Insurance Marketplace Revenues, 2021

Top 5 Groups Worldwide

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Definition - revenues generated from insurance marketplace activity.

Exchange rates - local currency figures have been converted to USD using the average rate for 2021.

Source: Insuramore research and estimates, company disclosures.

Note: data includes acquisitions completed by end of 2021 but not ones pending at end of 2021 and / or completed in 2022

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Rank	Marketplace group	Ownershipe type	Home country	Actual / estimated insurance marketplace revenues (USD million)	Approximate global market share (%)	Actual / estimated % of total revenues due to insurance marketplace activity
1	BHL Holdings (see note A)	Privately-owned	UK	759.4	11.3%	n/a
2	eHealth Insurance Services	Public (direct listing)	US	538.2	8.0%	100.0%
3	EverQuote	Public (direct listing)	US	418.5	6.2%	100.0%
4	CHECK24 Gruppe (see note B)	Privately-owned	Germany	383.4	5.7%	33.3%
5	LendingTree (see note C)	Public (direct listing)	US	326.2	4.8%	29.7%
	All other groups			*4,318.81*	*64.0%*	
	Approximate global total			**6,744.46**	**100.0%**	

Group-specific footnotes

Note A: qualifying brands are Comparethemarket.com (UK), Comparethemarket.com.au (Australia), EasyCompare (Thailand), hesapkurdu (Turkey), Hippo.co.za (South Africa), koalay.com (Turkey) and LesFurets.com (France)
Note B: qualifying brands are CHECK24 (Germany) and einsurance (Germany)
Note C: qualifying brands are QuoteWizard (US) and ValuePenguin (US)

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