NetAgro

Case

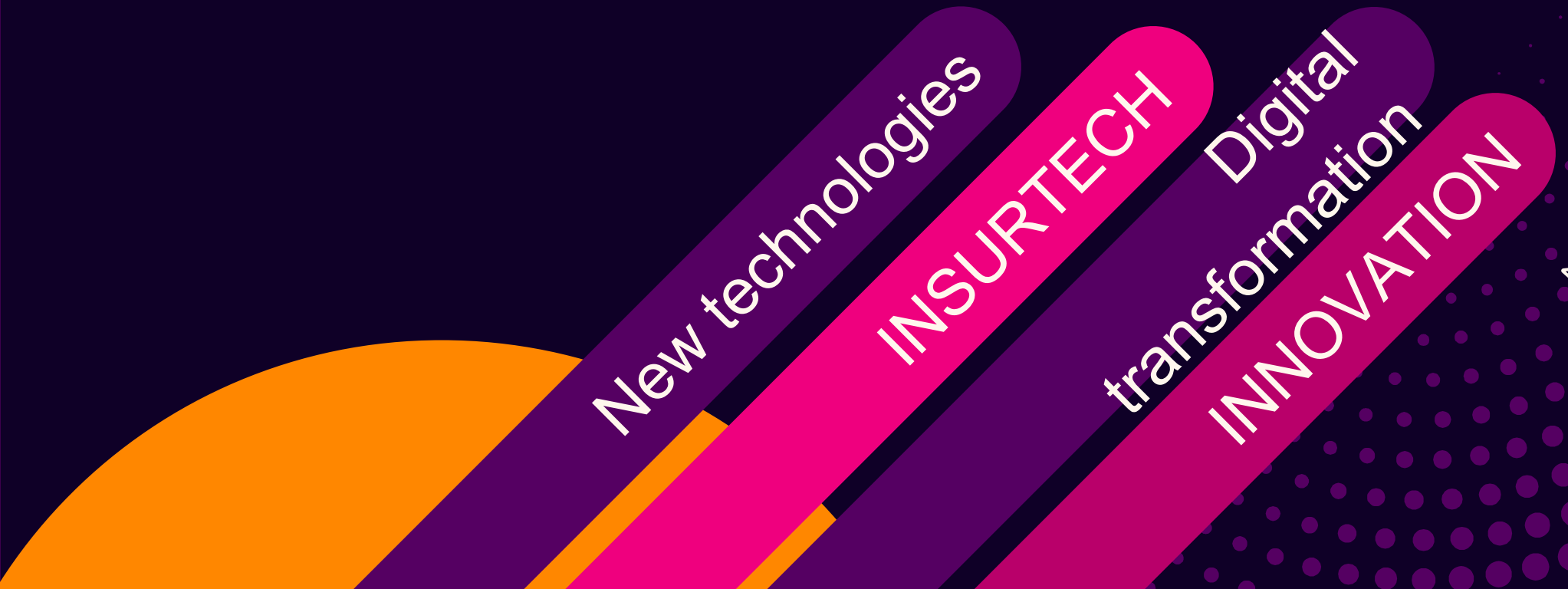
GRUPO ASEGURADOR La segunda

LO PRIMERO SOS VOS

Challenge

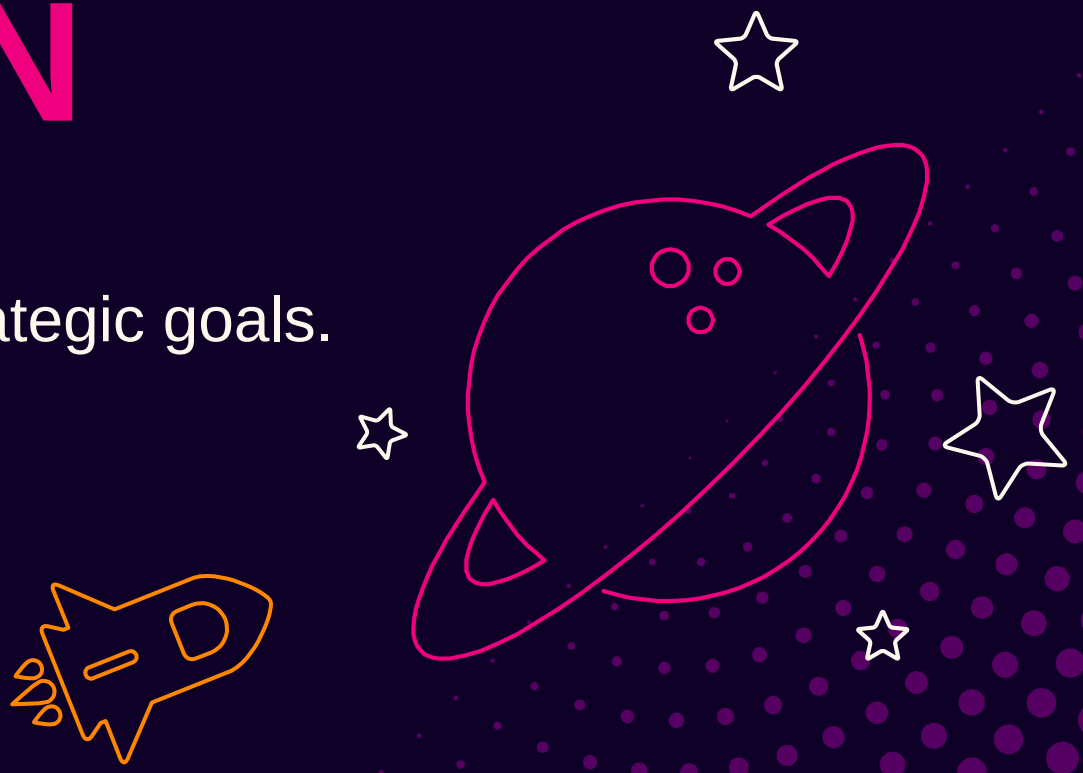
New product design and innovative underwriting practices

What are we doing?



We foster **INNOVATION**

In order to improve efficiency and competitiveness and reach our strategic goals.



Our actions: past and present

Coco

GUIDEWIRE

SAP

FabLab Deusto

by INESE
Global Summit
for Insurance Innovation
Madrid
21 - 22 Junio 2018

MAPFRE | RE

Deusto
Universidad de Deusto

LAGUN ARO

Munich RE

MONDRAGON
HUMANITY AT WORK
Finanzas Industria Distribución Conocimiento

Our actions: past and present

Premium issued

	#people	Premium issued
2015/2016	663,698	$ 8,954
