



2023 Annual Report

Shaping Next-Generation Insurance Pricing

Our mission

Combine cutting edge technology
with actuarial excellence to maximize
insurers' business performance.

2023

2023 was a pivotal year for Akur8. In an industry shaken by inflation, regulatory changes and the lingering aftermath of a global pandemic, Akur8 remarkably stood out and continued to grow (+100% YoY), while helping insurers to quickly adapt to today's changes and address the insurance pricing challenges of tomorrow. In this fast-paced environment, Akur8 has succeeded in securing an exceptional position in the insurance ecosystem worldwide.

While Akur8 is an international company by design, we became a true global company in 2023. We solidified our presence this year in the United States and Japan, two key strategic markets for Akur8, and continued our growth in both established and new territories. Our client support service now covers all time zones and provides help to customers in more than 20 different languages.


2023 was also a year of renewed trust from investors and industry leaders, and I can confidently state that Akur8 is now a firmly established industry player. We closed a new investment round of \$25 million, bringing our total funding to more than \$60 million. This new round of funding is supported by Akur8's previous investor BlackFin Capital Partners, as well as by the iconic insurtech investors FinTLV Ventures and Guidewire.

As this new year begins, we have all the assets we need to make 2024 an even better year. The Akur8 team is more committed than ever to taking the company even further, while maintaining the quality and innovation of our product and customer support, which are and will remain our distinctive strengths.



Samuel Falmagne

CEO

 *I don't think there has ever been in my whole career a time of greater change in the insurance industry. Changes in economics, climate, available data, technology and customer behaviors, are all transforming our ways of working, what we need to cover and how we can cover it. This affects every aspect of insurance pricing: the tools we use, the products we develop, the speed we need to move, and the way we communicate with customers and our own teams. Akur8 can empower the actuaries of the future, allowing them to concentrate on more strategic, more complex, more interesting problems. By doing the heavy lifting and suggesting new paths to explore, Akur8 creates new opportunities for actuaries.*

Charlotte Halkett, Senior Consultant at Milliman

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State of business

Our cloud-based, machine learning native solution provides an unmatched user experience for actuarial and pricing experts worldwide. Since our launch in 2018, we have empowered the pricing teams of over 130 insurance carriers globally, half of which were signed in 2023.

This year also demonstrated the market's exceptional faith in us, with new investors and key partners joining the Akur8 ecosystem.

 *We take pride in investing in only the top insurtech companies in the industry, and Akur8 has proven again and again that their powerful insurance pricing software stands above the rest.*


Gil Arazi, Managing Partner at FinTLV



130+
CUSTOMERS

40+
COUNTRIES

100%
GROWTH



“ *In a challenging economic landscape, Akur8 achieved an incredible feat by doubling its customer base, securing alliances with prestigious clients like Tokio Marine and MAPFRE, and expanding its partnerships with longstanding clients including AXA and MS&AD.*

Brune De Linares

Chief Client Officer

Which key Akur8 achievements made you particularly proud in 2023?

In a challenging economic landscape, Akur8 achieved an incredible feat by doubling its customer base, securing alliances with prestigious clients like Tokio Marine and MAPFRE, and expanding its partnerships with longstanding clients including AXA and MS&AD.

What makes me even prouder is we achieved this impressive growth while continuing to significantly develop our product and maintain a high level of customer satisfaction.

I am also very proud of the prominent status we secured in the industry this year. Our new technology partnerships with Guidewire and hyperexponential, along with the continued growth of our historic consulting partnerships, and our latest investment round, are all signs of the industry's trust in us.

What's special about this last investment round?

This last funding round truly cemented our position in the market. Four years after Akur8 first commercialized its platform, we now stand alongside the market's biggest players with renewed confidence. Our new partner Guidewire, a key player in the field of insurance technology, also chose to invest in Akur8 during our most recent investment round, which says a great deal about our ecosystem's confidence in Akur8's bright future.

What were the key growth markets for Akur8 in 2023? Where are the next markets you would like to expand into?

Our presence exploded in the United States this past year, with Akur8 achieving triple-digit growth with the signing of over 20 American customers. This marks a pivotal milestone for us, and aligns with our primary 2023 strategic objectives. We also secured major deals in new markets such as Brazil and Canada.

While the U.S. and Japan remain strategic markets for us, our long-term strategy remains global with Akur8 now operating in over 40 countries. As we begin a new year, I am excited to reflect on our significant progress and achievements, and eagerly anticipate the opportunities that lie ahead for Akur8 in 2024.

What is your vision for 2024?

Our objective is to not only expand and expedite our growth in the U.S., but also to sustain and cultivate our global expansion. We will also continue to successfully develop and deploy more actuarial innovations. I firmly believe that we already have the right business and tech teams to achieve these goals in 2024!

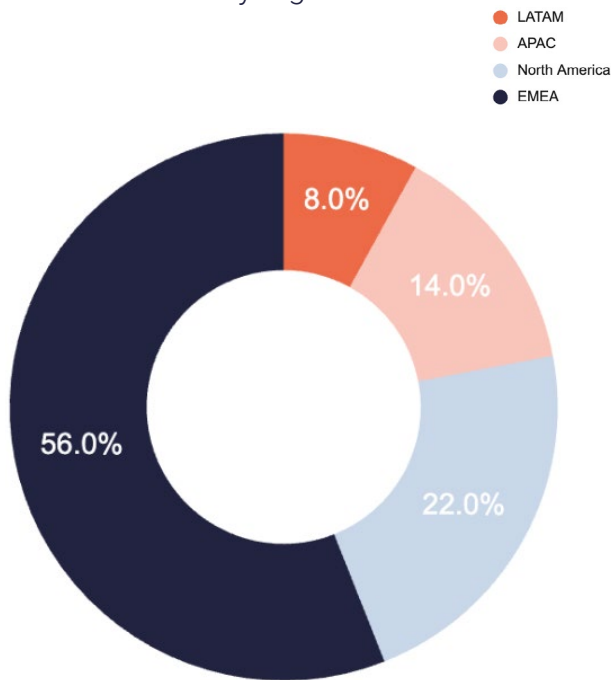
STATE OF BUSINESS

Our Customers

Throughout 2023, our Sales, Partnerships and Marketing team played a pivotal role in expanding Akur8's global presence by signing 70 new customers across five continents. This significant growth highlights the global demand for a best-in-class pricing tool, across all types of insurers and lines of business.

