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INDEPENDENT RESEARCH PROVIDER

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**Industry: InsurTech (AI & Data Analytics)**

**K2G Holding AG: Private**

*K2G Is a Swiss InsurTech Firm Leveraging AI and Data Analytics to Modernize Insurance*

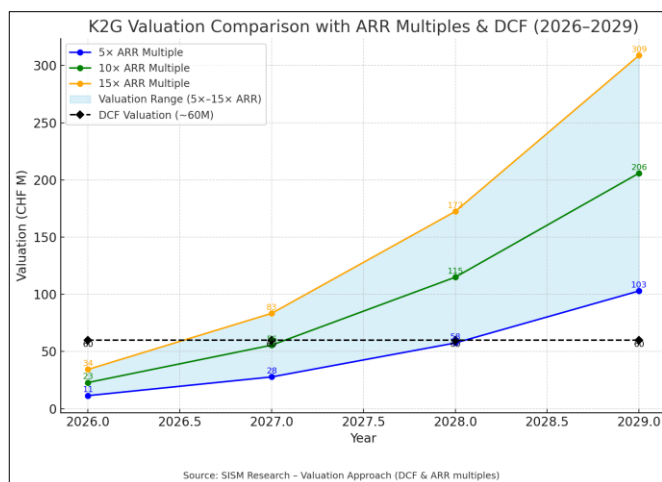
**K2G Holding AG**, is a privately held, InsurTech pioneer. It has developed the first AI-powered “risk intelligence engine” for insurers, combining proprietary AI, alternative data, and industry expertise to enhance underwriting, pricing, and risk management. Its flagship **K2G BOX®** provides data cleansing, enrichment, and AI-driven pricing models, while modules such as **AI Agents, Data Enrichment, Partner Integrations, Box Solution Enterprise, and Talk-to-Data** expand it into a full SaaS ecosystem. The **K2G Marketplace** extends this as an “app store” for insurance technology, monetized via subscriptions, transaction fees, and revenue-sharing. Operating a subscription-first SaaS model with global partners, K2G is positioned in an InsurTech market forecast to grow from USD 19B (2025) to USD 96B (2032, CAGR 26%). Revenues are projected at ~CHF 0.60M in 2025, rising to ~CHF 20.6M and CHF 15.96M in cash flow by 2029. Based on **DCF** and **ARR** multiples, **SISM Research** values K2G at **CHF 40–90M** (central ~CHF 60M), with 2027 as the pivotal inflection point when ARR (~CHF 5.6M), profitability, and market benchmarks converge.

## Projected Quarterly Income Statement (2025 – 2028)

(in Swiss Francs)

	FY2025 Dez.25	FY2026 Dez.26	FY2027 Dez.27	FY2028 Dez.28
<b>Revenue</b>	<b>603'840</b>	<b>2'291'520</b>	<b>5'562'840</b>	<b>11'500'140</b>
<b>Cost of Revenue</b>				
Product Team	-444'704	-660'800	-774'900	-967'400
Data & Product	-112'192	-9'000	-9'000	-9'000
Software & Licenses	-196'086	-346'646	-610'496	-1'096'690
<b>Total COGS</b>	<b>-752'982</b>	<b>-1'016'446</b>	<b>-1'394'396</b>	<b>-2'073'090</b>
<b>Gross Profit</b>	<b>-149'142</b>	<b>1'275'074</b>	<b>4'168'444</b>	<b>9'427'050</b>
<b>Operating Expenses</b>				
Sales & Marketing	-382'303	-1'015'000	-1'545'000	-2'174'000
Operations (Admin & Finance & Legal	-12'000	-176'400	-285'200	-285'200
	-119'151	-135'200	-139'200	-172'800
Social & Insurance	-105'295	-115'200	-115'200	-115'200
G&A (Mgt, Office (Other)	-672'752	-803'720	-854'057	-894'003
<b>Total OPEX</b>	<b>-1'291'501</b>	<b>-2'245'520</b>	<b>-2'938'657</b>	<b>-3'641'203</b>
<b>Operating Income</b>	<b>-687'661</b>	<b>46'000</b>	<b>2'624'183</b>	<b>7'858'937</b>
Fund Raised	2'315'892	1'000'000	0	0
<b>Net Cash Flow (CHF)</b>	<b>1'628'231</b>	<b>1'046'000</b>	<b>2'624'183</b>	<b>7'858'937</b>
<b>Cash Balance (CHF)</b>	<b>1'628'231</b>	<b>2'674'230</b>	<b>5'298'414</b>	<b>13'157'351</b>

**Valuation Overview:** K2G's DCF valuation, based on an **18% discount rate** and **3% terminal growth**, implies an **enterprise value of ~CHF 60M**. About **20%** of this stems from projected cash flows (2025–2029), and **80%** from long-term growth beyond 2029. ARR multiples highlight the scaling trajectory: **2026 (~CHF 2.3M ARR): CHF 11–34M, 2027 (~CHF 5.6M ARR): CHF 28–83M, 2029 (~CHF 20.6M ARR): CHF 103–309M**. By **2027**, valuations begin to converge — ARR multiples (~CHF 28–83M) align more closely with the DCF baseline (~CHF 60M). From **2028 onward**, ARR growth suggests upside potential well above DCF, marking **2027 as the critical inflection point** where intrinsic value and market benchmarks align. We applied both **DCF and ARR valuation models**, widely used in AI and SaaS. *In 2027, the two approaches converge, underlining K2G's pivotal transition from early-stage commercialization to a sustainable, high-growth SaaS InsurTech.*