2016/2017	738,926	$ 12,726
2017/2018	816,683	$ 17,126
2018/2019	875,404	$ 24,455

Market share

2015/2016	4.22 %
2016/2017	4.64 %
2017/2018	5.07 %
2018/2019	5.42 % **as of March 2019**

Growth of Grupo Asegurador La Segunda vs. Market growth

GALS	Market
% 42.95	% 33.56

as of March 2019

AGRICULTURAL RISKS

#1
In the market

21.23%
Market share

AGRICULTURAL MARKET

INTA’s 2015-2030 strategic plan states that the Argentine agricultural, agrifood, and agroindustrial sector:

Contributes to GDP

12.6% of total GDP

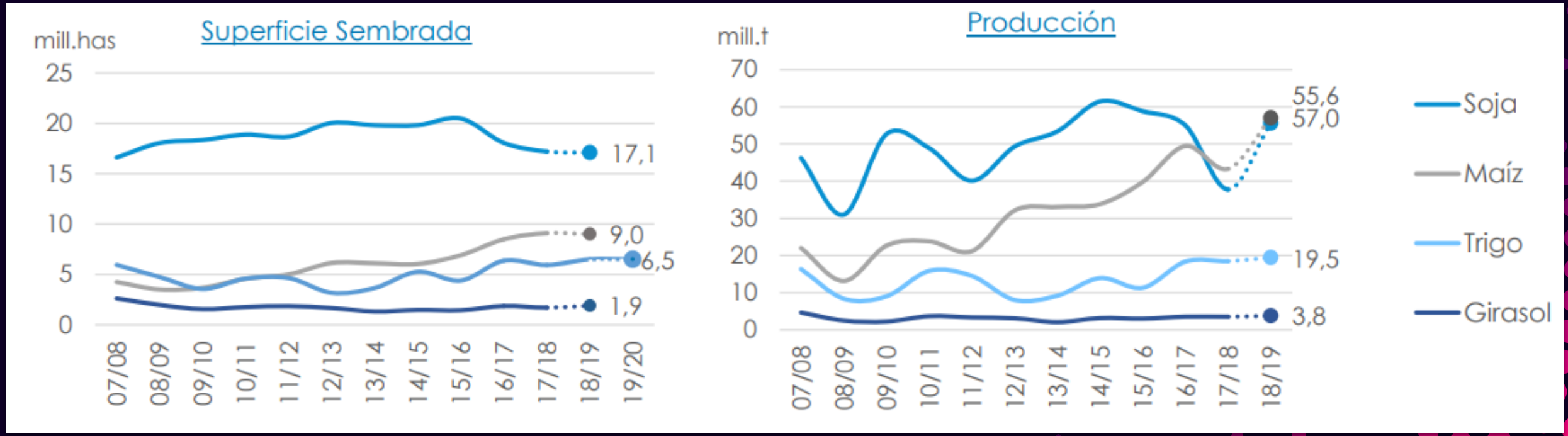
Generates foreign currency

US$ 35.374 billion accounting for 63% of total exports

Generates employment

2.7 million jobs (direct and indirect)