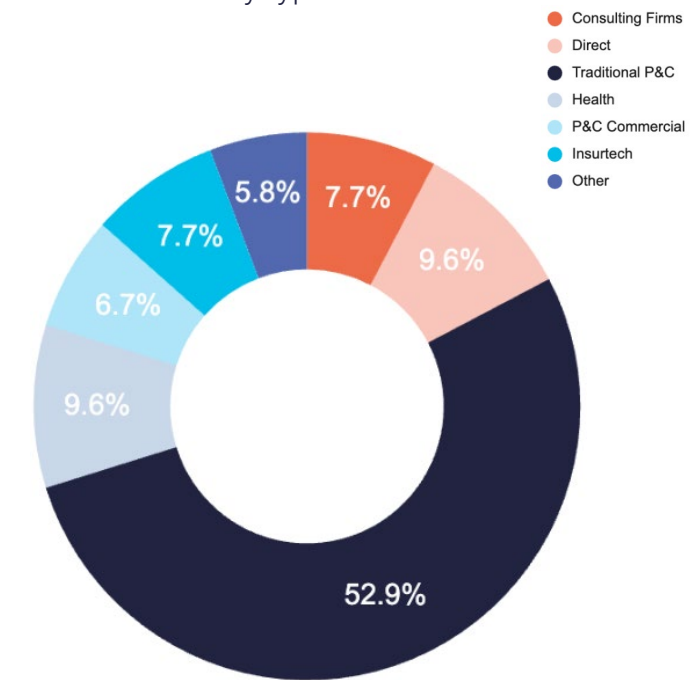
By continent

Our customers by region



Across all non-life lines of business

Our customers by type



More than 130 insurance carriers worldwide boost their pricing with Akur8



STATE OF BUSINESS

What they say about us



"Speed wins in our business. Using Akur8's solution allows our pricing actuaries to build models more quickly, giving us more time for testing and, more importantly, improving speed to market on our product offerings."

Paul Brocklebank

President and CEO at Canal Insurance Company (U.S.)



"We are pleased to begin this collaboration. Akur8's pricing solution should help us significantly reduce our time to build models. In addition, we will make the most of the data available to us by leveraging Akur8's approach to credibility and penalized regression. Adopting the right tool is key to our strategy of growth in other provinces, and ultimately will help us improve our risk modeling and understanding for pricing."

Joshua Snow

VP of Pricing at SGI Canada



"We were looking for a way to improve our modeling process' efficiency and transparency. Akur8 came out as the best partner, as its Risk module allows for quick data preparation and model training, with enhanced collaboration features and a user-friendly interface."

Alex Price

Director of Pricing at Zego (UK)

Our Partners

From the very beginning of Akur8, we have been committed to developing a complete ecosystem of the best consulting and tech partners in the industry. In 2023, we relied on both historical partners and new strategic alliances to deliver the best-in-class comprehensive pricing platform to our customers.

Our consulting partners

Consulting firms leverage their business and local market expertise along with their technical knowledge of Akur8 to provide comprehensive support to clients at various stages of the pricing sophistication journey.

STATE OF BUSINESS

In the Spotlight: Strategic tech partnerships of 2023



Akur8 x Guidewire: a successful, multifaceted alliance

Our partnership with Guidewire has significantly expanded in 2023.

Guidewire chose to invest in Akur8 during our latest financing round, demonstrating a strong confidence in our ability to revolutionize the insurance industry.

“ We are extremely excited to expand our partnership with Guidewire, and believe the key to Akur8’s ongoing success as a company and a competitor is to continue expanding our reach in both the insurance and insurtech spaces. To further enable and enhance our capabilities, we recently conducted a new fundraising initiative to bring additional strategic partners to the table. We are thrilled that Guidewire chose to invest in Akur8 - a powerful endorsement of our immediate and future potential, and the first step in what is sure to be a long and successful partnership, with even more exciting news to come. Samuel Falmagne, CEO at Akur8

We also jointly launched a fully integrated pricing solution accessible through the Guidewire Marketplace. The Akur8 Accelerator for AI-Powered Pricing caters to both on-prem and cloud users of PolicyCenter, Guidewire’s insurance policy administration solution.

“ Akur8’s Accelerator allows for the seamless export and deployment of Akur8 built models into Guidewire’s PolicyCenter rating engine, creating a fully integrated insurance pricing solution from data to model creation to production rating. Designed exclusively for P&C (non-life) insurance carriers, insurtechs and MGAs, the Akur8 Accelerator drastically accelerates time-to-market for new rates and products by introducing cutting edge automation, providing increased security, removing the IT bottleneck, and largely eliminating the potential for human error. Joanna Chardon, Chief Strategy & Product Officer at Akur8

Akur8 x hyperexponential: providing data-driven speciality and commercial pricing

We kicked-off a partnership with hyperexponential in 2023, combining our complementary pricing decision intelligence capabilities to offer insurers an automated, data-driven system for accurately pricing commercial and specialty insurance products.

