



TODAY ANNOUNCES THE LAUNCH OF DROOKY.COM PET INSURANCE

PARIS, 30 May 2022,

Today Assurances is launching **DROOKY.COM**, an insurance product for dogs and cats, as well as a new cover protecting animals after the death of their owner.

DROOKY.COM differs from the current market offer due to the following specificities:

- We can insure an animal within seconds, no paper involved;
- We have developed a third-party payment system that allows our members not to pay in advance the expenses we insure;
- Our members can freely manage their contract from their personal online space and file their claims online;
- Each of our members is associated with one of our managers: we give them their name and contact details so that they can contact them if necessary, "yes we care";
- We have a unique cover that protects our older members;
- We include our guarantees in those of mutual health insurance companies because we are convinced that dogs and cats are part of the family;
- We manage everything ourselves from our Paris office, with real humans! Nothing is outsourced! For more efficiency, we have developed our own management tool.

Above all, we aim to be a 'tech' company: all our developments are centralized in our homemade *cloud* tool called **JUNO**, to be better, stronger and faster:

- Full automation of premiums management, contracts creation and management of the "life of the contracts" (modification of the cover, etc.);
- Optimization of claims handling: our members can be reimbursed in seconds because our management interface allows us to trigger instant wire transfers, yes, we came from the future;
- Management of a network of indicators and their commissioning to grow fast with our unique B2B2C strategy;
- Business development *via* a remote sales tool that allows us to multi-equip our partners' portfolios;
- Risks monitoring: we have instant KPI regarding loss and combined ratios.

The public launch of **DROOKY.COM** follows several months of tests carried out with the members of the mutual insurance companies that financed TODAY Assurances.

Our pension guarantee

You may have heard of Hachiko, a very famous dog in Japan who lived in Tokyo during the 1920s. He waited for almost 10 years at the station for the return of his master who died while at work. Moved by his loyalty, the station's shopkeepers took care of him. This story touched and inspired us.

What happens to a pet if its owner goes away? This is a major concern for all pet owners. This topic is the baseline of several movies, such as **Finch** with Tom Hanks or **Hatchi** with Richard Gere. We have therefore invented an innovative guarantee that consists of paying an annuity to the person who will take care of the pet after the pet owner's death.

For more information: drooky.com
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