AGRICULTURAL MARKET



Ministry of Production and Labor

AGRICULTURAL RISKS

+3.8 Million

Of insured hectares

+137.55%

Premiums

-18%

Claims

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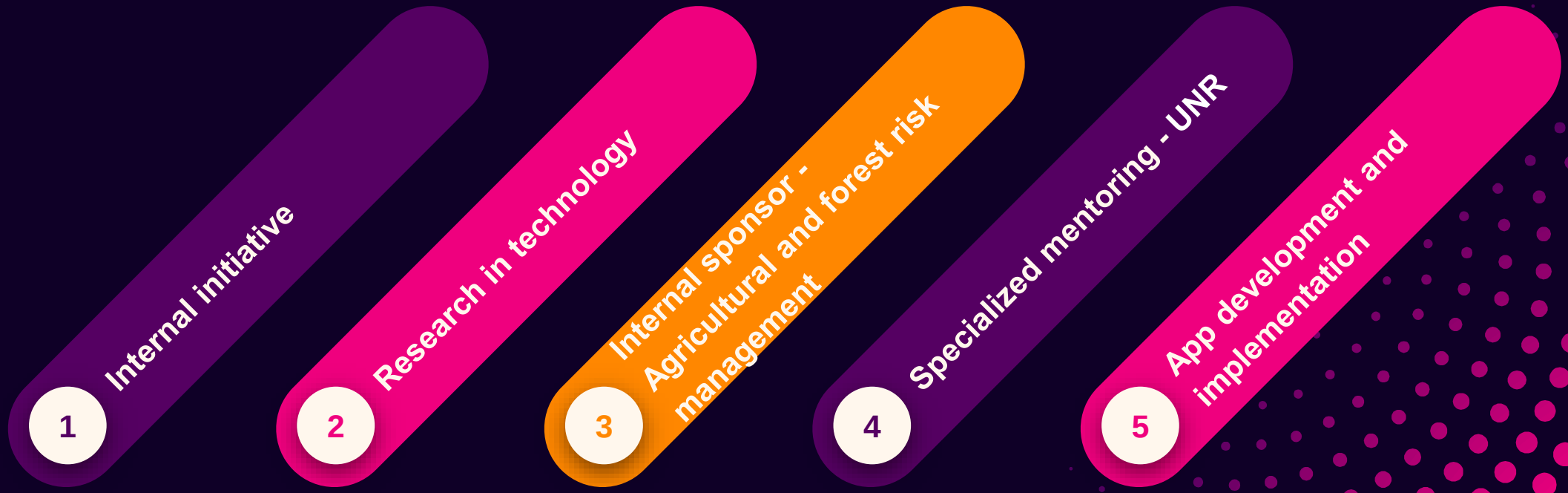
GRUPO ASEGURADOR La segunda

LO PRIMERO SOS VOS

Our role
And product innovation

NetAgro's history



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Farmers can visualize agricultural indices and calculate land area for precision agriculture.

NDVI and Water Stress (NDWI) available to analyze vegetation and soil humidity. In the future, it will be possible to add new indices.

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What is a vegetation index?

It is a mathematical combination or transformation of spectral bands that accentuates the spectral properties of green plants so that they appear distinct from other image features.

African vegetation based on NDVI (NASA Earth Observatory)