## INVESTMENT HIGHLIGHTS – K2G HOLDING

- Company Overview:** Founded in 2017 and headquartered in Baar/Zug, Switzerland, **K2G Holding AG** is a privately held, venture-backed InsurTech pioneer. The company has developed the first AI-powered “**risk intelligence engine**” for insurers, combining proprietary AI, alternative data, and industry expertise to enable smarter underwriting, pricing, and risk management.
- Products and Technology:** K2G builds a full digital ecosystem for insurers, anchored by the **K2G BOX®** for data cleansing, enrichment, and AI-driven risk & pricing models. Around it, K2G adds **AI Agents, Data Enrichment, Partner Integrations, Box Solution Enterprise, and Talk-to-Data**, creating a scalable SaaS platform. **K2G Marketplace – Expanding Beyond the Core Ecosystem** serves as an “app store” for insurance technology, monetized through subscriptions, transaction fees, and revenue-sharing.
- Business Model & Market:** K2G operates a subscription-first SaaS model, complemented by custom projects and global distribution partners. Revenue streams include **recurring subscriptions, transaction fees, and revenue-sharing** from marketplace activity, ensuring scalability and sustainability. The global InsurTech market is forecast to grow from **USD 19B in 2025 to USD 96B by 2032 (CAGR 26%)**, positioning K2G to capture significant share as insurers accelerate digital transformation.
- Financial Position & Outlook:** In H1 2025, K2G raised **CHF 1.1M** to support development, expansion, marketing, and G&A, with an additional **CHF 1.2M planned for H2 2025** and **CHF 1.0M in 2026** to strengthen working capital. According to SISM Research estimates and the company's updated business plan, revenues are projected at **~CHF 0.60M in 2025**, scaling to **~CHF 2.3M with CHF 1.05M positive cash flow in 2026**, reaching self-sustainability. From **2027–2029**, cash flow is expected to grow sharply from **~CHF 2.6M to CHF 16.0M**, enabling continued expansion without heavy reliance on external financing.

**Valuation;** As a privately held AI-driven InsurTech, K2G is best valued using DCF modeling and ARR multiples. According to SISM Research and the company's updated business plan, revenue CAGR is ~134%, profit CAGR ~146%, and cash flow CAGR ~74% (2025–2029), reflecting early-stage scaling and a rare profitability inflection point. DCF analysis implies a current EV of ~CHF 60M, with ~20% of value from 2025–2029 cash flows and ~80% from long-term growth. Sensitivity analysis suggests a valuation range of CHF 40M–90M, with a central estimate of ~CHF 60M. Annual Recurring Revenue (ARR) is the key anchor: 2026 (~CHF 2.3M) → CHF 11–34M; 2027 (~CHF 5.6M) → CHF 28–83M (inflection point); 2029 (~CHF 20.6M) → CHF 103–309M, in line with high-growth peers. *2027 stands out as the pivotal year when K2G's profitability and scale drive the convergence of intrinsic and market valuations*

COMPANY OVERVIEW

K2G Holding AG is a privately held, venture capital-backed Swiss pioneer InsurTech (Insurance & Technology) company, founded in 2017 and headquartered in Baar/Zug, Switzerland. The company is revolutionizing the insurance industry as the **first AI-powered provider** for real-time risk assessment, leveraging proprietary AI technology and deep industry expertise. K2G combines AI-powered tools, proprietary data, and strategic partnerships to position itself as a leading enabler of digital transformation in insurance. Its subscription-first model, complemented by custom projects and a network of global distribution partners, provides both scalability and long-term sustainability. K2G is essentially a “risk intelligence engine” for insurers. It blends insurers’ internal data with alternative external data, powered by AI, to create smarter pricing, better underwriting, and proactive risk management. *Case studies from EU insurers demonstrate measurable impact: Loss Ratio improvements of up to –10%, Claim Frequency reduced by –0.8%, Market Share growth of +80%, and Gross Written Premium increases of up to +69% — clear evidence of K2G’s ability to improve profitability while driving growth.*

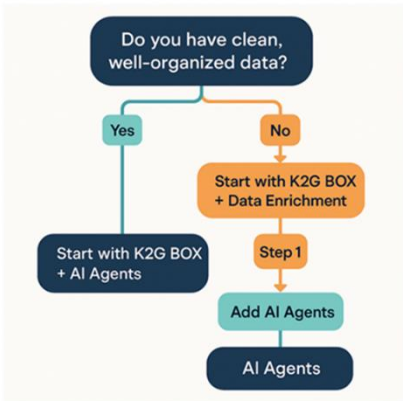
BUSINESS HISTORY

**K2G, formerly known as kasko2go**, began with a focus on motor insurance (“kasko” meaning comprehensive auto insurance in Europe) and the idea of being fast and ready-to-use (“2go”). In 2024, it rebranded to **K2G—a modern name that nods to its roots while reflecting its broader role as an agile, AI-driven insurance ecosystem**. K2G has been shaping the InsurTech space since 2017, combining AI, alternative data, and deep domain expertise to help insurers price risk more accurately, respond faster, and reduce operational inefficiencies. In August 2021, K2G received a significant boost with a US \$650,000 grant from the Israel Innovation Authority to support its R&D initiatives.

