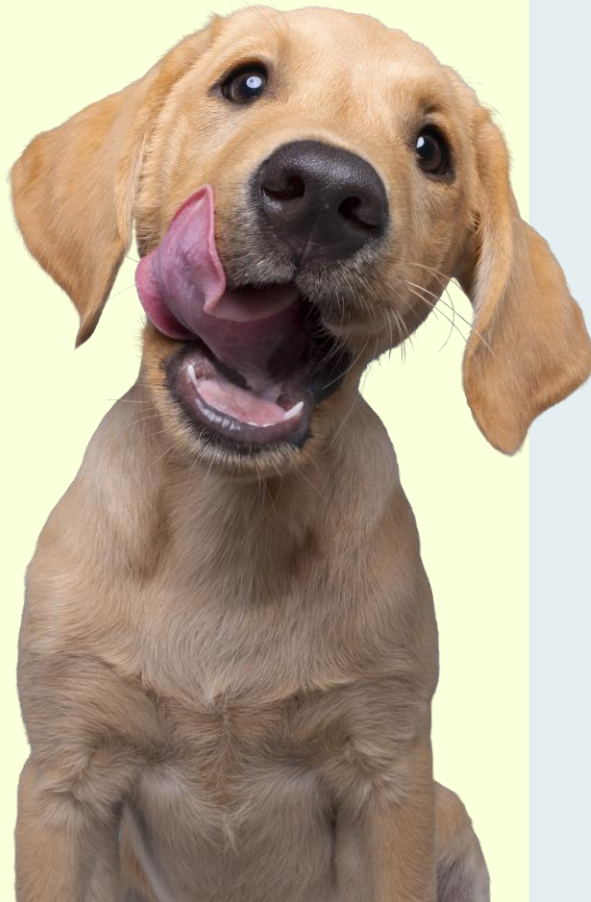


calingo *pet*



UNLOCKING THE POTENTIAL OF PET INSURANCE

CALINGO INSURANCE AG

DAGORÀ PETCARE INNOVATION 11.03.2025



Daniel Litscher (COO/VRP) | daniel.litscher@calingo.ch | +41 79 504 40 34

PROBLEM PET HEALTH & INSURANCE



Rising Veterinary Costs



Insufficient Coverages

SOLUTION CALINGO PET INSURANCE



FAIR & DIGITAL PET INSURANCE



EMBEDDED SALES CHANNELS



4.8/5 ★

Google Reviews

55

Net Promoter Score

MODERN HEALTH INSURANCE FOR DOGS & CATS



HIGH SELF SERVICE OPTIONS

Customers can adjust their insurance policy at any time and have a monthly cancellation right



DEVELOPED WITH VETS

Our product was and is being developed by Swiss veterinarians



TELEMEDICINE

As a preventive measure customers have 24/7 free access to online vet consultations



NO AGE RESTRICTIONS

We offer personalizable protection for any breed, without age limit. And premiums do not increase with the age of the pet



PRE-EXISTING CONDITIONS

We also cover costs for the treatment of conditions that already existed before the start of insurance coverage



ANNUAL FRANCHISE

It's up to the customer to decide on how high the annual franchise should be



Choose the right coverage for Amali

Basic	RECOMMENDED Regular	Complete
CHF 39.50 / month	CHF 60.70 / month	CHF 73.85 / month
Select	✓	Select
Annual vet fee limit ⓘ		
CHF 3'000	CHF 6'000	CHF 12'000
Treatment costs for accidents and illness ⓘ		
✓	✓	✓
Dental treatment ⓘ		

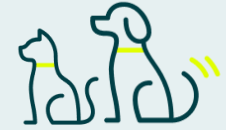
Total: CHF 60.70 per month

Submit



For more detailed information on coverages, please consider our [general insurance conditions](#) and the [product sheet](#).

PET MARKET



WE FOCUS ON THE PET MARKET AS ONE OF THE FASTEST GROWING AND HIGHLY UNSATURATED MARKETS

> EUR 12 bn

TAM DACH



EUR 1 bn

MARKET SATURATION DACH

2.5 M cats & dogs living in Swiss households

30 M cats & dogs living in DACH

Under 10% of all Swiss cats & dogs are insured

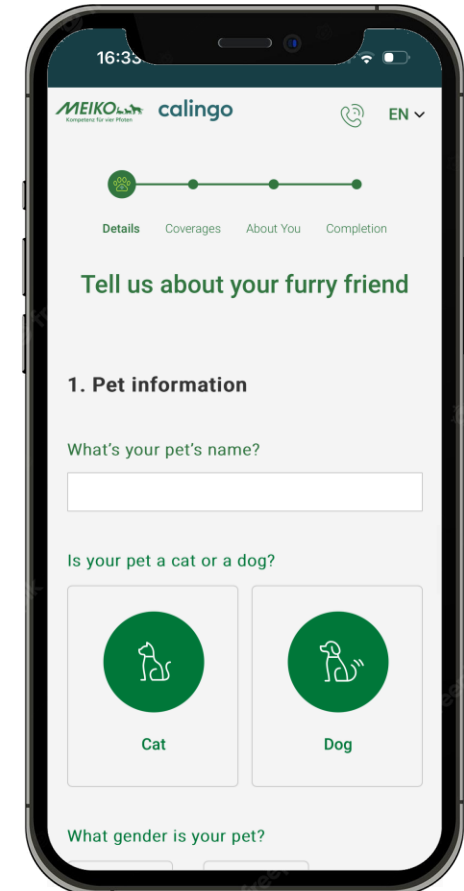
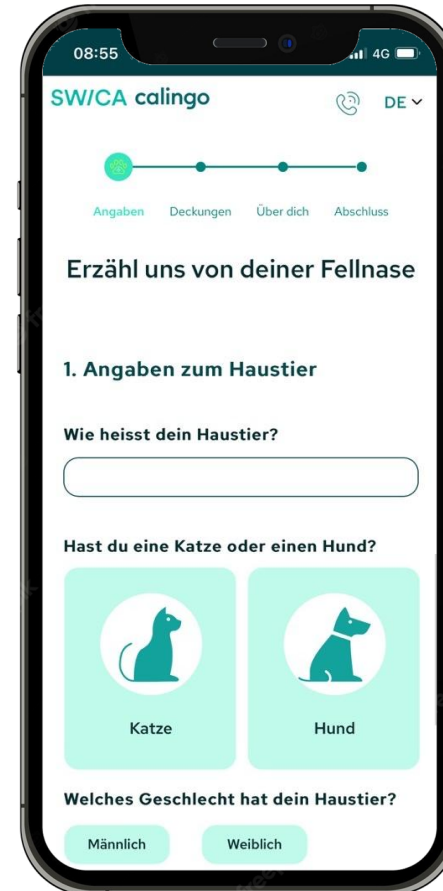
+2% yearly growth in CH pet population

