

REDUCE RISK

PREVENT DAMAGE



HYPERLOCAL  
SEVERE WEATHER WARNINGS

## HIGH-PRECISION METEOROLOGY

UBIMET is the leading provider of claims information systems to the insurance industry in Europe. UBIMET has been in business for over ten years and operates an in-house research & development department with ISO 9001-certified processes. In 2013, UBIMET became a co-owner of nowcast, the global market leader in the field of 3-D lightning detection. nowcast has been exclusively supplying the German Weather Service (DWD) and the German Flight Safety Authority (DFS) with its leading lightning detection system.

## MARKET LEADER IN SEVERE WEATHER WARNINGS

In conjunction with the Fraunhofer Institute UBIMET provides severe weather warnings to several million customers in Europe and Australia.

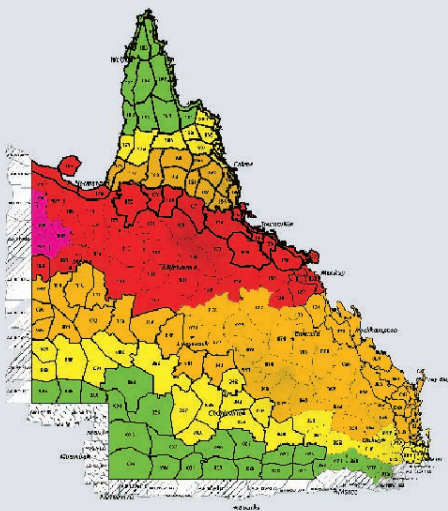







# UBIMET

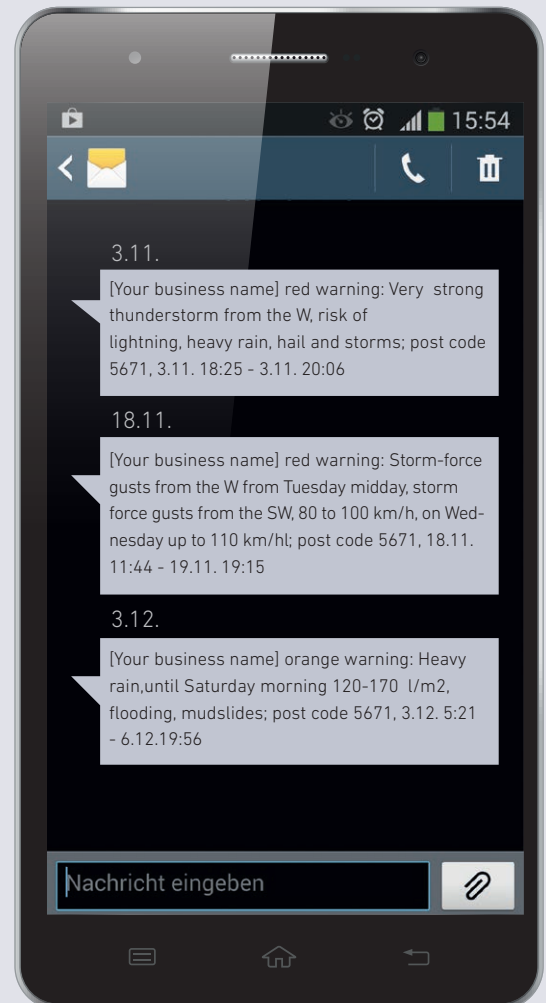
# SEVERE WEATHER WARNING

Hyperlocal severe weather warnings that are delivered via text message and/or e-mail can assist customers in preventing or reducing property damage. Our research shows that customers who receive weather warnings take measures such as delaying travel, securing windows and parking cars in a safe location as a result of receiving communication.

- The name of your company appears as the sender
- Warnings are not automated, but prepared by meteorologists
- Locations are defined by post code areas and geo-coordinates
- Warnings are sent out in advance (48 hours to 30 minutes prior to the event)
- Issued 24 hours a day, 365 days a year



 WARNING LEVEL III	Acute warning: <b>Extremely</b> severe weather is forecast. Time and place can be clearly defined.
 WARNING LEVEL II	Acute warning: <b>Very</b> severe weather is forecast. Time and place can be clearly defined.
 WARNING LEVEL I	Acute warning: Severe weather is forecast. Time and place can be clearly defined.
 ADVISORY	Severe weather is forecast for the next 48 hours.
 ALL CLEAR	No severe weather is expected.