FUTURE-READY: EXPANDING PRODUCT ECOSYSTEM TO ACCELERATE GROW

**K2G – The Complete Digital Ecosystem for the Insurance Industry.** In 2024, K2G focused on building the **technical foundation** of the **K2G BOX® Solution**, including the data pipeline, model architecture, and the successful execution of pilot projects with insurers across Germany, Austria, Switzerland, and Eastern Europe. At the same time, the company established its **go-to-market fundamentals**—product demonstrations, value cases, and technology showcases—laying the groundwork for commercialization. The K2G BOX® Solution is the **core platform and hub**, serving as the central system that stores, organizes, and manages client data. Additional K2G modules, currently in development and nearing commercialization, can integrate seamlessly with the BOX®, as it provides the base infrastructure for the entire ecosystem.

Path to AI-Powered Insurance with K2G



Source: SISM Research, Company Presentation

K2G Ecosystem – Services, Purpose, and Use Cases

Service	Purpose	Typical Use Case
K2G BOX®	Core platform & hub	Store, manage, and process data with integrated tools
Data Enrichment Module	Improve data quality	Add missing info, verify accuracy, standardize datasets
Enterprise Solution	Expert support & integration	K2G specialists analyze data, integrate external sources, set up APIs, and provide ongoing support
AI Agents	Automation & intelligence	Automate claims triage, detect fraud, optimize pricing, and provide real-time insights

Backed by over **150 years of combined technology expertise**, K2G’s international research team has been working relentlessly to bring the **K2G BOX®** to commercialization, while continuing to develop future-oriented solutions designed to transform the insurance industry. The company generates revenues primarily through the **K2G BOX®**, offered as a **subscription-based SaaS model**, with sales expected to ramp up in the coming quarters. In addition, K2G will generate revenues through **partnerships and reseller agreements**, leveraging integrations with strategic partners such as **Fadata** (Reseller / Tech Partner), **IKOR** (European Distributor), **Apinity** (acquired by Munich Re, specializing in API platforms for insurers), and **Guidewire** (a leading InsurTech platform providing access to the P&C insurance market). These collaborations strengthen distribution, credibility, and scalability, positioning K2G to accelerate market reach. The company is actively pursuing new opportunities to **expand its global network of strategic partners**.

K2G generates revenues from its flagship **K2G BOX®** through a scalable, subscription-based SaaS model, delivering predictable and recurring income streams. Insurance clients pay monthly fees tailored to product type and scalability, creating a strong foundation for Annual Recurring Revenue (ARR) growth and high-margin SaaS economics.

The **K2G BOX® Platform** has already attracted significant attention, leading to the formation of **strategic partnerships with Fadata and IKOR**, further expanding its global reach and customer base. In November 2024, K2G was invited to join **Guidewire’s Insurtech Vanguard program**—a strong validation of its innovation and potential in the **property and casualty (P&C)** insurance sector, *opening up significant new business opportunities in the P&C market*.

**K2G Box® - Flagship AI Solution** - K2G’s proprietary core product is the Web-Based Platform K2G BOX® / BOX Solution, a self-service platform. It offers risk assessment & dynamic pricing, data cleansing & enrichment, real time portfolio insights and API (Application Programming Interface) integration for insurers. An **API** stands for Application Programming Interface — basically, it’s a set of rules that lets different software systems talk to each other and exchange data automatically. K2G BOX® enables users to analyze the status of their insurance portfolios, identify mispricing points, receive pricing recommendations, and enrich their data using the K2G Data Lake or third-party alternative data sources. The platform can be accessed directly through a web browser (e.g., Chrome, Safari, Microsoft Edge, Opera, Firefox etc) without the need to install additional software. Users simply log in online and can work with tools and data anytime, anywhere.

K2G capitalizes on the K2G BOX® by positioning it as the central gateway for insurers — *generating recurring SaaS revenues, unlocking upsell opportunities with additional modules, and building a scalable ecosystem that can grow across multiple markets.*

The company applies a monthly subscription fee per business line, starting with the **Motor & Liability Insurance** sector, which represents one of the largest and most regulated insurance markets worldwide. Key business lines include: **MTPL** (Motor Third Party Liability Insurance) – Mandatory insurance covering damages caused to third parties in accidents where the policyholder is at fault. **CASCO** (Comprehensive Car Insurance) – Voluntary insurance covering damage to the policyholder's own vehicle, regardless of fault. **Personal Liability Insurance** – Covers damages or injuries accidentally caused by the policyholder to third parties outside of motor insurance. **Green Card** (International Motor Insurance) – Provides cross-border motor liability coverage for policyholders driving abroad.