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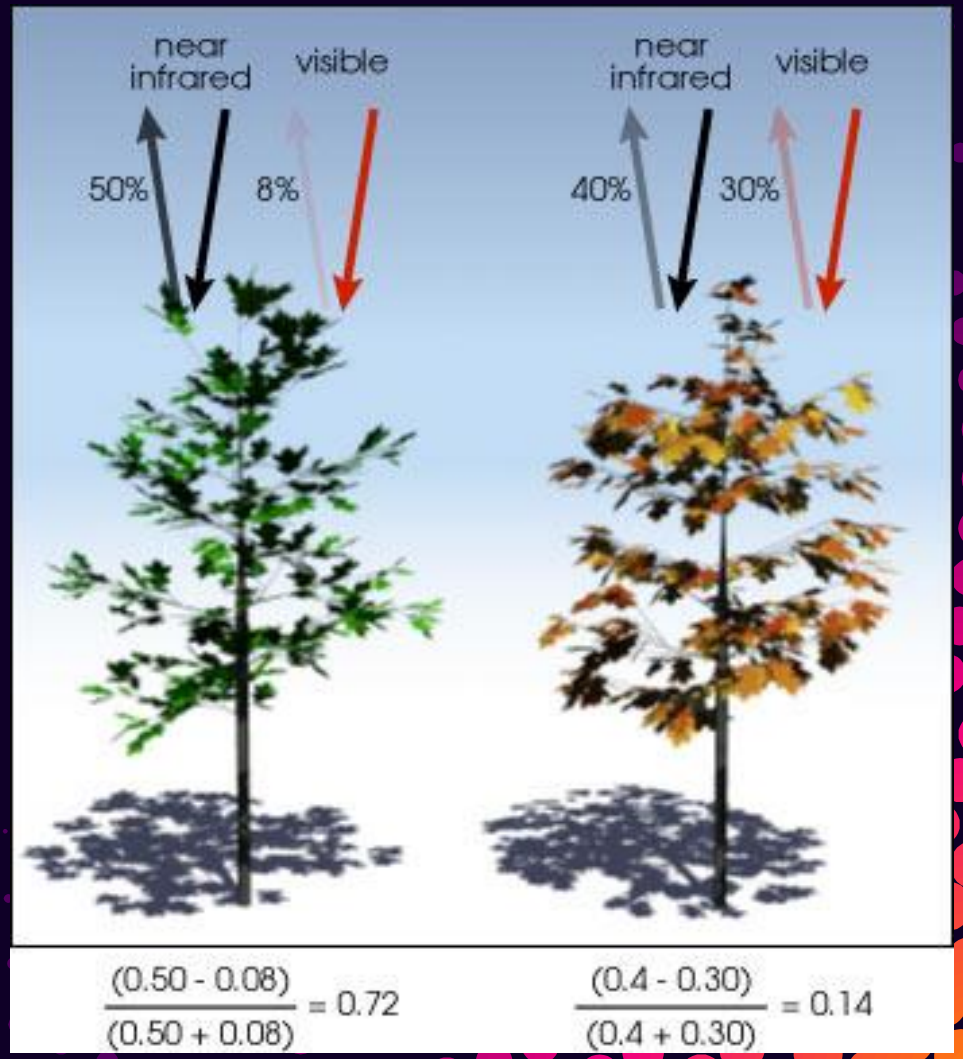
What is NDVI?

“**N**ormalized **D**ifference **V**egetation **I**ndex”.

It is a vegetation index that indicates the level of crop reflectivity and is frequently used as an agricultural indicator to estimate:

- Biomass (vegetation)
- Crop status



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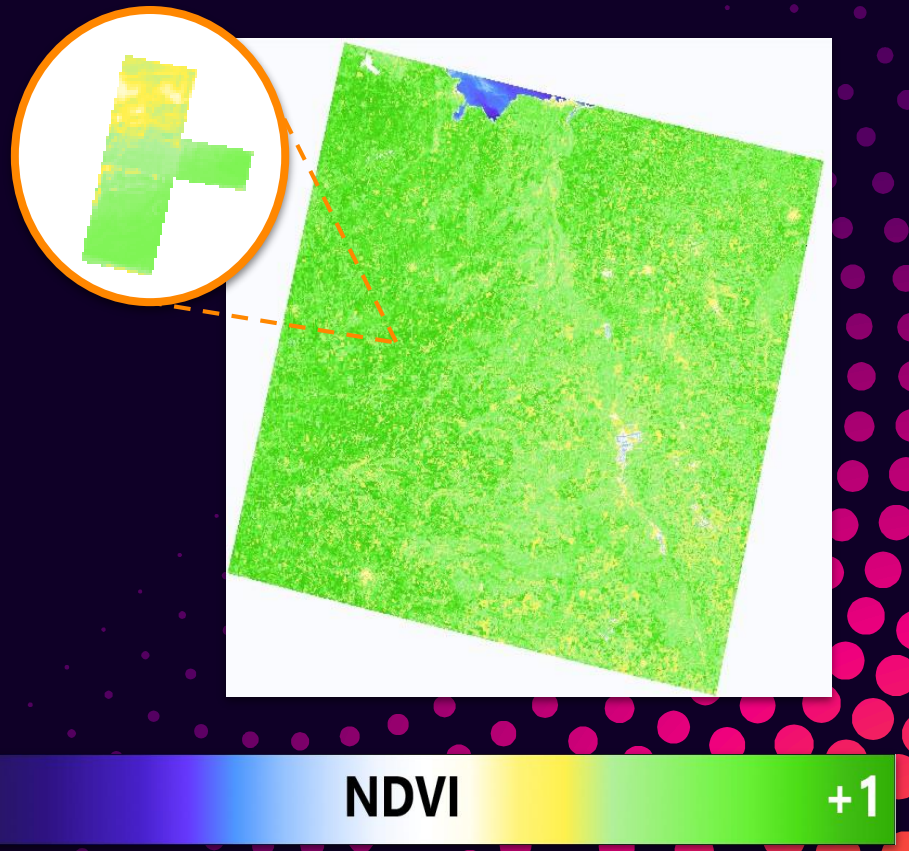
Features of NDVI