## DAMAGE PREVENTION

- Prevent personal injury and reduce damage to property
- Increase customer awareness of severe weather

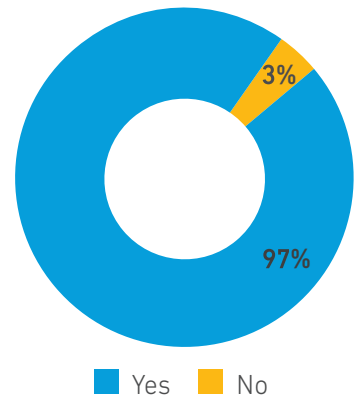
## CUSTOMER RETENTION AND BRAND LOYALTY

- Regular positive customer interaction
- The name of your company is displayed when severe weather warnings are sent

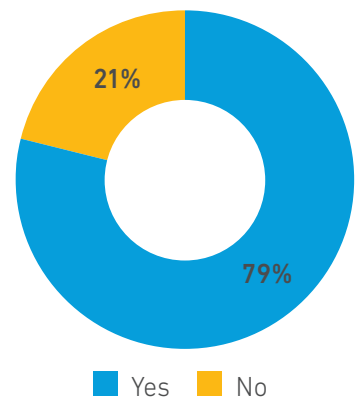
## COMPETITIVE ADVANTAGE

- Increased cross-selling and upselling with data insights
- Innovative service in the market
- Customer recommendations to friends and family

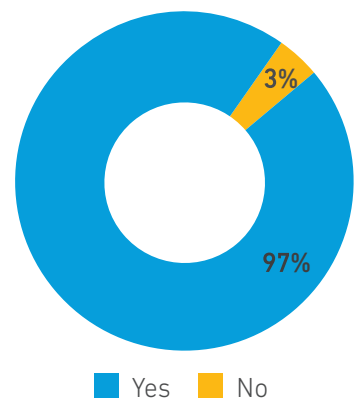
Did you find the **severe weather warnings** useful?



Did you **act upon** the severe weather warnings?

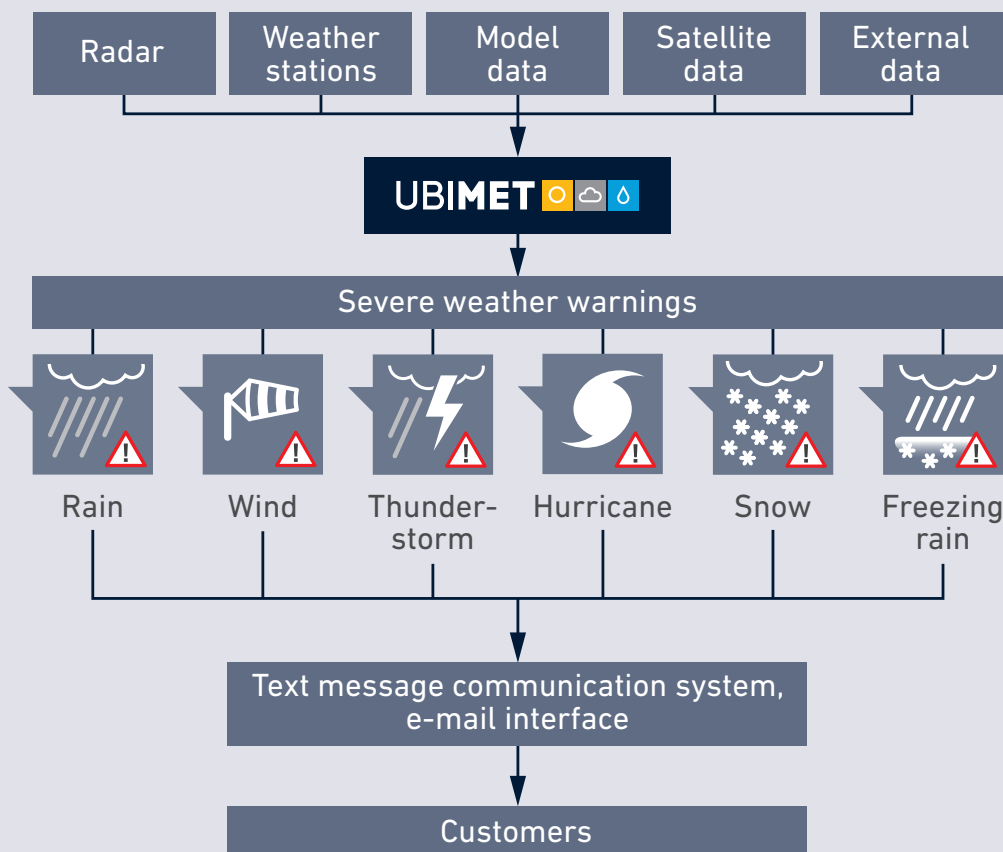


Would you choose to **continue receiving** the severe weather warnings?



Results from a survey conducted among UBIMET customers

### THE WARNING SYSTEM



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## ABOUT UBIMET

UBIMET is the leading weather service provider, and the one-stop shop when it comes to weather. The founder-led company with offices on three continents stands for reliable, highly precise weather information and digital information services for weather-dependent companies. As global innovation leader, top insurers and energy providers, infrastructure operators, media and sports to champions of the companies to champions of the new economy place their trust in us. UBIMET offers high quality meteorological data, forecasts and warnings which enable weather dependent industries globally to increase safety and efficiency.

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## UBIMET GROUP