“ Many of the insurers we work with have two key challenges. First - they are leaving money on the table by relying on outdated pricing practices, and second - managing the integration burden of a significant transformation initiative. Through our partnership with Akur8 we are targeting a material improvement to our customer’s combined ratios, whilst reducing the burden on IT and the business. Richard Gunn, Chief Revenue Officer at hyperexponential

STATE OF BUSINESS

Our footprint in the insurance ecosystem

Our global presence at 80+ events

In 2023, we engaged in over 80 global events, partnering with prominent event brands in the industry and the top actuarial associations. Offering engaging, interesting content to pricing teams worldwide is also a priority for us: not only did we speak at these events, but we also organized our own events to bring local actuarial communities together and discuss key pricing topics.

We sponsored 40 actuarial events and webinars in 13 countries, working hand in hand with the most prestigious actuarial associations including:



“ Akur8 has consistently contributed valuable content at CAS events over the last few years. We look forward to continuing our strong partnership and hearing more from their pricing experts.

Joyce Warner, Chief Business Officer at the Casualty Actuarial Society

We sponsored 20 industry events, including the world’s biggest conferences and specialized local events:



STATE OF BUSINESS

We organized 23 Akur8 Live pricing summits in 13 different countries, including:

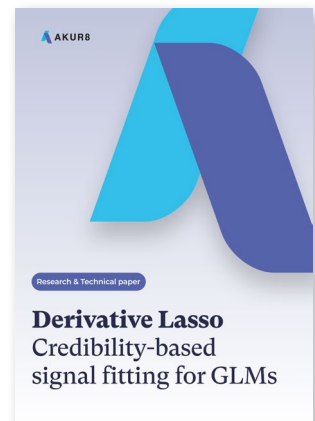


* Canada, France, Germany, Ireland, Israel, Italy, Japan, South Africa, Spain, Sweden, Switzerland, Netherlands, UK, U.S. (San Diego, Boston, New York, Las Vegas).

Our actuarial thought leadership

Our team brings together algorithmic research and hands-on pricing experience, and we are eager to share their distinctive knowledge with the industry. That is why we consistently update our content offerings to share insights on the latest trends and our recent discoveries with the actuarial community.

We published new white papers, survey reports and technical papers:



STATE OF BUSINESS



The Akur8 Academy

We introduced the Akur8 Academy, a global training and upskilling community for insurance pricing! The Akur8 Academy offers a variety of training opportunities, including webinars, workshops, online games and conferences, all designed to help actuaries improve their skills and knowledge in the area of non-life insurance pricing.

Organized an international insurance pricing quiz.

Launched an exclusive LinkedIn group for insurance pricing experts.

[Join the group](#)

Introduced multiple training initiatives that were eligible for CPD points at local actuarial associations:

Hosted three separate Akur8 Academy webinars with over 400 attendees.

Conducted local hands-on trainings.

INTERESTED IN LEARNING MORE?

[Join the Akur8 Academy](#)



STATE OF BUSINESS

Our media presence and industry recognition

In 2023, we were featured in numerous publications:




And received awards from around the world:



Our Product

Akur8 is revolutionizing non-life insurance pricing with our cloud-based, fully integrated platform. We enhance actuarial capabilities with user-friendly, machine learning native solution, built on cutting-edge technology.

Our software empowers insurers to price at unprecedented speed, directly influencing financial outcomes and enhancing risk assessments. Insurers will be able to navigate the dynamic, highly competitive market with unwavering confidence.

 *Akur8 is in the right place, at the right moment, as pricing is now part of insurers' strategic topics. Akur8 is not only a technical partner for actuaries: it offers a common language to all carriers stakeholders. If an insurer wants to improve time to market, achieve modeling transparency, and take data-driven, collaborative decisions, Akur8 is a must have solution.*

José María Castelo Marín, Independent Board Member and President of the Audit Committee at IMA Ibérica Asistencia and Senior Advisor at Akur8



1,300
USERS

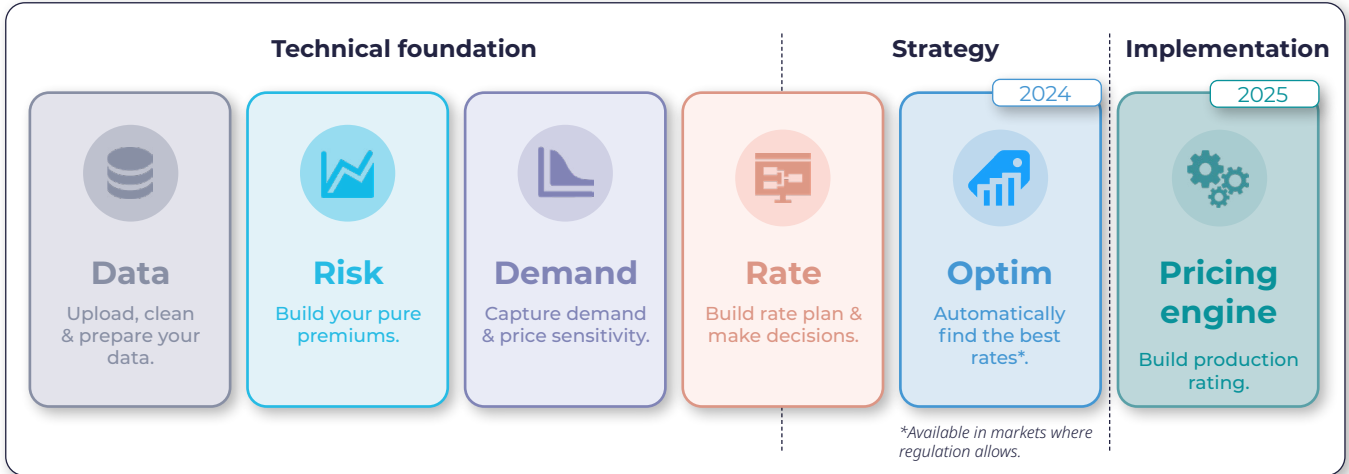
50+
FEATURES
RELEASED

99.2%
SATISFACTION
RATE

OUR PRODUCT

The next generation insurance pricing solution

Our fully integrated SaaS solution



What makes us unique

Unmatched User Experience

Quickly upskill, navigate complexity with ease and clarity, and seamlessly engage key stakeholders.

Machine Learning Native

Solution built from the ground up with machine learning (ML), characterized by transparent artificial intelligence (AI), intuitive automation, and lightning-fast explorations.

Cloud and Modern Tech Stack

Cloud-based, fully integrated platform for every colleague and every need on pricing - Plug & Play with built-in support.



"We are thrilled to embark on this exciting partnership with Akur8. With the capacity to run models in the cloud, swiftly export documentation, and conduct Dislocation and Impact Analysis, we are poised to elevate our rate-making process."

Jean-Louis Hernández

Motor Pricing Director at MAPFRE Spain



We found insightful interactions after one day of modeling with Akur8's insurance pricing solution. Leveraging this user-friendly and transparent platform will enable our pricing team to build better models faster across more lines of business."

Nick Foore

Assistant Vice President Strategic Development at WRG (U.S.)

OUR PRODUCT



"Akur8's cloud-based platform provides a variety of useful features, including the ability to conduct very granular variables analysis, including territory at the zip code level or vehicles (e.g., brand/model/year of production), geographic visualization, automated production of documentation in PowerPoint format, insertion of notes and comments in different parts of the process and the ability to use shareable links to directly access some steps of the analysis via email."

Cinzia G. Bicego

Pricing Actuary at Helvetia Italy

Due to its distinct features, Akur8 effectively handles challenges in the insurance industry that remain unaddressed by alternative solutions.

		Usability	Process	Output	Set up
	Legacy solutions	COMPLEX	MANUAL	TRANSPARENT	RESOURCE-INTENSIVE
	Open-source tools	COMPLEX	AUTOMATIC MANUAL	BLACK BOX TRANSPARENT	RESOURCE-INTENSIVE
	AKUR8	USER FRIENDLY	AUTOMATIC	TRANSPARENT	RESOURCE-EFFICIENT

Akur8 is also committed to research and development, ensuring that its users have access to the latest advancements in machine learning and pricing technology.

The richness and complexity of data available to pricing teams is much broader than it was even a few years ago. The future of the profession will be to collect and clean enormous amounts of data to then apply ML enhanced traditional actuarial techniques to it. Tomorrow's actuaries will be able to use data in a bolder, more clever way than ever.

Leonardo Felician, Chief Executive Officer at BeRebel

OUR PRODUCT

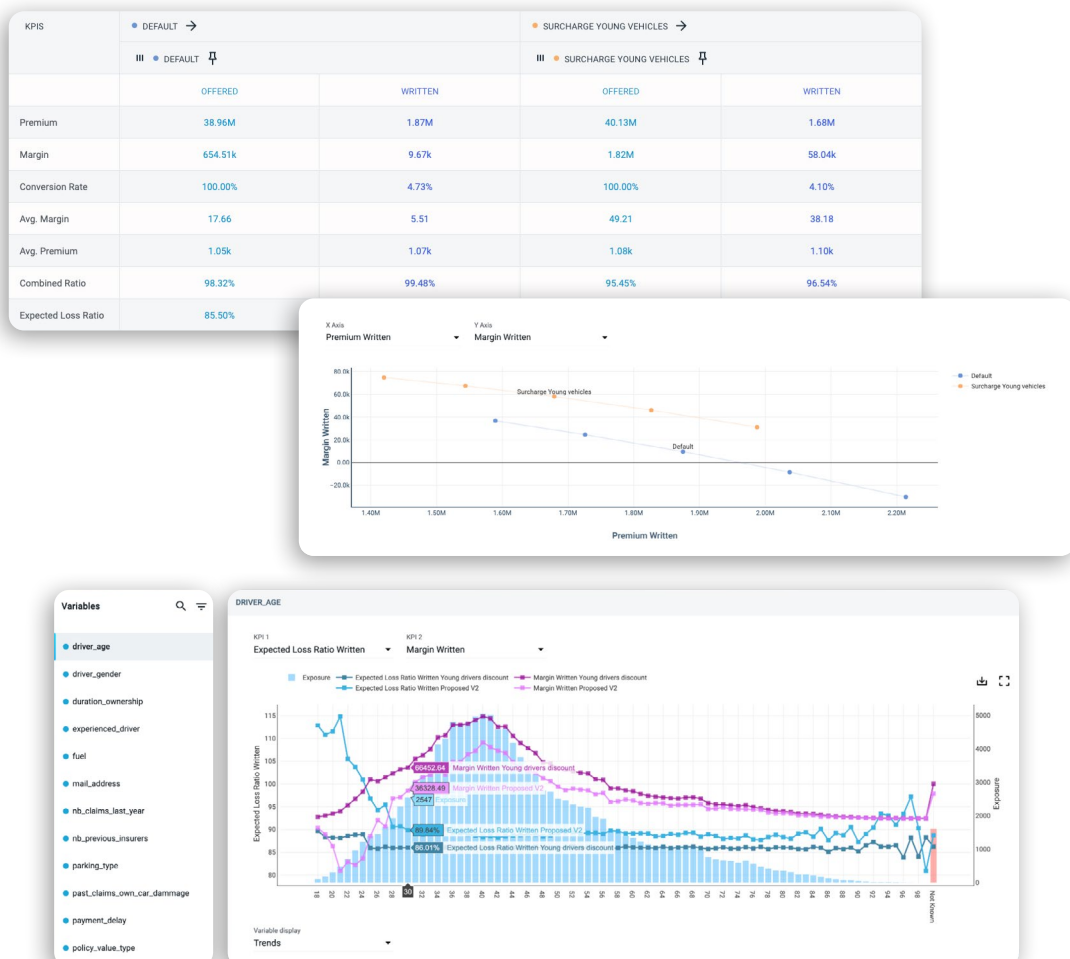
Our product's evolution in 2023

In 2022, we introduced our pivotal Rate features to empower our users: this module allows them to perform production-ready rate plans, enabling them to align their decisions with their specific business objectives and market dynamics.

Recognizing the critical role of pricing strategy testing, our product team dedicated the entirety of 2023 to enhance this capability for our users. As a result, we have evolved the rating workflow to effortlessly generate and calculate multiple rating versions, all while maintaining a clear record of past iterations. This not only streamlines the pricing strategy experimentation process but also ensures that users can accurately track their pricing evolution over time.

We are also excited to introduce a guided template that capitalizes on these advanced pricing scenarios, seamlessly integrating them with demand and elasticity models. This integration enables users to evaluate not only loss ratios but also the broader financial outcomes associated with various pricing strategies. The goal is to equip our users with the insights needed to make well-informed decisions, anticipate portfolio shifts, and maximize profitability.

With our enhanced Rate features and new capabilities, we are committed to helping our clients navigate the ever-changing landscape of insurance pricing, enabling them to make decisions that align with their long-term business success and desired outcomes.



“ As a former client, I’ve had the privilege of experiencing firsthand the numerous advantages that Akur8 offers.

What challenges do you see for insurance pricing in 2024?

In 2024, insurance pricing faces three pivotal challenges: algorithmic fairness, meeting customer expectations, and addressing resource constraints for operational efficiency. Ensuring that pricing algorithms remain impartial and free from bias and discrimination is a critical aspect of algorithmic fairness. Meeting customer expectations involves the delicate balance of providing immediacy, transparency, and fairness while maintaining competitive pricing models. Additionally, addressing resource constraints and streamlining operational efficiency in the face of complex data environments and talent recruitment and retention challenges will be essential.

To navigate these challenges effectively, insurance companies must embrace technological innovation, ethical considerations, and customer-centricity as guiding principles. This approach becomes crucial as many firms struggle with extensive legacy systems deeply integrated into their daily operations. Replacing or integrating these systems with cutting-edge technology is not just a choice but a necessity for staying competitive and attracting tech-savvy talent in the evolving landscape of the insurance industry.

In your opinion, what are the main benefits of Akur8?

As a former client, I’ve had the privilege of experiencing firsthand the numerous advantages that Akur8 offers.

My journey as an executive and manager has taught me that people are inherently self-motivated and driven to excel in their work: allowing teams and individuals more autonomy usually encourages efficiency.



Joanna Chardon

Chief Strategy and Product Officer

However, autonomy should be subject to explicit boundaries. Clarity and constraints foster quality and performance. This philosophy is the essence of an excellence culture, and it’s precisely what Akur8’s platform facilitates. This transparency also extends across the organization, leading to well-informed decisions.

Furthermore, Akur8 empowers teams to harness the potential of data analytics, artificial intelligence, and machine learning, transforming what was once a visionary concept into a practical and indispensable tool. In today’s landscape, these technologies have transitioned from being pie-in-the-sky dreams to becoming integral to everyday operations. For actuaries, staying informed and proficient in these tools is essential.



We are excited to announce the upcoming release of our first optimization module, catering to the needs of our most sophisticated customers in the EU market. Additionally, our team has started building a Pricing Engine to complement our existing solution to simplify processes and streamline workflows, enhancing efficiency and deployment agility.

What is your product vision for 2024?

In 2018, we recognized the limitations of existing technology in insurance pricing. Many products in the market were unable to meet the increasing demand for sophisticated and user-centric solutions. Custom systems, while capable, proved to be time-consuming to deploy and demanded complex maintenance and enhancements. Additionally, highly automated approaches often fell short during implementation and incurred substantial ongoing maintenance costs.

This realization led us to develop a unique technology. Over the past few years, our commitment to excellence and reliability has been the key to our success. We have focused on providing easy-to-navigate software with high levels of service and reliability, even in the face of growing competition from other providers.

Our goal for 2024 is to continue to deliver the world's best user experience for working with insurance data. We aim to empower pricing actuaries to ask and answer complex questions even without the need to master programming languages or statistical modeling, thus turning data into actionable insights.

And today, Akur8 is more well-positioned than ever to continue its journey toward providing an end-to-end insurance pricing platform. We are excited to announce the upcoming release of our first optimization module, catering to the needs of our most sophisticated customers in the EU market. Additionally, our team has started building a Pricing Engine to complement our existing solution to simplify processes and streamline workflows, enhancing efficiency and deployment agility.

In 2024, our key focus is also to provide a comprehensive experience to both existing and future customers in the United States, with the goal of creating a lasting impact on the insurance and pricing landscape in the U.S.

In conclusion, our journey continues in 2024 as we work towards making pricing processes seamless and hassle-free, further solidifying Akur8's position as a leader in the industry.

[Discover the solution](#)

OUR PRODUCT

For actuaries, by actuaries

What makes Akur8 truly unique is the tailored support our actuarial experts provide from the very first demo to everyday use of the solution, including free in-depth testing of the solution for two weeks and full onboarding for the whole team.

Our customer support does not stop after onboarding; no matter where our clients stand in their pricing journey, our actuarial experts help them achieve excellence day after day.

We are extremely proud of the excellent rating we get from our customers as a result. When asked "Would you recommend Akur8?", **over 200 users gave us an average rating of 9/10, resulting in a Net Promoter Score of 67¹**. In order to enhance our customer support, we have expanded and established our teams in six international offices, ensuring coverage across all time zones.



“ Akur8 provides fast and efficient online technical support.

Cinzia G. Bicego, Pricing Actuary at Helvetia Italy

“ We believe this collaboration will help us save time throughout the modeling process due to its simplicity, automation, but also level of support.

Arnaldo Bechara Filho, Director of P&C and Pricing at Tokio Marine Seguradora (Brazil)

“ By combining impressive modeling speed with highly qualitative customer support, Akur8 will allow us to keep our best-in-class pricing standards.

Giorgos Gakas, Head of Pricing at Hellas Direct (Greece)

1 The average NPS score for SaaS companies in 2023 being 31-50.

Our People

Our essence lies in our team: Akurians are not just part of the company, they embody our very spirit. Their skills, dedication, and innovative approaches have propelled us to where we are today, and will undoubtedly make us a key player in the future of the industry. This is why our People team relentlessly works to make Akur8 an exceptional employer.

2023 was indeed a big year for Akur8 on the People side: it marked the establishment of our new office in Tokyo, the relocation of our Parisian office, the onboarding of our new CTO, and the initiation of dozens of new initiatives aimed at fostering a more welcoming, inclusive and sustainable company environment.

6

INTERNATIONAL
OFFICES

30+

NATIONALITIES

20+

SPOKEN
LANGUAGES

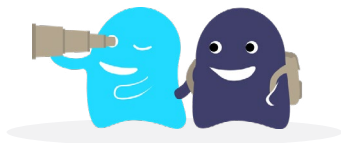


OUR PEOPLE

Our DNA

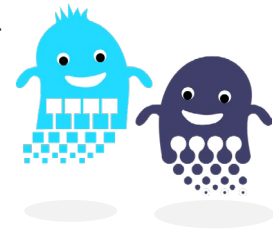
We challenge the unbearable status quo

We strive for innovation and for the transformation of the insurance industry. But we command change only when it is needed and has genuine virtuous impact.



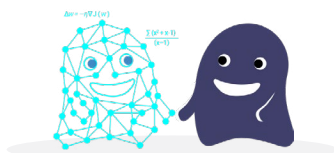
We disrupt the known, organize the unknown

We work without borders. We have the ability to challenge ourselves to adapt to unknown scenarios, in all kinds of contexts. We thrive in structuring what is hardly structurable.



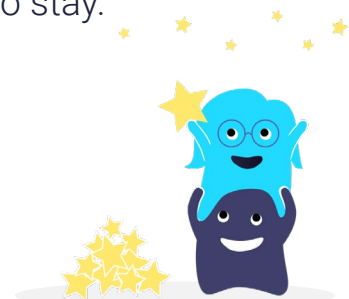
We are AI-driven but refreshingly human

Akur8 is an artificially-intelligent solution but humanity always comes first, within our team, with our clients and with our solution. Our AI is Transparent and human-controlled.



We build things that last


We build long-standing, robust and reliable solutions for new and century-old insurance companies. We are here to stay.

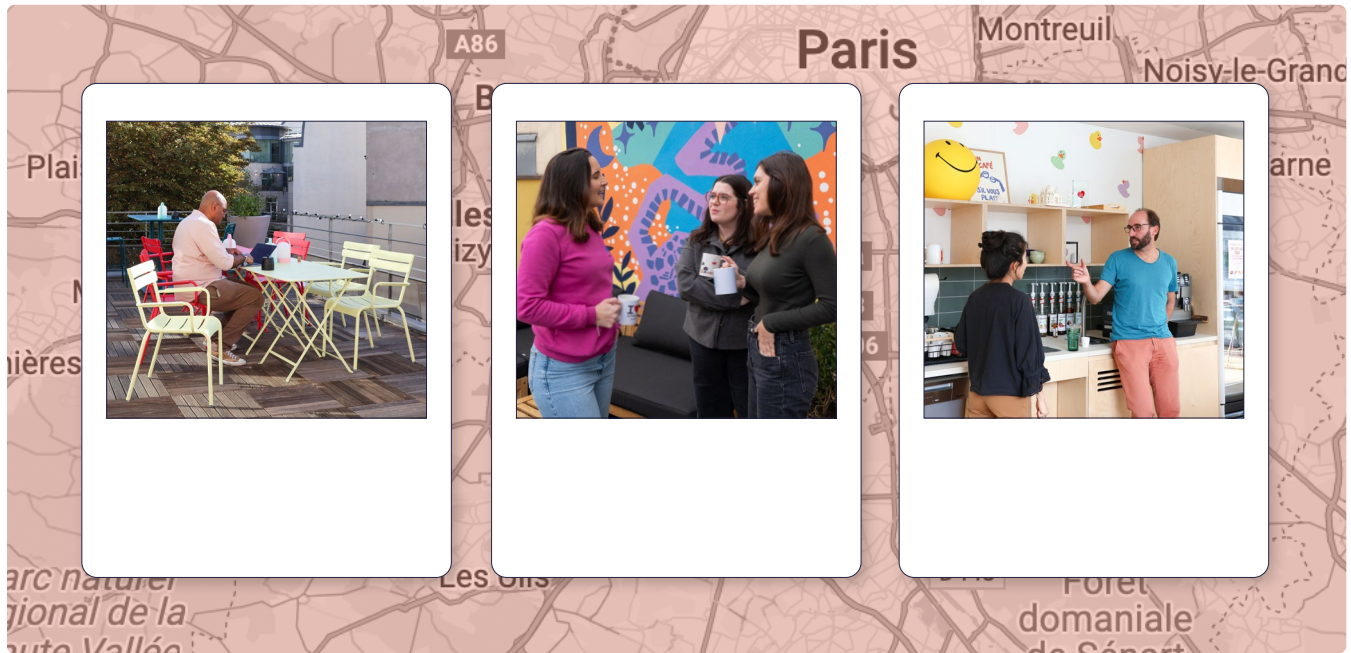


OUR PEOPLE

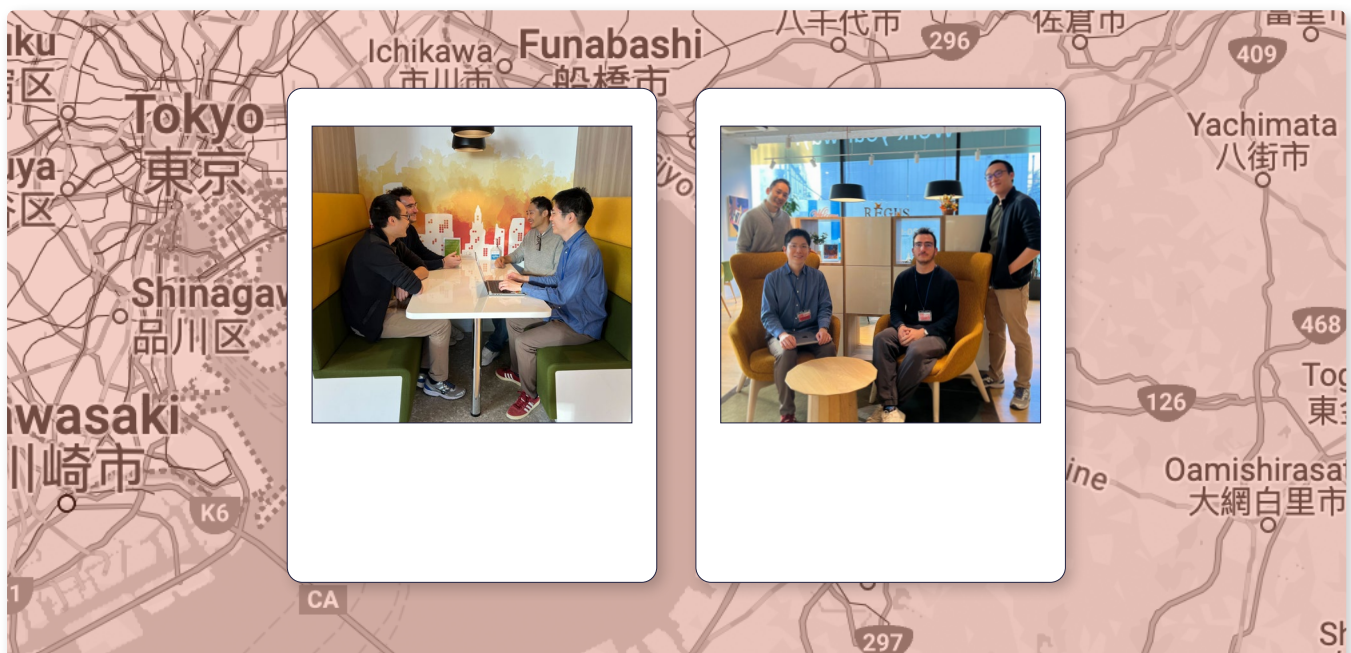
Our new offices

This year, we both relocated our headquarters in Paris and opened a new Japanese office. These new locations complement our existing offices in New York, London, Milan, and Cologne.

 **Paris** | At the center of the French tech hub, our new Parisian office will welcome our customers and international teams.



 **Tokyo** | Located in Shibuya's major commercial and finance center, our Tokyo office welcomes our amazing Japanese team.





Franck Zerbib

Chief Technology Officer

What is your professional background?

I began my career at IBM, where I dedicated 18 years to a range of technical and sales management roles, progressing from specialist and architect to the position of director for large business units.

I then joined Google Cloud to shape and actively contribute to the great acceleration of Google Cloud on its markets, especially in France, across all industries. I held diverse roles at Google, until I led the entire customer engineering organization in France. My team of engineers was focusing on assisting customers in infrastructure migration, application modernization (Cloud, Big Data, Machine Learning), and other digital transformation projects around the Google Cloud platform and Workspace collaborative suite.

I joined Akur8 as CTO in 2023, transitioning to a more entrepreneurial journey to disrupt the insurance pricing sector with transparent AI.

Why did you choose to bring your technical leadership experience to Akur8?

I prioritize the human aspect in all my endeavors: this obviously had a key role in such a move. Having collaborated with Akur8 stakeholders in the past, I knew we shared the same values. This extended to my interactions with the different Akur8 teams, and was a vital requirement to me in helping to facilitate my decision.

I was eager to start a new adventure and take on a thrilling challenge in a rapidly expanding setting. Along this entrepreneurial journey, I will navigate various business and technical obstacles to make a tangible impact on Akur8's growth.

It is a unique opportunity to be deeply involved in diverse aspects of technology and business, enabling quicker decision-making, flexibility, and the opportunity to shape a company's tech strategy from the ground up. It is a shift towards concrete leadership and innovation.

What's special about this company?

Akur8 has both incredibly solid foundations and a clear vision. Our product fits perfectly within the insurance field: it was born and shaped with the specificities of the industry in mind, and it effectively assists insurers in developing increasingly sophisticated and agile pricing processes. Our cloud-based solution was built from the ground up with Machine Learning and is supported by a modern tech stack, ensuring swift and targeted integration into pricing processes, both now and in the future.

Akur8's team is definitely special too: the company nurtures highly talented individuals, united by a strong international culture that values initiative, collaboration, and mutual respect. Regardless of your background, you have a genuine opportunity to influence the company's future, fostering a remarkable level of engagement and accountability, with a focus on maximizing the value we provide to our customers.

Customers are indeed central to everything we do: in addition to being engaged through demos and pilots, we provide open channel to interact directly with Engineering, Product and Advanced Data Science teams who offer very strong business expertise.

