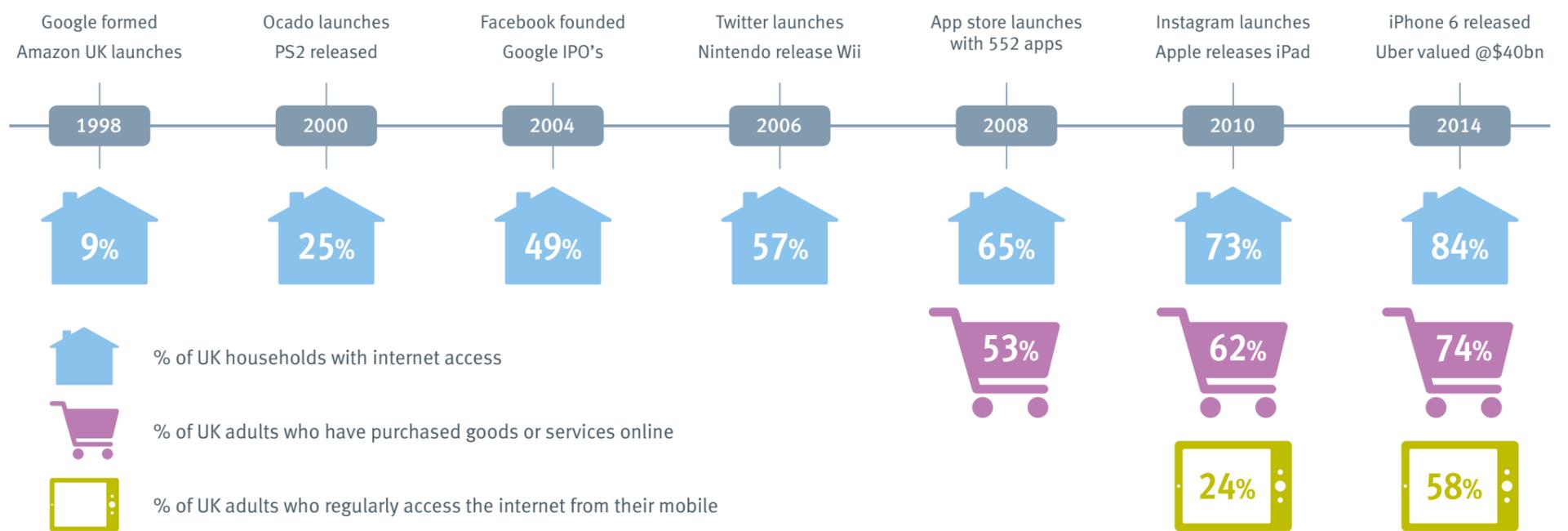


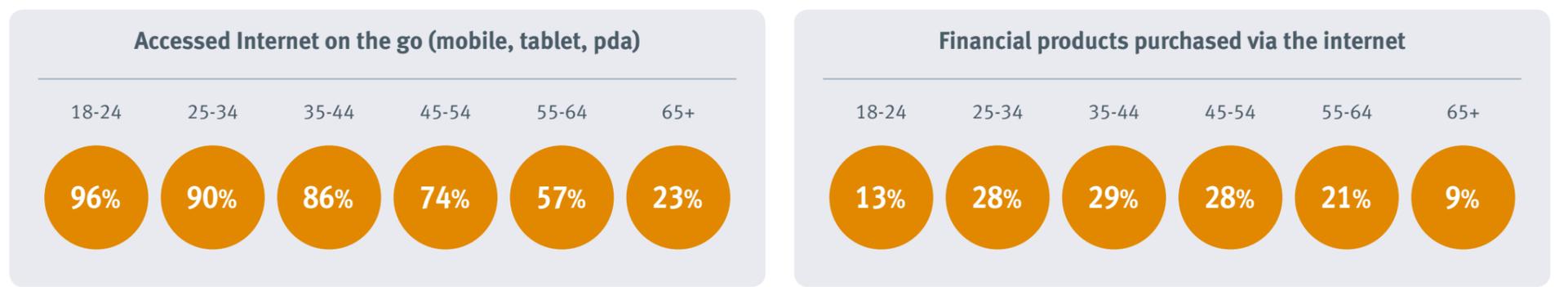


# General Insurance: The 2015 Digital Experience

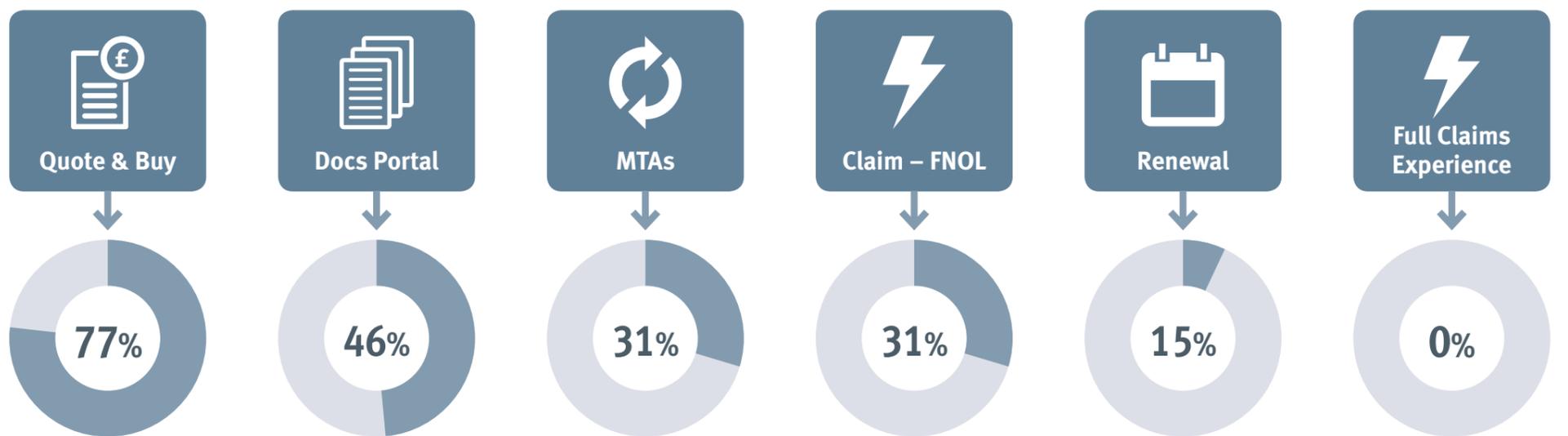
## UK Household Internet Usage – The Story So Far



## Mobile 'on the go' Usage and FS Product Purchase by Age<sup>1</sup>



## % of Leading General Insurers Currently Offering Online Services<sup>2</sup>



## 5 Key Challenges to Becoming a Digitally Enabled Business