**How K2G BOX® Works** - The **K2G BOX® Solution** is the central hub for insurers, designed to **clean, enrich, and structure data** while enabling **AI-driven risk assessment, pricing, and portfolio monitoring**. It integrates seamlessly into insurers' existing systems and delivers measurable improvements in performance.

**Core Features - AI-Driven Risk Assessment & Pricing.** Advanced AI models provide deep portfolio segmentation, helping insurers identify mispriced risks and dynamically adjust pricing strategies in real time. **Data Cleansing & Enrichment** Insurers can upload raw datasets, which are automatically cleansed and standardized using pre-installed rules (developed from millions of analyzed policies) or custom rules. Data is enriched with hundreds of external parameters for improved modeling accuracy. **Real-Time Portfolio Monitoring** Automated insights detect risk patterns and market shifts quickly, reducing reliance on manual processes and enabling faster decision-making. **Seamless API Integration** Robust APIs allow direct integration with insurers' core systems. Results — such as pricing coefficients or new policy assessments — can be delivered automatically or exported in CSV format for renewals and model comparisons. **Proven Performance Improvements** *Case studies show 2–6% decreases in loss ratios and up to a 9% reduction in claim frequency, directly impacting profitability.*

**Why Insurers Need K2G BOX®** - Insurance companies manage **vast amounts of complex data**, including customer details (names, addresses, contacts), policy information (coverage, terms, premiums), claims records (dates, payouts, reasons), and risk data (driving history, health, location scores). Over time, this data often becomes **messy or unreliable** due to duplicate records, typos or inconsistent formatting (“Jon Smith” vs. “John Smith”), outdated information (e.g., old addresses, expired policies), or missing fields (such as policy start dates). Poor-quality data leads to **pricing errors, claim delays, compliance risks, and reduced customer satisfaction**.

**Typical Data Cleansing Workflow - Data Collection** – Pulls from CRM (Customer Relationship Management) systems, claims databases, spreadsheets, and external sources into one dataset. **Data Profiling** – Identifies errors, inconsistencies, and outliers (e.g., invalid phone numbers, unrealistic dates).

**Standardization** – Ensures uniform data formats, such as ISO 8601 (YYYY-MM-DD) for dates and standardized address structures. **Deduplication** – Merges duplicate entries into a single, accurate customer record. **Missing Data Handling** – Completes missing values using trusted sources or flags them clearly. **Validation** – Applies business rules (e.g., policy expiry dates must follow start dates; premiums must be positive).

**Updating Master Records** – Stores corrected, validated data back into the central system.

**Benefits for Insurers - Faster Claims Processing** – Processing times cut from 15 days to just 7 days. **Better Risk Analysis** – Reliable data leads to stronger underwriting decisions. **Regulatory Compliance** – Clean data makes audits smoother and less costly. **Improved Customer Experience** – Accurate records prevent duplicate bills, wrong addresses, or policy errors. **Cost Savings** – 40% fewer billing complaints and reduced extra costs from eliminating duplicate communications.

## K2G ECOSYSTEM – AN INTEGRATED PLATFORM FOR DATA-DRIVEN INSURANCE

K2G is not just a single-product company — it is building a **scalable digital backbone for the insurance industry**, enabling **true end-to-end, data-driven transformation**. At the core of this backbone is the **K2G BOX® hub**, supported by the **K2G Data Lake** — a centralized repository that collects and **organizes vast amounts of structured and unstructured insurance data**. Unlike simple cloud storage, the Data Lake retains raw data in its native format and is purpose-built for big data analytics, AI, and machine learning. As more insurers and modules connect to the ecosystem, the Data Lake continuously **expands in volume and richness**, making AI models smarter and insights more valuable over time. This creates a self-reinforcing advantage that competitors cannot easily replicate. The K2G Data Lake is the foundation for its AI-powered ecosystem — it feeds the BOX®, AI Agents, and Marketplace with clean, enriched data, transforming raw insurance information into actionable intelligence.

Backed by its research team, K2G is continuously developing **future-oriented solutions** that expand the K2G BOX® into a full **technology ecosystem**. This ecosystem consists of specialized **modules** — such as **Data Enrichment, AI Agents, Partner Integrations** and **Box Solution Enterprise** — each designed to address critical needs in the insurance sector. Importantly, K2G's business model allows it to **charge subscription fees per business line and per module**, creating multiple recurring revenue streams as clients scale their usage.

**The Data Enrichment Module** - The **K2G BOX®** is the **essential first step** for insurers, serving as the **core hub** that collects, organizes, and manages all data. Once the BOX® is in place, insurers can easily add specialized modules — such as the **Data Enrichment Module** — to expand functionality and unlock further value. Starting in late **2025 early 2026**, the **Data Enrichment Module** will be charged separately **per business line**, with pricing expected to increase as the **K2G Data Lake** grows and delivers richer insights. This module enhances raw insurance data by: filling in **missing information**, correcting **errors, duplicates, and outdated entries**, adding **external datasets** with hundreds of parameters. The result is **clean, complete, and enriched data**, which supports better decision-making in underwriting, pricing, claims management, and compliance.

