

# Press kit

Edition 2020

wakam

[wakam.com](http://wakam.com)



## What is Wakam?

An integrated and impactful INSurer

Wakam seeks to bring innovation to all through its groundbreaking and transparent insurance solutions, distributed under white label by its partners. As part of its 100% digital offer, Wakam has developed a new generation of embedded insurance products that are seamlessly integrated into the products that they cover – giving absolute peace of mind to the consumer.

Secured by  
**wakam**



Wakam is bringing trust back to the insurance market thanks to its Secured by Wakam© label, which lets the end consumer know that its products meet the same high standards as defined by the principles in its commitment charter.





## The transformation of an insurer into an INsurer



2000

**Oliver Jaillon** acquires Wakam (formerly La Parisienne Assurances), and integrates it into the Protegys group which designs and distributes insurance products.



2015

**Strategic repositioning of Protegys**, with a refocus on insurance. Divestment of brokerage activities and transition into a more innovative and responsive business model.



2016

### **B2B2C white label**

Business model reorientated around creating cutting-edge P&C products, which are distributed under white label by partners.



2018

### **Digital & International**

Launch of IPaaS (Insurance Product as a Service) technology platform integrating API products, a private blockchain and a DataHub. Conception of an in-house methodology and tailor-made tools to automate the creation of partner products.



2019

**Top 20 French P&C insurers** present in over 13 European countries.



2020

### **La Parisienne Assurances becomes Wakam**

The model is rethought, allowing partners to build their own custom-made insurance products on the Play & Plug platform. Wakam also gives itself the challenge of becoming a mission-driven company.



**37,2%**

Average annual growth rate over the last 5 years

**382<sup>M</sup>**

Turnover in 2019

**Key figures**

**55%**

International turnover

**68%**

International turnover growth rate

**230**

Distributor partnerships

**28,2%**

Return on equity

Today, Wakam reflects its European focus, accessible in multiple languages and present in 13 countries.



## What does Wakam do?

Bespoke insurance products, created in just a few weeks.



### Digital products :

Wakam is recognized for its white-label offers, destined for distributors, brokers or Insurtechs. The company constructs **100% of its services by API**, and **hosts over 300 000 contracts** on its private blockchain to automatically manage policies.



### Building in record time

This digital strategy allows Wakam to construct tailor-made insurance solutions, perfectly integrated into the products that they cover, in a few weeks or under a day for some. Thanks to **Wakam's Play & Plug platform**, partners can define the parameters that best suit their needs, and get embedded insurance **in a few hours** in total autonomy.



### United partnerships for the long term

Adapted to **the challenges of a new economy**, these unique solutions attract the most dynamic and prosperous players in the European sector, including **Zego, Inshur, Luko, ByMiles, Qover, and +Simple.**





## **What is Wakam's mission?**

To drive a new “Tech for Good” approach to insurance.

Wakam wants to rethink the historical role of the insurer, by encouraging progress and innovation while offering people long-term protection.

The **Free to Impact**  credo encapsulates Wakam's business culture, which is founded on  **independence**, autonomy, and constantly involving its teams. This commitment propels the company to design meaningful and solidarity-based products, like **inclusive insurance** to help those in need.

Convinced that insurers have a key role to play in societal and environmental progress, Wakam is evolving into a **mission-driven company**  by the end of 2020.

The inclusion of Wakam's **key engagements** will be included in the company's by-laws, followed by the implementation of best practices on profit and zero-margin activities to help combat a lack of transparency in the industry. In addition, a mission governance committee will be assembled by the end of December 2020 to give life to this **transformation** .



## About Wakam

Wakam is an INSurer that creates white-label solutions for its partners, offering integrated and impactful insurance to 13 European countries. At the center of its 100% digital offer, Wakam develops bespoke and embedded insurance products that are seamlessly integrated into covered products or services. The Secured by Wakam© label allows the end consumer to be fully protected by exacting commitments. With a turnover of €382M in 2019, Wakam is one of the top 20 P&C insurers in France. In March 2020, it was included on the Financial Times “FT 1000: Europe's Fastest Growing Companies 2020,” ranking No.1 in the Top 50 largest turnovers.

Download [the media](#) kit for logos, photos, illustrations and the Wakam brand reveal video.

[www.wakam.com](http://www.wakam.com)

## Press contact

**Eric ALLOMBERT – Wakam**

[eric.allombert@wakam.com](mailto:eric.allombert@wakam.com)

+33 (0)6 89 91 53 73

**Charlotte EUZEN – Tilder**

[c.euzen@tilder.com](mailto:c.euzen@tilder.com)

+33 (0)6 03 02 34 47