- Ranges between -1 and 1.
- Densely vegetated areas give high values close to 0.9.
- Water gives values close to 0 or -0.
- Dry soils with little vegetation give values close to 0.1.



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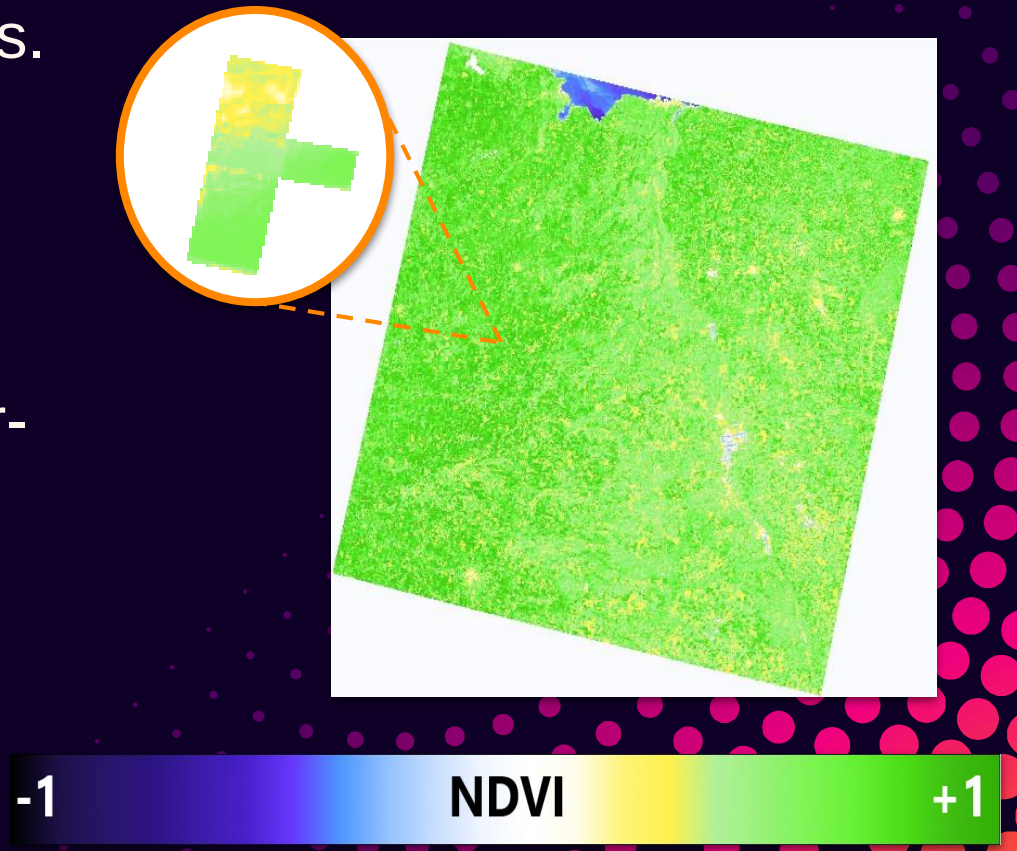
How to calculate NDVI

- Searching and obtaining satellite images.
- Calibrating and correcting satellite images.
- Eliminating clouds.
- Calculating NDVI.
- Coloring satellite images through a user-friendly color palette.
- Cutting out insured lots from colored images.



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EXTRA FUNCTIONALITY

Agricultural producers may also enter **georeferenced notes** with multimedia content and visualize them in the map.

Other tools include **weather information** and a **seeding density calculator**.

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Platforms and Services

BENEFITS

- Available free of charge for agricultural insurance.
- Multiple tools in only one app.
- Automation in the underwriting process.
- New communication channel between company and insured.
- Possibility of adding services and tools for our customers.

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THANKS!