**Why K2G BOX® + Data Enrichment Are Needed** - Insurance companies already manage vast data, but without a system like K2G BOX®, that data remains fragmented, inconsistent, and unreliable. By first centralizing data in the BOX® and then applying the Data Enrichment Module, insurers gain: *Accurate risk assessment & pricing, faster claims processing, regulatory compliance confidence and improved customer experience.*



**How It Works - Data Collection** – The module identifies and collects data from multiple sources, including internal databases and external providers. **Data Matching & Validation** – Data points from different sources are matched using predefined rules and validated to ensure accuracy and consistency. **Data Enrichment** – Missing or incomplete information is filled in, and relevant external datasets are added, creating a more comprehensive and reliable dataset. **Data Transformation** – The enriched data can be reformatted or standardized to meet specific business needs. **Integration** – Finally, the enriched data is seamlessly integrated back into insurers’ systems, making it available for analysis, reporting, and operational processes.

**Key Benefits - Improved Data Accuracy** – Corrects errors, fills gaps, and ensures consistency across all datasets. **Deeper Customer Understanding** – Adds demographic, behavioral, and external insights for a fuller customer view. **More Effective Marketing** – Enables targeted and personalized campaigns, improving engagement and conversion. **Better Decision-Making** – Supports more accurate risk assessment, pricing, and strategic planning. **Enhanced Customer Experience** – With cleaner, richer data, insurers can deliver more tailored products, services, and support.

**Box Solution Enterprise** - The Box Solution Enterprise Module extends the capabilities of the K2G BOX® by combining technology with expert services. In this module, K2G specialists work directly with insurers to ensure they gain maximum value from the platform.

**What It Provides** - Advanced Data Analysis – K2G experts analyze insurers’ raw data, identify patterns, and uncover insights that improve risk modeling, pricing, and portfolio management. **Alternative Data Integration** – The team evaluates and selects the most relevant external datasets (e.g., telematics, geospatial, behavioral data) to enrich models and improve prediction accuracy. **API (Application Programming Interfaces) Setup & Optimization** – K2G prepares and configures APIs, ensuring smooth integration of K2G solutions into insurers’ existing IT systems and workflows. **Ongoing Expert Support** – Beyond implementation, K2G provides continuous support and knowledge transfer to insurers’ staff, helping them adapt to new tools and get the most out of the **BOX®**.

**Why It Matters** - The Enterprise Module is ideal for insurers who need more than just software — they need hands-on expertise, integration support, and tailored guidance. It accelerates adoption, reduces internal IT burden, and ensures that insurers achieve measurable results from their digital transformation.

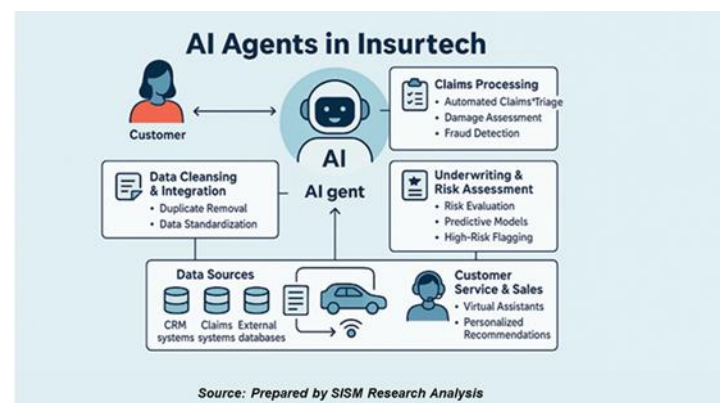
**AI Agents – An Intelligent Module for Automation & Optimization** - AI Agents are an add-on module that plugs into the **K2G BOX® ecosystem**, providing insurers with intelligence, automation, and continuous improvement on top of their core data platform. Unlike traditional software scripts, AI Agents are **autonomous or semi-autonomous systems** that can analyze data, make decisions, and learn over time. They enable insurers to automate repetitive, data-heavy tasks while also delivering **real-time insights, fraud detection, and predictive pricing** — driving both efficiency and smarter decision-making across the business.

**How AI Agents Work in Insurtech** - **Connect to Data Sources** - Pull data from CRMs, claims systems, risk databases, and IoT devices (e.g., telematics, wearables). Use APIs to keep information up-to-date in real time. **Understand & Process Information** - Apply NLP (Natural Language Processing) to read claims forms, contracts, or customer communications. Use machine learning to detect patterns, anomalies, and risks in large datasets.

**Take Action or Recommend** - Automatically approve low-risk claims or escalate suspicious ones. Recommend dynamic pricing adjustments based on updated risk models. Trigger fraud alerts for unusual behaviors or claims. **Learn & Improve Continuously** - Feedback loops refine decision-making. Fraud detection, risk scoring, and customer segmentation models get smarter over time.

