

PRESS RELEASE

Uinsure launches superfast “Zero Questions Asked” GI Quotation platform, powered by WhenFresh data

London, 12 July 2019, market leading Data as a Service (DaaS) InsurTech WhenFresh Ltd. (WhenFresh) today announced a ‘big data’ partnership with multi-award-winning GI provider Uinsure Ltd. (Uinsure) with their new “Zero Questions Asked” GI quotation solution.

Uinsure’s revolutionary new GI quotation solution promises to disrupt the UK home insurance market, as one of the fastest and simplest solutions around today, giving Uinsure a clear competitive advantage.

David Smith, Chief Innovation Officer at Uinsure, said: “This is without a doubt one of the most significant changes to have ever taken place in the GI industry. Uinsure’s mission is to change the insurance industry for the better. With our Zero Questions Asked quotes, we’ve once again achieved this and will take a large step forwards towards our goal of a 100% GI quote to mortgage penetration rate – improving the outcome for customers across the UK.”

WhenFresh, which combines over 200 residential property and insurance risk/perils datasets into a single one-stop-data-shop for home insurers, uses proprietary technology and a wide range of the property-specific data variables to provide data for nearly 30m residential properties across the UK.

Mark Cunningham, CEO and Founder at Whenfresh added: “Each insurer has a different, and very jealously-guarded ‘secret recipe’ in terms of how they calculate risk and pricing. The WhenFresh API is effectively a vast supermarket where insurers can buy all the ingredients they need to run their application form prefill, risk, pricing and more – and we’re delighted to be providing the key ingredients to support Uinsure’s ground-breaking solution.”

WhenFresh brings together over 2bn data items, with comprehensive, accurate results for virtually all residential UK properties. This huge range of data sets readily accessible in standardised formats via a simple, single API integration. This means insurers can now cherry-pick the data they want, on a pay-as-you-go basis, without having to negotiate expensive long-term licenses or incurring hefty developer/integration cost (or delays) with multiple suppliers.

Cunningham concludes: “It’s great to be playing an important part in the Uinsure story and we wish them every success with the new launch and beyond. They are agile, early-adopters which is a pretty rare and valuable trait in the world of insurance!”

Notes to editors overleaf...

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About WhenFresh

WhenFresh Ltd (www.whenfresh.com) is a Data as a Service (DaaS) business, established in 2012 and built on three key strengths:

Unrivalled UK data assets + World-class data science + Accessible, flexible delivery

WhenFresh services several sectors, including Financial Services, Insurance, Utilities and Property. Bringing data together from over 200 private and public UK data sources in one place, WhenFresh offers a live, verified, fully-provenanced, property-level database of unrivalled breadth and depth.

In recent years, many of the UK's major businesses have become users of WhenFresh data, which has often formed a key part of wider solutions delivered to end users via resellers & partners such as Experian, Equifax, Zoopla, CLS Risk, Royal Mail Data Services, TransUnion and others.

WhenFresh brings to the insurance market over 2bn data items covering 29.7m properties, and can deliver comprehensive, accurate results for each property, including physical property details (number of bedrooms / bathrooms / receptions, year built, property type, Wall type & materials, property and title extent, etc.) and a huge range of Risk & Perils information for insurers (Subsidence risk, proximity to nearest tree, water or fracking site etc.). Check out the WhenFresh API here: my.api.whenfresh.com

About Uinsure

Since 2007, Uinsure, recently voted the 4th fastest growing FinTech in Northern England, has established itself as the market leading B2B general insurance (GI) provider.

Uinsure was the first GI provider to offer a panel of leading insurers sharing a true common policy wording, enabling advisers to offer their clients a real choice, a competitive product and a quick and simple documentation process. Based in central Manchester, Uinsure deals exclusively with IFAs and Mortgage brokers.

Media Contact

Simon Hayes, Managing Director, NextGen Communications

M: +44 (0)7771 516544 E: simon@nextgencomms.com

WhenFresh Contact

David Morley, Director or Business Development:

M: +44 (0)7766 772307 E: david.morley@whenfresh.com

Uinsure Contact

David Smith, Chief Innovation Officer:

M: +44 (0)7966 836641 E: david.smith@uinsure.co.uk

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