

# Car and home insurance

## DASHBOARD

JANUARY TO  
JUNE 2022

### DISCOVERY INSURE PROTECTS OVER



**289 000**  
cars



**R434 billion**  
in insured assets

AND

### HAS ANALYSED OVER



**16 billion km**

of driving data: the equivalent of over  
100 trips to the sun

### OUR UNIQUE BUSINESS MODEL ALLOWS US TO OFFER CLIENTS INCREDIBLE VALUE



**Over R1.4 billion**  
in fuel cash back

+



**Over R166 million**  
held in the Insure Funder Account  
(IFA) currently

### VITALITY DRIVE HAS GIVEN US WORLD-CLASS INSIGHT INTO OUR CLIENTS' BEHAVIOUR

We appreciate the uniqueness of our clients, and take account of their particular needs and risk profiles, all the while rewarding them for driving well. Our data allows us to measure how people drive, with interesting distinctions to be seen between different groups.

#### An early morning driving tip

Clients who start a trip between 06:00 and 07:00 save on average **13%** of the travel time per kilometer compared to if they started their trip between 07:00 and 08:00.



#### On average, FEMALES are better at:

- Keeping to the speed limit by **19%**
- Cornering smoothly by **26%**
- Accelerating smoothly by **29%**

#### On average, MALES are better at:

- Braking smoothly by **16%**
- Not using their cellphones while driving by **24%**

#### On average, DRIVERS UNDER 25YRS present the largest opportunity for improvement because they:

- Accelerate almost **twice** as harshly
- Brake **35%** more harshly.
- Experience **3 times** more cornering events.
- Use their cellphones while driving **65% more** than other drivers.

Interestingly, they **speed less** than the worst group, which are drivers aged 30 to 35.

#### South Africans are progressively returning to normal:

- We have seen that the number of people who are driving to work has returned to **80%** of pre-COVID-19 levels.
- These trips to work are done on average **3 days** a week, with the most popular days being **Tuesdays** and **Wednesdays**.
- The least popular day for a work trip is a **Friday**

# Vitality Drive 2.0 is working!

Two years ago, we enhanced the way that we measure driving behaviour to increase and sustain Vitality Drive engagement. Since then, we've seen how our new way of measuring and rewarding good driving behaviour has influenced our clients.

## A LOSS-AVERSION BASED MEASUREMENT of driving behaviour led to an increase in Vitality Drive points earned



Loss aversion is the principle of people preferring to avoid losses rather than accumulate gains. With Vitality Drive 2.0, clients receive 25 Drive points every day which they can avoid losing by driving well.



Clients now earn **34%** more Vitality Drive points every month, on average

## BY REMOVING THE LIMIT ON THE TOTAL NUMBER OF POINTS THAT can be lost for each driving behaviour, clients can easily identify and correct their worst ones

Driving behaviour is the main cause of accidents and motor vehicles. **Speeding and cellphone use**, particularly, are two of the main driving behaviours that ultimately result in **60% of motor fatalities**.



Speeding is highly predictive of vehicle accidents: clients who claimed had lost, on average, **53%** more points due to speeding than those who did not claim

But, since the introduction of Vitality Drive 2.0, there has been a **20%** decrease in speeding events over the year

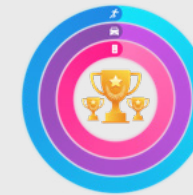


However, we observed an **8%** increase in cellphone usage while driving over this time

This is concerning as there is a difference of over **50%** on average in cellphone usage between those who had an accident and those that did not.

## THIS LEADS TO MORE VALUE received by our clients

### Clients are earning more Vitality Active Rewards

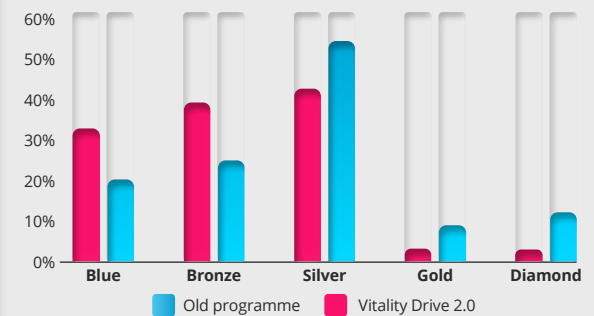


Drivers who achieve their Vitality Active Rewards drive goal every week improve their driving behaviour **15 times more** than drivers that only achieve their goal once in a month. Weekly Vitality Active Rewards goals are now easier to achieve since they have been aligned with how clients earn monthly Vitality Drive points.

Clients are earning **76%** more Vitality Active Rewards following the introduction of Vitality Drive 2.0

### And they're achieving better Vitality Drive statuses

Distribution of Vitality Drive Status



The distribution of driver status' has **improved**, with a higher proportion of drivers now earning a better Vitality Drive status on the new program. The higher a client's Vitality Drive status, the more benefits they get!

# Vitality Drive delivers unmatched rewards

Because our improved Vitality Drive programme is working well, clients have become better drivers, allowing them to earn more rewards. This is more relevant now than ever due to the recent significant fuel price increases.

The fuel price has increased by **41%** over the past year

Clients have driven **3.8%** more on average in the past year, compared to the year before

Clients have experienced **46%** higher fuel costs than in 2021

**BUT**

Clients can get up to **50%** of their fuel spend back every month just by driving well. This rises **in line with the fuel price**, meaning that by engaging more with Vitality Drive, clients can beat the fuel price increase.

## Tips to help your clients **EARN THE MOST FUEL CASH BACK**

### Three steps to earning fuel cash back

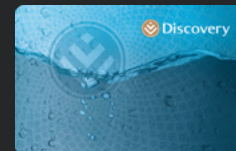
**01**

Install a telematics device



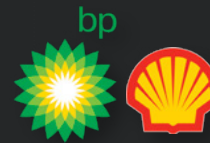
**02**

Link their Vitality Drive card



**03**

Swipe their Vitality Drive card



Over **60%** of clients did not remember to swipe their card when they filled up in the last six months, meaning they earned no fuel cash back. Remind your clients to swipe every time they fill up at bp and Shell!

Your clients can **MORE THAN DOUBLE** their fuel cash back % by: