



NEWS RELEASE

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EMC Partners With MākuSafe to Test Wearable Safety Technology

DES MOINES, Iowa (June 27, 2019)—EMC Insurance Companies is launching a pilot program with MākuSafe, a Des Moines-based insurtech/safety analytics company, aimed at testing how MākuSafe's patented technology can help companies reduce workplace accidents and workers' compensation claims.

MākuSafe's wearable armband technology gathers real-time environmental and human motion data to identify workplace risks. Then, the MākuSmart cloud platform uses machine learning to analyze the data, identify potentially hazardous trends and generate alerts for safety managers—before an incident/claim occurs.

"The world's changing for our agents and policyholders," says EMC's Vice President – Risk Improvement Bryon Snethen. "We want to provide them value beyond insurance; wearable technology and effective data analysis are some of the ways we're pursuing that."

During the eight-week program, MākuSafe's hardware and software will be deployed at two EMC policyholder sites—a manufacturer and a warehouse. The goal is to see how the latest generation of equipment performs under real-world conditions in order to fine-tune the products before they become available to the public.

"Sending more people home safely to their families at the end of the work day is a mission that's easy to get behind," says Gabriel Glynn, MākuSafe CEO and cofounder. "It has been so encouraging to see companies like EMC embrace that mission in such a tangible way."

Learn more about MākuSafe at makusafe.com.

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,500 employees. Employers Mutual Casualty Company (EMCC) was organized in 1911 to write workers' compensation protection in Iowa. Today, operating under the trade name EMC Insurance Companies, the company provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. EMCC is licensed in all 50 states and the District of Columbia. For more information, visit emcins.com.

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