



## Press release

### Greater Than opens subsidiary in Japan

Stockholm, 24 May 2021: The executive board of Greater Than (GREAT) - the Insurtech provider using AI to predict and price motor risk - has decided to establish a wholly-owned subsidiary in Japan. The basis of the decision is the positive business opportunities in the region and, more specifically, develop and capitalize on existing customer accounts in the Japanese market.

"The own subsidiary allows us to support better our customers' development of digital services based on our risk analysis platform and to be able to respond more quickly and flexibly to local requirements." – says Liselott Johansson, CEO of Greater Than

A long-term strategic initiative to sell our AI Actuarial risk model, insurance and mobility products in the Japanese market has led to multiple business opportunities and, more concretely, partnership with prime corporations such as Mitsui Sumitomo Insurance Group and other brands. Greater Than will enhance its presence in the market with a daughter company and Japanese staff to capitalize on these opportunities.

"The trust our partners in Japan place in us is high, and this step will further strengthen that trust. The investment in Japan underlines our commitment to our Japanese partners and the markets they operate on.", – continues Liselott Johansson

Greater Than AB will wholly-own the subsidiary. And the purpose of the new subsidiary is to develop further, support and generate business opportunities in the Japanese market in the short- and long term.

#### For media inquiries contact,

Eva Voors, Chief Communications Officer

[Eva.voors@greaterthan.eu](mailto:Eva.voors@greaterthan.eu)

+46 708 884 880

#### About Greater Than

Greater Than is an AI and Insurtech company, providing predictive risk insights on claims frequency and cost – helping insurance carriers with better pricing of premiums, smarter customer retention and targeted customer acquisition. Based on our AI technology, Greater Than provides a product portfolio including Enerfy Risk Portfolio Tracker, Enerfy Loyalty and Enerfy Insurance Products, as well as additional services and apps for dynamic pricing, car sharing, fleets, leasing and driver gamification. Greater Than partners with great organizations such as Zurich, MSIG, TRYG, Microsoft and FIA. Greater Than is listed on Nasdaq First North Growth Market. Learn more at [greaterthan.eu](http://greaterthan.eu).