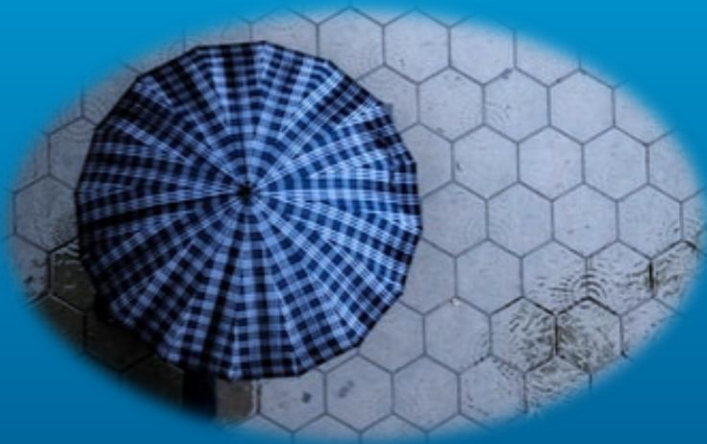




# COVID-19 International Startups Showcase

22 April 2020

# ANIA



Since 1944, ANIA represents the interests of the Italian insurance sector



INNOVATION has been key to ANIA role for a number of years



Ania & Plug and Play collaborated to organize the Covid-19 event

# Dancing with the virus

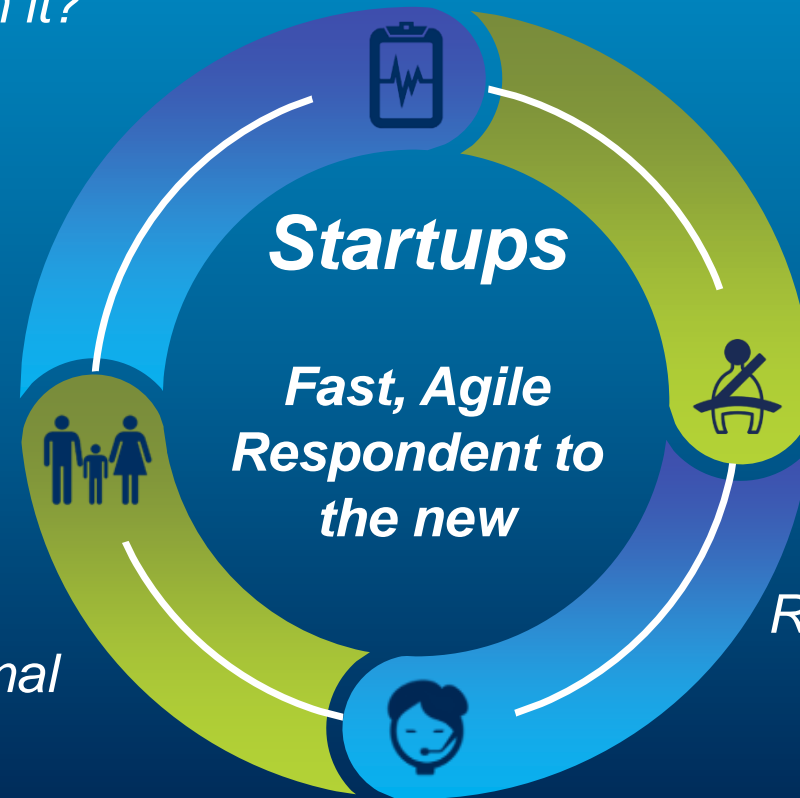
## The Insurance Industry Perspective

*How to dance with it?*

*A new era is beginning*

*New perception of risk*

*Protection demand will increase*



*Consumer mindset is changing*

*New strong emotional needs*

*New opportunities?*

*Revisit business ideas?*



Thank you!