

# RGAX

## REIMAGINE *the* FUTURE

RGAX is the "transformation engine" of RGA – embracing its talent, resources, and more than 40 years of insight and innovation experience.

We partner with carriers and entrepreneurs to fuse industry expertise and outside capabilities with the goal of creating new solutions that help individuals live longer, healthier, more financially secure lives.

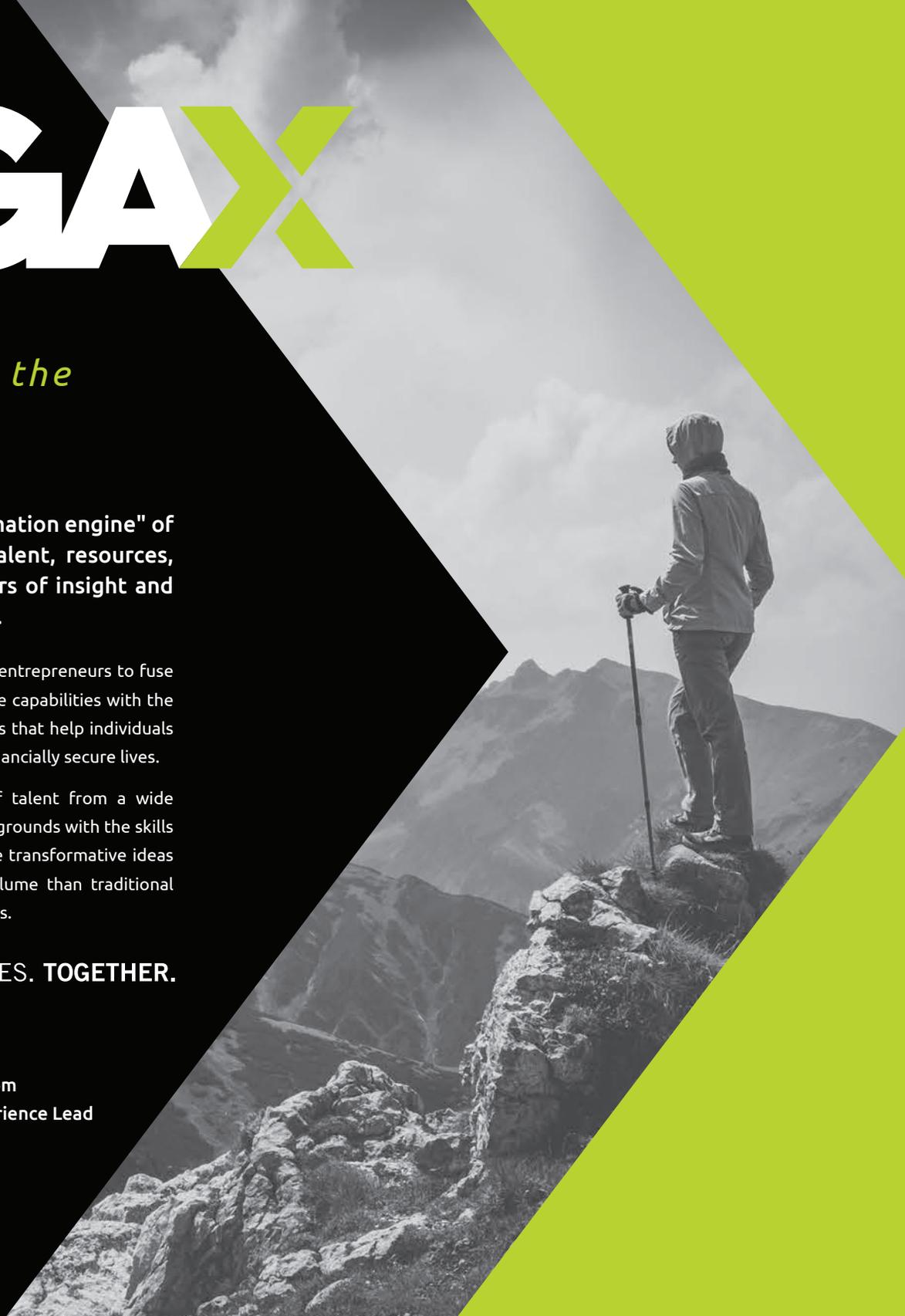
We have curated a team of talent from a wide variety of industries and backgrounds with the skills to develop and commercialize transformative ideas with greater velocity and volume than traditional "innovation arms" or R&D units.

TRANSFORMING LIVES. **TOGETHER.**

### CONTACT

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Vice President, Client eXperience Lead



### Our BRANDS



## Overcoming CHALLENGES

The insurance industry is facing monumental challenges regarding how to:

- Leverage massive data stores to generate business
- Drive down the cost of acquiring new customers
- More deeply engage and retain current customers
- Develop, introduce and scale new products faster, with less risk

**Incumbents may not be fully prepared to respond.**

RGAX can help. We enable and empower our carrier partners to solve modern day business problems and accelerate product development.

### How RGAX Tackles These Challenges:

#### 01 Organic Initiatives

Harnessing decades of industry expertise to bring concepts to fully-scaled businesses.

#### 02 EIR Program

Utilizing an Entrepreneur in Residence (EIR) & early stage startup program to bring solutions across our focus areas to market.

#### 03 Minority Investments

Investing in startup at all growth stages across our focus areas.

#### 04 Strategic Partnerships

3<sup>rd</sup> party partnerships that provide data and capabilities to bring projects to market faster.

#### 05 Innovation as a Service

Using established RGAX process and procedures to guide partners from 'Light bulb to Launch'.

## Our EXPERTISE

### DATA & ANALYTICS

Data sources, data solutions, machine learning, artificial intelligence, unique modeling skills - all to help solve industry challenges in a commercially viable manner

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### DIGITAL DISTRIBUTION

Novel approaches to acquire and convert customers in a digitally scalable way that materially improves the current models and/or significantly increases overall ownership of protection products (close the coverage gap)

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### CONSUMER ENGAGEMENT

Unique and compelling approaches to digital engagement of existing customers that allows for improved life time value to the customer, service provider, or employer

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### INSURANCE SERVICES

Technology, consulting, outsourcing and other services to improve efficiency and enable a simpler end-to-end insurance ecosystem for consumers, carriers, distributors, reinsurers and other value-chain partners

## Our METHODOLOGY

Our team embraces a disciplined Innovation Process, whether it's an organic program or a partnership with a startup, growing new ideas together to deliver scalable solutions across a broad range of strategic initiatives.

### INNOVATION

### BUSINESS ACCELERATOR



#### Concept

Ideas are documented into formal Problem Statements based on viability and scalability businesses.



#### Validate | 6-8 week sprints

Concepts are vetted within small consumer groups. This step quickly stress tests the business model assumptions around: sustainability, desirability and feasibility.



#### Prototype | 12-18 months

The infrastructure of the business model is built, A/B testing and optimizing with broader customer reach. A partnership ecosystem is identified and established.



#### Scale Up

Provides dedicated resources, support functions, and separate P&L.