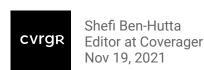
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Experian

Gabi

Experian acquires Gabi for \$320 million



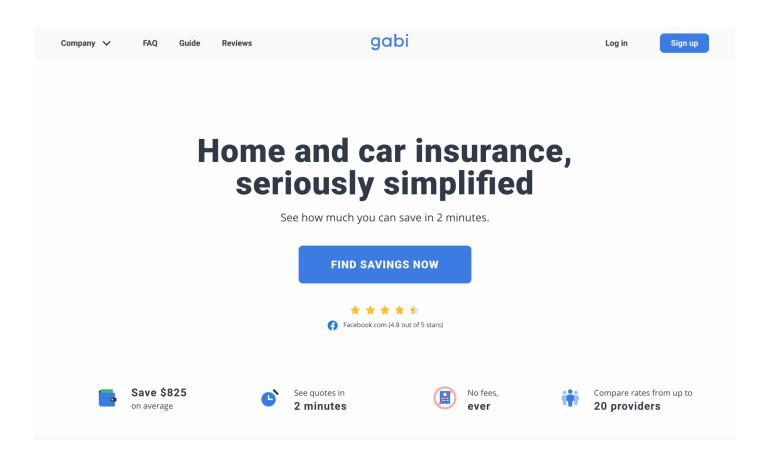


Earlier this week, **Experian** disclosed its half-yearly financial results where it shared that it acquired US-based insurance aggregator **Gabi** for \$320 million and Brazil-based digital payments fintech PagueVeloz for \$33 million.

The rationale behind this acquisition was Experian's desire to grow its presence in the insurance marketplace. "This wholly-owned digital insurance agency allows us to expand our presence in the auto insurance vertical."

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Securian Ventures. It works with over 40 regional and national home and auto insurance carriers throughout the US, including Nationwide, Travelers, Progressive, Safeco, Encompass, and Kemper.



Bottom Line: The deal emphasizes the importance of operating a choice model and de-emphasizes the importance of everything else. In insurance, you only need to get Distribution right. Embrace it

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