**Why AI Agents Matter** - **Efficiency** – Automates repetitive tasks like data preparation, reporting, and ETL (Extract, Transform, Load). **Accuracy** – Reduces human error in risk assessment and claims management. **Speed** – Processes and acts on data in real time. **Scalability** – Frees insurers’ staff to focus on complex cases, while AI handles the rest.

**What AI Agents Can Do in Insurtech** - **Customer Service & Sales - 24/7 Virtual Assistants** – Answer policy questions, provide quotes, and guide customers through claims filing. **Personalized Recommendations** – Suggest coverage upgrades or discounts based on customer history and behavior.



**Claims Processing - Automated Claims Triage** – Sort incoming claims by urgency and complexity. **Damage Assessment** – Use computer vision to evaluate car accident or property damage photos. **Fraud Detection** – Identify suspicious patterns such as staged accidents or exaggerated medical claims.

**Underwriting & Risk Assessment** - Pull data from external sources (credit reports, driving history, weather data) to assess risk. Use predictive models to set premiums dynamically. Flag high-risk applicants for manual review.

**Data Cleansing & Integration** - Automatically detect duplicates, correct formatting issues, and fill in missing data. Keep customer records synced across all systems.

**Regulatory Compliance** - Scan policy documents to ensure they meet legal and regulatory requirements. Monitor transactions for **AML (Anti-Money Laundering)** compliance.

**Predictive Analytics** - Forecast claim volumes during extreme weather events. Predict customer churn so retention teams can intervene early.

**Example in Action** - Imagine a customer crashes their car and submits photos via an app. The **AI Agent** analyzes the damage, checks the policy coverage, and estimates repair costs. If the claim is below a set threshold and no fraud is detected, the system **automatically approves the payout within minutes** — instead of taking weeks.

The **License pricing** is per month per agent, per user. The pricing is expected to increase over time as K2G AI Agents gain additional functionalities.

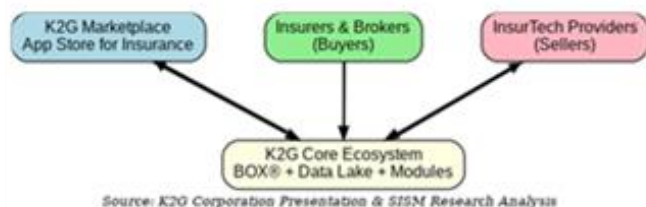
## K2G MARKETPLACE – EXPANDING BEYOND THE CORE ECOSYSTEM

*Introducing K2G Marketplace – The App Store for Insurance Technology.* The **K2G Marketplace** is a central hub that connects two key groups in the insurance ecosystem:

**Insurance Companies & Brokers (Buyers)** – seeking innovative solutions to improve pricing, risk assessment, claims handling, and customer engagement and **InsurTech Providers (Sellers)** – offering specialized technology products and services designed for the insurance industry.

Instead of each insurer building dozens of separate integrations, **K2G acts as the intermediary platform**. Through a **single API connection**, insurers gain instant access to a wide range of pre-vetted InsurTech solutions.

### K2G Marketplace – Unlocking Value for Buyers and Sellers



**How It Works - For Insurers & Brokers (Buyers)** Connect once via the K2G API → access all integrated solutions (fraud detection, claims automation, data enrichment, etc.). No need for multiple costly and time-consuming integrations. All vendors are vetted for **security, compliance, and legal requirements**.

**Key Benefits** - Faster access to new tools, lower integration costs, reduced IT complexity innovation at scale

**For InsurTech Providers (Sellers)** - Integrate once into the K2G API → instantly reach all connected insurers. Avoid long sales cycles, repeated compliance checks, and technical barriers.

#### Key Benefits:

New sales channel without cold outreach, reduced integration time, no repeated audits for each client, easier scaling to multiple insurers

**The Win-Win Loop - Insurers** → Save time and money, with more choice and faster adoption of innovation. **InsurTech Providers** → Get quicker market access, with less hassle and faster scaling.

**K2G** → Monetizes through subscription fees, transaction fees, or revenue-sharing on marketplace sales.

**In short:** The **K2G Marketplace** functions as the **“app store” for insurance technology** — simplifying integration, encouraging collaboration, and accelerating digital transformation across the industry.

**Revenue Streams from the K2G Marketplace** - Initial Onboarding Fee (Annual) - Charged to InsurTech providers when joining the Marketplace. Covers: product onboarding, API converter development, compliance verification (e.g., GDPR, ISO 27001), contract alignment, and promotional campaigns introducing new solutions to insurers. Annual Services Fee (Recurring) Charged yearly to providers. Covers: hosting of API converters for custom integrations, ongoing IT support, and maintenance.

Revenue Share (15%) K2G receives 15% of all payments made by insurance companies (platform clients) to InsurTech providers through the Marketplace. Management projects Marketplace revenues to start generating in Q1 2026.

**K2G Talk-to-Data — Instant Insights via Natural Language** - *“The voice interface for insurance intelligence”* K2G Talk-to-Data is a smart, intuitive tool that lets users explore data by simply asking questions in plain language — no coding, no technical expertise, and no complex dashboards required.

