



*H. Moser & Cie.*  
VERY RARE

# Keeping up with the times

Hybrid insurance product for the luxury watch industry.

“The Next Web” Event, 13<sup>th</sup> June 2023



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# Preamble

H. Moser & Cie. – A Swiss watch manufacturer exploring new territories, at times with a wink.

## Swiss Alp Watch

2016



*Limited to 50 pieces*

## Swiss Icons Watch

2018



*Unique piece*

## Nature Watch

2019



*Unique piece*

## Genesis Watch

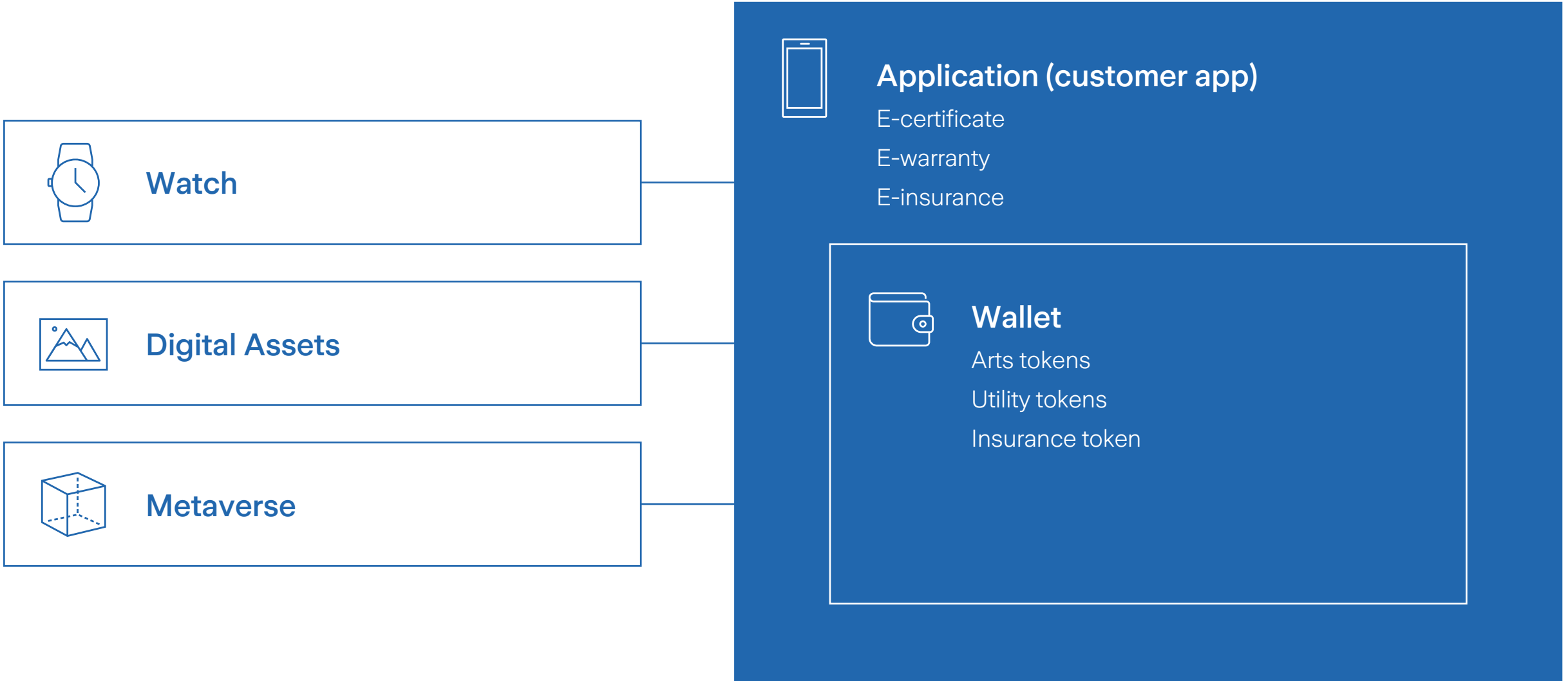
2022



*Limited to 50 pieces*

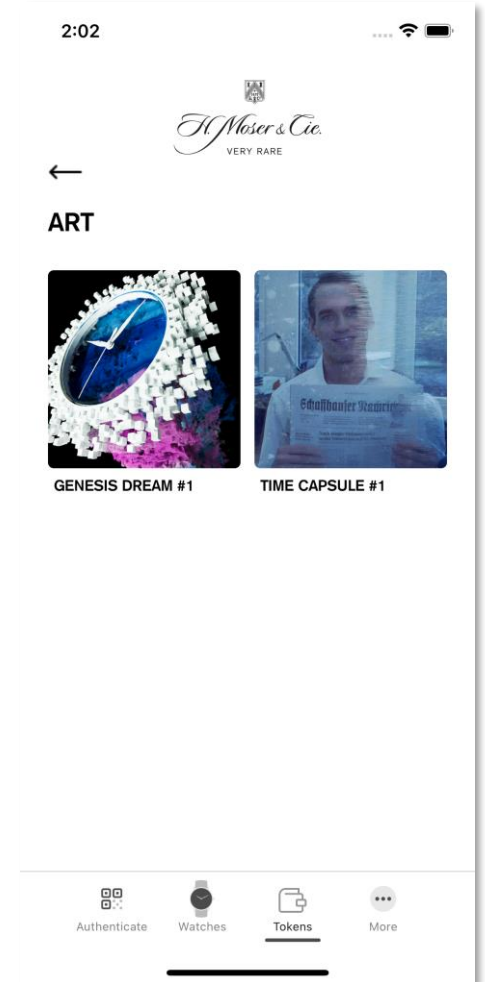
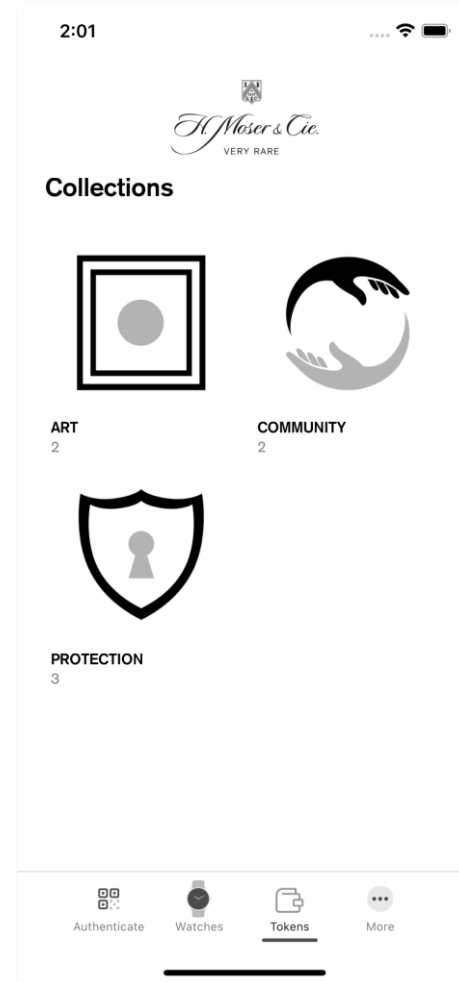
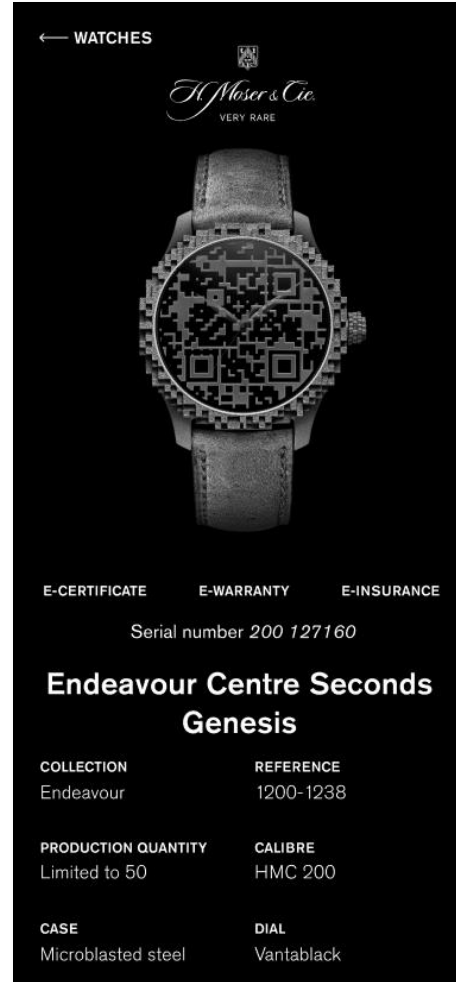
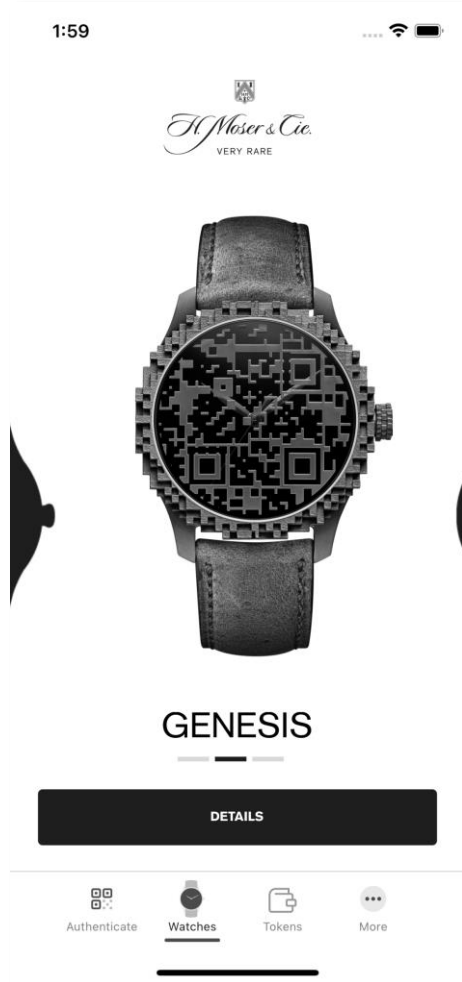
# Why – Vision