OUR PEOPLE

Our management team



1

1 Samuel Falmagne

Samuel is the CEO and Co-Founder of Akur8. Samuel started his tech career at IBM, where he spent 15 years in various international sales and sales management positions. He then joined Shift, an AI fraud detection Insurtech company, as Head of Sales. Samuel was instrumental in the successful internationalization of Shift, including in the U.S. After 2 years at Shift, Samuel decided to apply his Insurtech expertise by transitioning to entrepreneurship and co-founding Akur8 to disrupt the insurance pricing sector.



2

2 Brune de Linares

Brune is the Chief Client Officer and Co-Founder of Akur8. She started her career at IBM and spent more than 10 years in consulting and sales management positions for complex products, including Cloud and AI solutions. She left IBM to join Google Cloud where she spent 2 years in commercial roles building strategic contracts with large retailers. She has deep experience in B2B large enterprise sales, go-to-market strategy and sales organization management. Brune now leads Akur8's global business development and marketing with the ambition to make Akur8 the global leader in insurance pricing.



3

3 Joanna Chardon

Joanna is the Chief Strategy and Product Officer at Akur8. She has over 22 years of insurance industry experience, especially in P&C pricing. She started her career as an actuary in the technical department at AXA XL. She later participated in the creation of AXA's direct entity in Poland in 2007. This exciting adventure led Joanna to pursue her career in a new entity of AXA Global Direct to lead the competitive intelligence department and, later, the commercial pricing team and the Pricing Lab, where she established the pricing community for AXA's direct entities and identified synergies, particularly on the price optimization methods. She also implemented new pricing standards, generating significant impact on the loss ratio and retention rate at several entities. She then headed AXA France's Center of Pricing Excellence, before joining the insurtech Wakam as the Chief Product and Pricing Officer. She joined Akur8 in 2022. Joanna won Business Insurance's Woman to Watch award for EMEA in 2023.



4

4 Franck Zerbib

Franck is CTO of Akur8. Franck started his career at IBM where he spent 18 years in various technical and technical sales management positions, as Specialist, then Architect, and finally Director of large business units. He then joined Google Cloud to shape and actively contribute to the great acceleration of Google Cloud on its market, and especially in France across all industries. Franck had different positions where he brought his expertise and experience at Google. He went from building dedicated teams to support digital native and corporate customers, to leading the whole customer engineering organization in France. Franck decided to leverage his technical leadership experience by transitioning to a more entrepreneurial journey at Akur8.



5

5 Jean-Marie Saudin

Jean-Marie is Chief Financial Officer at Akur8. He started his career at Valeo in the U.S. and came back to France 4 years later to join IBM where he held several roles in the Pricing and the Controlling organization. His last role was CFO of GTS France, a division in charge of IT outsourcing and cloud. He then moved to Gekko, a recently created consulting firm supporting large organizations in their move to cloud, where he held the roles of CFO and FinOps Director, helping structure a fast growing business and bringing his financial acumen to the FinOps business line. He was also instrumental in the negotiations for the sale of the company to Accenture and the ensuing integration phase, after which he joined Akur8 in 2021.



6

6 Delphine Marsh

Delphine is Chief Talent Officer at Akur8. She began her career at the international recruitment company SThree, where she spent over 5 years as a recruiter in the French Tech ecosystem, aiding companies in growing from small startups to major players. Delphine then decided to continue her career as a Talent Manager at Genetec, a Canadian software company, overseeing all recruitments and talent management for the EMEA region and offices. With her experience focused on recruiting tech profiles, she joined Akur8 in June 2021 to lead the People team and support the company's growth.

OUR PEOPLE

CSR and employee commitment at Akur8

At Akur8, we are incredibly proud of our employees' commitment to create a better work environment and to share the strengths of Akur8 with the world.

2023 saw the beginning of multiple employee initiatives to support charitable and environmental causes, or foster more diversity and inclusion within the company.

At the end of 2023, Akur8 empowered and encouraged these initiatives by introducing Teamstarter, a crowdfunding platform backed by company funds to allow employees to propose and implement projects.

Environmental and charity initiatives



In the beginning of 2023, Akur8 participated in [Treely's](#) walking challenge. By walking and encouraging each other, our employees enabled 752 trees to be planted in a mangrove swamp in Madagascar.



Akur8's athletes also took part in [Les foulées de l'assurance](#). The French race raised 31,340 euros this year for cardiology research.



OUR PEOPLE



Several Akur8 teams took part in [Oxfam's](#) 100km trailwalker again in 2023, raising 6,000 euros for the NGO focused on fighting inequalities to end poverty and injustice.



At the end of the year, the implementation of Teamstarter also sparked many inspiring initiatives, including gifts donations to underprivileged children and to a shelter for victims of domestic violence.



A team of 4 Akur8 women took part in a women's trek in the Moroccan desert, [Elles Marchent](#), both an athletic challenge and the opportunity to give a helping hand to the local population.



PEOPLE

Diversity and Inclusion



In 2023, as a diverse and inclusive company, Akur8 has launched the Employees Resource Group, ERG-D&I, an employee-led organization within Akur8 to share common experiences, connect, collaborate, and support initiatives that foster inclusivity in the workplace.

Several projects have been implemented in the ERG-D&I group, from celebrating the LGBTQIA+ community during Pride Month, to supporting Breast Cancer Awareness and Movember.

The community also launched a project about mental health and well-being to provide employees with internal resources to better face stress in the workplace.

At the end of 2023, Akur8 also launched a project related to web accessibility, to make sure we offer a fully accessible web product in 2024.

In 2024, the ERG-D&I will continue to develop concrete initiatives regarding specific identified topics including women in tech, LGBTQIA+ and accessibility.

110+

Employees

50%

Women in the Executive Committee

45%

Women in a management position



We are very grateful for all of our stakeholders! Many thanks to our esteemed clients and partners, valued investors and of course our amazing team!

You all made Akur8 what it is today: a global company with a concrete, powerful impact on its sector and a reputation of excellence.