**Seamlessly integrated with the K2G BOX® and Data Lake**, it acts as a powerful add-on that boosts usability, adoption, and the value of the entire K2G ecosystem.

**Key Features** - Works across all insurance lines – life, health, property, casualty, and more. Flexible output – delivers results as text, charts, tables, or matrices. Fast & interactive – get instant insights without waiting for reports. User-friendly – designed for business users, not just analysts. Multilingual – understands and responds in multiple languages. Secure & scalable – built on cloud infrastructure with best-in-class data privacy.

**Business Impact** - Democratizes data access – empowers underwriters, analysts, and executives alike. Enhances agility – enables real-time responses to emerging risks and opportunities. Scales with clients – adapts to insurer growth while maintaining enterprise-grade robustness.

*K2G Talk-to-Data turns complex insurance data into simple conversations, accelerating decision-making and driving smarter business outcomes.*

## HOW K2G STANDS OUT IN THE INSURTECH MARKET

**Key Market Drivers - AI-Powered Risk Assessment** – Artificial intelligence enables real-time, accurate risk evaluations. *K2G is at the forefront of applying AI to gain competitive advantage.* **Embedded Insurance** – Integration of insurance into non-insurance platforms is expanding distribution and reach. **Cyber Risk & Climate Change Coverage** – Rising demand for protection against emerging risks is accelerating innovation. **Strategic Collaborations** – Partnerships between InsurTechs and traditional insurers are driving digital transformation. *K2G is actively building market share through such collaborations.*

**Redefining Insurance with AI-Driven Risk Intelligence.** K2G acts as a **“risk intelligence engine” for insurers** — combining internal insurance data with alternative external datasets, powered by advanced AI. This approach enables: **Smarter pricing, Stronger underwriting, Pro-active risk management**

## STRENGTH OF K2G’S BUSINESS PLAN

**Centralized Integration Hub** - By providing a **single API** to connect insurers and InsurTech providers, K2G simplifies complex integrations. This reduces development time, costs, and technical barriers for both sides. This centralization can become a strong competitive advantage, especially if K2G covers a wide range of providers and insurers.

**Win-Win Ecosystem** - The platform facilitates smooth data and service exchange between insurers and InsurTechs, creating mutual value. Insurers can quickly access innovative technology solutions; InsurTechs gain access to a broader market.

**Scalability** - The API-driven model is scalable and adaptable. As K2G adds more insurers or providers, the value of the network effect grows. It's easier to onboard new partners with a single integration point.

**Market Need** - The insurance industry is traditionally slow and fragmented in technology adoption. K2G addresses a clear pain point by standardizing connectivity. **Reduced Customer Acquisition Cost (CAC)** By being a centralized hub, K2G can reduce the need for direct sales efforts for each individual insurer or provider, leveraging platform effect.

## WEAKNESS OF K2G'S BUSINESS PLAN

**Dependence on Network Growth** - The platform's value heavily depends on acquiring and maintaining a critical mass of insurers and InsurTech providers. Without enough participants, the network effect weakens. Early stages might face a chicken-and-egg problem.

**Technical Complexity and Reliability** - Developing and maintaining a robust, secure, and highly available single API that serves diverse partners is technically challenging. Any downtime or integration bugs could damage trust and hurt reputation.

**Market Competition** - Other platforms or API providers might be competing in this space, some with more resources or existing relationships. Established insurers might prefer to build or use their own integration solutions.

**Regulatory & Data Privacy Challenges** - Insurance data is highly regulated. K2G must ensure compliance with multiple jurisdictions, which can complicate integration and increase costs.

**Monetization Strategy Risks** - If the revenue model depends on transaction fees or subscriptions, pricing must be competitive yet sustainable. There's risk if partners expect free or low-cost access, or if pricing doesn't reflect value delivered.

**Long Sales Cycles** - The insurance industry often has long decision and procurement cycles, which can slow growth and cash flow.

## K2G'S COMPETITIVE POSITIONING IN THE INSURTECH MARKET

**Shift Technology:** AI for fraud detection, Strong fraud AI, claims-centric *K2G goes beyond fraud → full risk/pricing optimization.* **Tractable:** AI for image recognition in claims (e.g., auto damage photos) Computer vision expertise. *K2G is not claims-only, but portfolio-wide risk intelligence.* **Akur8** AI for pricing automation. Transparent GLMs, regulatory focus *K2G adds alternative data enrichment + "second opinion" modeling.* **Zelros** AI-driven distribution & customer experience, personalized product recommendations - *K2G is stronger in core risk/pricing rather than CX.* **K2G** AI risk modeling + alternative data, patented data enrichment, portfolio benchmarking, **BOX®** platform. *provides 360° view of risk: pricing, claims, portfolio, environment.*

## MANAGEMENT TEAM - VISIONARY LEADERSHIP FOR INSURTECH INNOVATION

The strength of this InsurTech venture lies in its world-class management team, a balanced blend of visionary leadership, deep technical expertise, and proven industry experience. Collectively, the team combines decades of experience across finance, insurance, artificial intelligence, product innovation, and large-scale system architecture. This synergy positions the company to redefine risk assessment, pricing, and claims management in the global insurance sector.