Creating a new, immersive customer experience for watch enthusiasts.



# What – Application

One app to authenticate the watch, and to access the digital assets and the virtual space.



# Who – Partners

A collaboration between leading companies to realize the vision of H. Moser & Cie.



Ideation and strategy



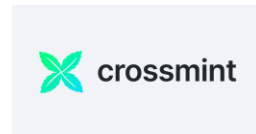
Private blockchain infrastructure



Hybrid insurance product



Web 3.0 technology



Asset storage<sup>1</sup> infrastructure

# Context

Entering the 3rd evolution of the internet since the 1990s, new risks are emerging for our customers.

## Pre-Web

< 1990 (- current)



*Physical material risks*

## Web 1.0

1990 - 2004



*The “read-only Web”*

*Static*

*+ Cyber risks*

## Web 2.0

2004 - current



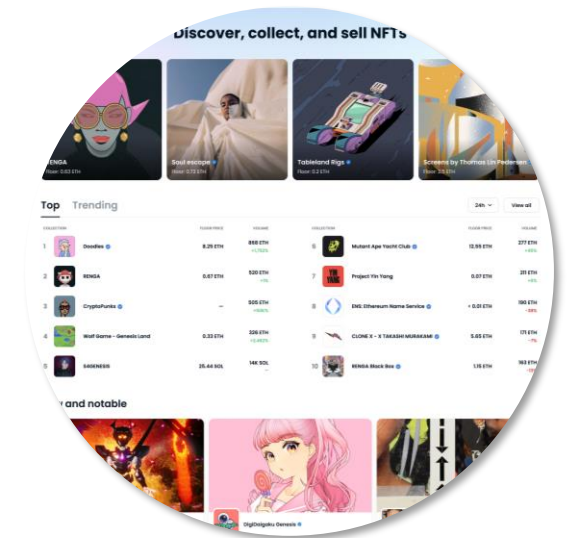
*The “participative social Web”*

*Centralized*

*+ Mental risks*

## Web 3.0

2016+



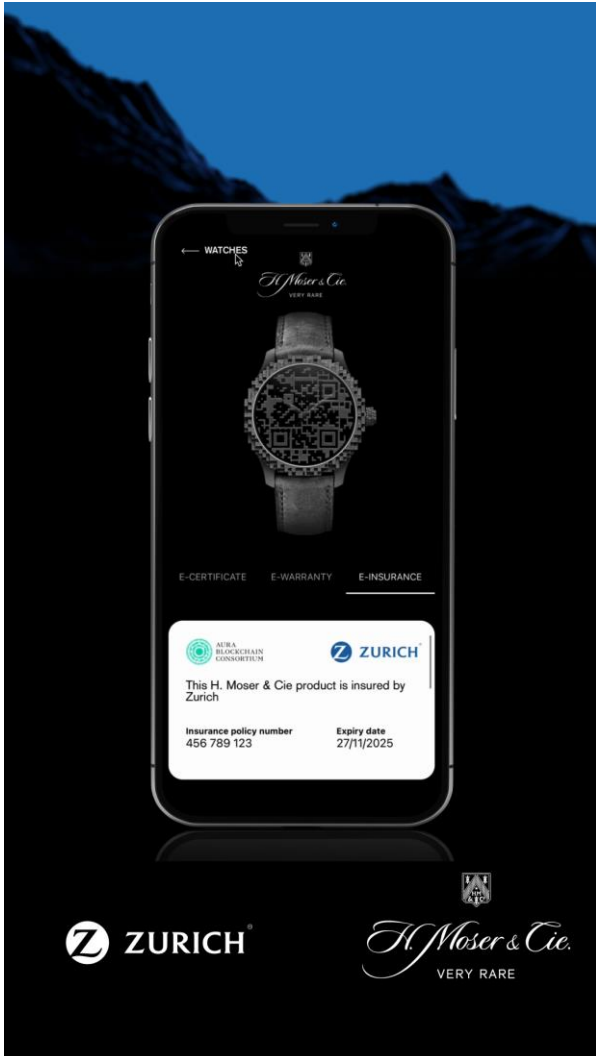
*The “read, write, execute Web”*

*Decentralized*

*+ Digital material risks*

# How – Zurich’s contribution

A hybrid product covering the physical and digital aspects as well as their interdependency.



## Insurance for physical objects

- Valuables insurance covering risks of loss, damage and destruction
- Worldwide coverage excl. individuals and countries as per Zurich’s sanctions list
- **Embedded insurance coverage following product instead of initial buyer**

## Insurance for digital assets

- Valuables insurance incl. additional coverage for correlation of assets
- Exclusions for specific risks incl. market manipulation, volatility, loss of access, etc.
- **Proof of loss and value required by NFT owner in case of a claim**

# So what

Web 3.0 offers exciting opportunities for insurers. However, these are not without challenges.



## Opportunities

- Access to new markets / partnerships  
*i.e. decentralized marketplaces*
- Company positioning / culture  
*i.e. innovation, test & learn approach*
- Acceleration of new business models  
*i.e. embedded insurance*
- Improved customer experience / transparency  
*i.e. immutable record of insurance policies (smart contracts)*
- Increased efficiency / cost savings  
*i.e. parametric claims and payments automation*



## Challenges

- Risk understanding / management  
*i.e. insurability of “new” material risks*
- Brand reputation  
*i.e. exposure, risk of failure*
- Regulatory complexity  
*i.e. global first approach*
- Technical complexity  
*i.e. core systems integration, data management, etc.*
- Financial management  
*i.e. investments, reserves, etc.*

Thank you

