



NEWS RELEASE

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EMC Insurance Invests In, Partners with AI Insurtech Startup Betterview

DES MOINES, Iowa (July 22, 2019)—EMC Insurance Companies today announced it has partnered with San Francisco-based AI startup Betterview, investing in their Series A funding round and signing a commercial agreement. EMC plans to steer their commercial property activities with the help of Betterview’s predictive analytics and risk management platform.

“We’re aligned with Betterview in a lot of ways, so it made sense for us to participate in their Series A round,” Risk Improvement Innovation Manager Chad Veach said. “We feel their product is going to be valuable for us and the industry as a whole. We intend to use it in our underwriting process and to identify policyholders who could benefit from our drone-based roof assessments.”

“When it comes to Insurtech investments and partnerships, EMC is always evaluating the marketplace for new tools and technologies that can improve agent and customer engagement,” said David Lyman, Betterview CEO & Co-Founder. “We are extremely proud EMC saw the value of our risk management platform and predictive analytics to support their agents and educate their customers on potential roof issues,” explained Lyman.

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.

About Betterview

Betterview provides property insight and workflow tools for insurance companies to improve the customer experience by accelerating decisions and improving risk at every point of the life cycle. For more information about Betterview, visit: www.betterview.net

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