CALINGO PET SALES STRATEGY

WITH DIVERSIFIED SALES CHANNELS OUR PET INSURANCE IS HIGHLY SCALABLE

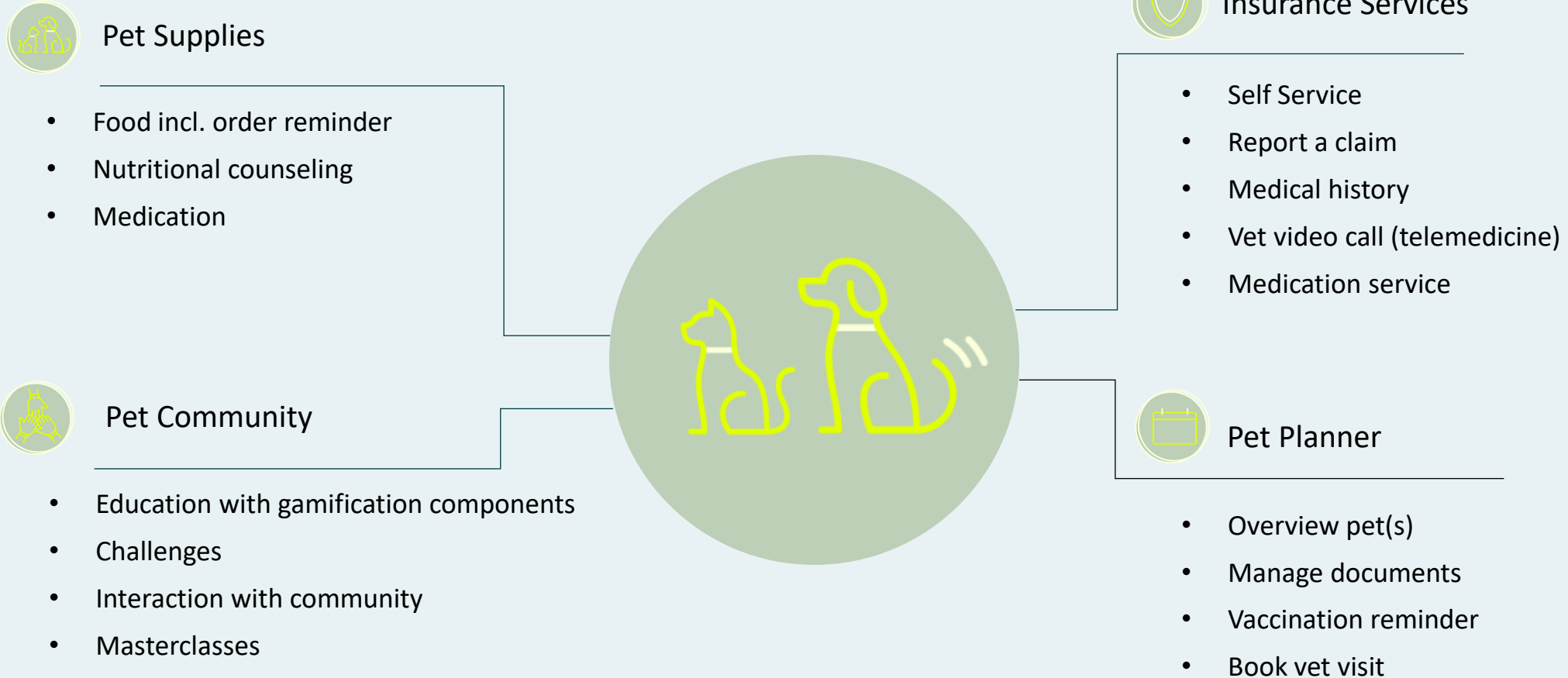
SALES CHANNELS

- Veterinarians & Vet Chains
- Leading Swiss Health Insurers
- Breeders
- Dog Schools
- Retail, Pet Shops
- Social Media Ads (Meta, Tiktok, etc)
- SEA / SEO



PET HEALTH PLATFORM – MORE THAN INSURANCE

Everything you need for a long and healthy pet live

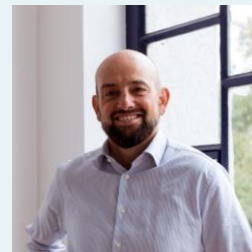


CHECK OUT OUR PET INSURANCE



pet.calingo.ch

THANK YOU !



Daniel Litscher

daniel.litscher@calingo.ch