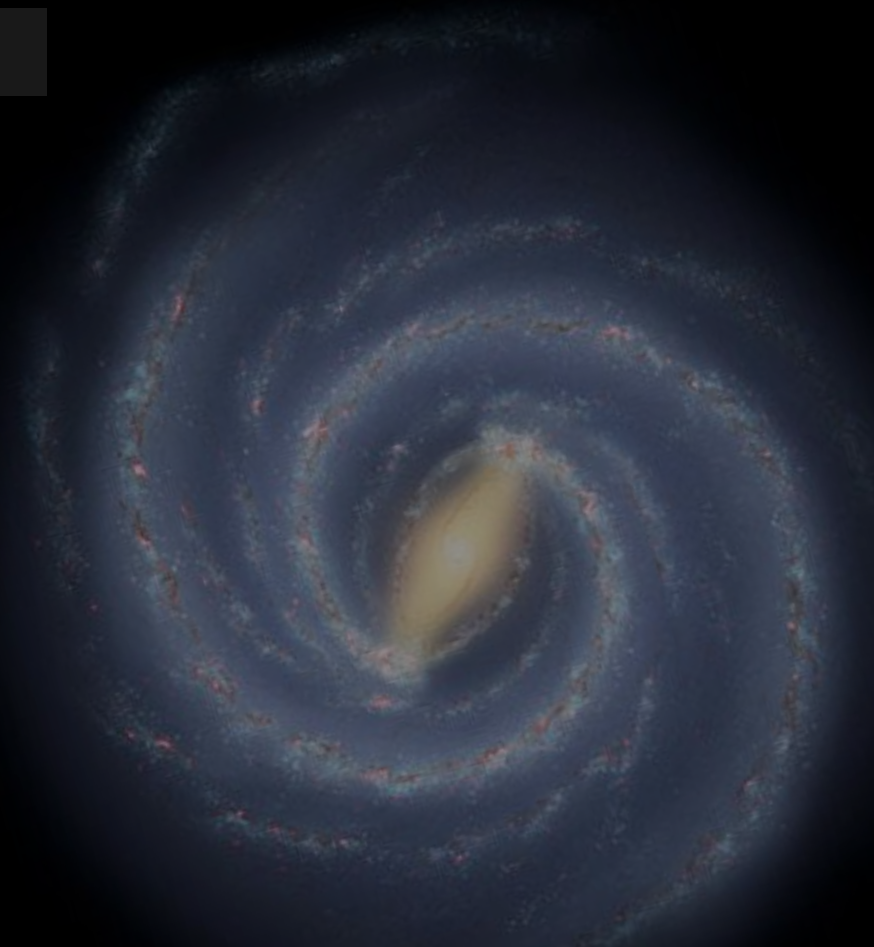
# C Stage D - IPO

Establish a robust **Financial Institution**, providing a comprehensive range of insurance and pension products, and a **significant impact on the Israeli Market**

Company	Stocks Value	Annual Premiums
→ <b>Choco</b>	<b><u>\$3,500M</u></b>	<b>\$2,500M</b>
Phoenix	\$2,674M	\$3,178M
Harel	\$1,976M	\$4,348M
Migdal	\$1,368M	\$3,766M
Clal	\$1,338M	\$3,018M
Menora Mivtachim	\$1,313M	\$2,073M

**Program cost \$100 Million USD, Timeline 36-66 Months**

Licenses \$16M | Operation \$21M | Advertising \$63M







# Thank You

We would like to take this opportunity to express our gratitude to our families, partners, friends, and all those who have supported us with their encouragement and assistance.

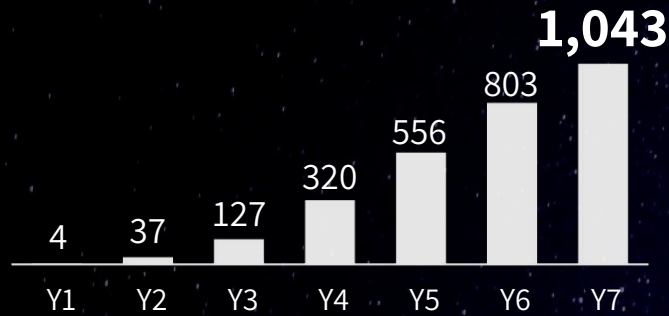
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The information room held by Gissin & Co. lawyers, as well as through consultation with EY Israel. Our company's technology, Choco Insurance, has been available online since May 2022. For further details, please contact us at [hello@chocoinsurance.co.il](mailto:hello@chocoinsurance.co.il).



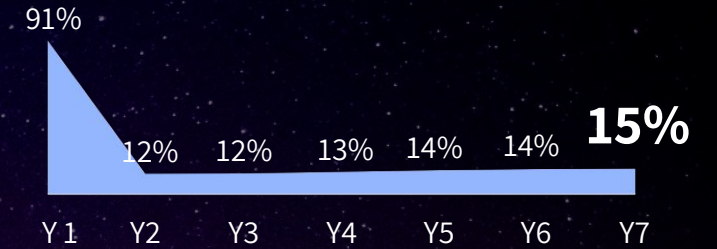
# C Sales and Growth Plan

In Million USD. Year over Year, 7 years. Without Pension, and Investments



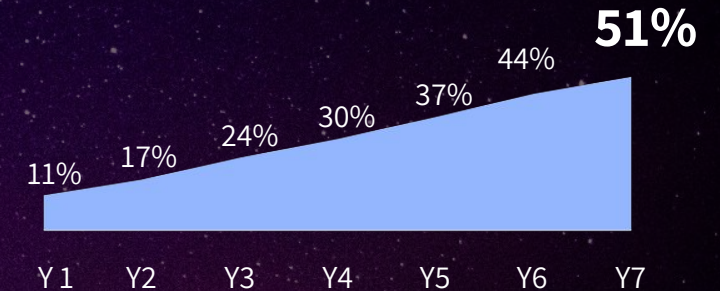
**\$2,888M**  
Premiums (7 years)

**15%**  
Expenses



**\$1,063M**  
Share (7 years)

**51%**  
Loss Ratio



**\$260M**  
Profit (7 years)  
before Tax

**42%**  
ROE