**Arina Man (Co-Founder & CEO):** With a strong background in economics, law, and finance, Arina brings executive experience from KPMG and Credit Suisse, coupled with more than a decade of entrepreneurial leadership. Her expertise in finance and legal structures ensures robust governance and a solid foundation for sustainable growth.

**Oleksandr Korobov, Chief Technology Officer (CTO):** A seasoned AI leader specializing in NLP, computer vision, and generative models, Oleksandr has led international R&D projects delivering scalable, high-impact solutions. His technical leadership translates cutting-edge research into practical, market-ready innovations.

**PhD. Mykola Gora Chief Product Officer (CPO):** A technology strategist with extensive experience in military and commercial R&D, Mykola has driven the development of advanced telecom systems, intelligent drones, and mission-critical IT infrastructure. His expertise ensures product design that integrates security, performance, and innovation.

**Dmytro Ivanko (Chief Architect):** With over 20 years in IT architecture and system development, Dmytro has a proven track record in designing and scaling complex platforms. His previous roles as CIO and CTO in pioneering companies highlight his ability to align technology infrastructure with disruptive business models.

**Prof. Dr. Sarit Kraus (Scientific Advisor, AI):** An internationally recognized AI pioneer, Prof. Kraus is a global authority in multi-agent systems and human-AI interaction. Her groundbreaking research bridges theory and application, influencing sectors from defense to healthcare and bringing unparalleled academic depth to the team.

**Dr. Joseph Levitas (Head of Data Science):** A veteran in AI and algorithm development with 25+ years of experience, Dr. Levitas has shaped defense and commercial innovations worldwide. His expertise in machine learning and neural networks underpins the company's data-driven strategy.

**Assoc. Prof. PhD. Viktoriia Naumenko (Head of Data Research):** Specialist in image and video processing, compression, and neural network-based recognition, Dr. Naumenko drives innovation in data enrichment and AI accuracy, strengthening the company's research capabilities.

**Assoc. Prof. PhD. Andrii Shyriaiev (Head of Data Engineering):** With over 25 years in telecommunications, coding, and applied research, Dr. Shyriaiev leads the engineering backbone of the company. His dual role as a researcher and mentor ensures a culture of technical excellence and innovation.

**A World-Class Team Driving InsurTech Transformation.** This management team exemplifies the fusion of academic excellence, corporate leadership, and entrepreneurial drive. By combining financial discipline, technical ingenuity, and scientific authority, the team ensures not only the development of advanced AI-driven insurance products but also their successful implementation in global markets. Such a rare concentration of talent makes the company exceptionally well-positioned to lead the transformation of the insurance industry through data-driven risk assessment, scalable, AI-driven InsurTech solutions, innovation, and sustainable growth strategies.

## K2G POSITONED TO CATURE GROWTH IN THE \$96B GLOBAL INSURTECH MARKET

The global InsurTech market is projected to be valued at **USD 19.06 billion in 2025**, according to Fortune Business Insights, and is expected to grow to **USD 96.10 billion by 2032**, exhibiting a **CAGR of 26.0%** during the forecast period. **K2G is well positioned to capture market share** in this rapidly growing sector. **Key Drivers of Growth: AI-Powered Risk Assessment:** Advancements in artificial intelligence are enabling more accurate, real-time risk evaluations, and K2G is at the forefront of leveraging this technology to gain market share. **Embedded Insurance:** Integration of insurance offerings into non-insurance platforms is expanding market reach. **Cyber Risk & Climate Change Coverage:** Increasing demand for coverage against emerging risks is driving innovation. **Strategic Collaborations:** Partnerships between InsurTechs and traditional insurers are accelerating digital transformation, and **K2G is actively gaining market share through such collaborations**. K2G is essentially a “**risk intelligence engine**” for insurers. It blends insurers’ internal data with alternative external data, powered by AI, to create **smarter pricing, better underwriting, and proactive risk management**.

## FUNDING SECURED, SELF-SUSTAINABILITY BY 2026

In the first half of 2025, K2G successfully raised **over CHF 1.1 million** to support product development, commercialization, marketing, and general administration (G&A). In the second half of 2025, the company intends to raise an additional **CHF 1.2 million**, primarily to strengthen working capital and accelerate scaling. This two-phase funding strategy provides a strong foundation to execute the go-to-market strategy. In 2026, K2G plans to secure a further **CHF 1.0 million** to support continued growth momentum.

**Revenue projections indicate strong traction:** During its initial commercialization phase, K2G expects **revenues of approximately CHF 600'000 in 2025**, followed by projected revenues of **CHF 2.29 million in 2026**, **CHF 5.56 million in 2027**, and **CHF 11.5 million in 2028**. By 2029, revenues are expected to reach **CHF 20.6 million**, reflecting the company’s scalable model and strong market demand.

Net cash flow is expected to be **CHF 1.63 million in 2025**, **CHF 1.05 million in 2026**, rising to **CHF 2.62 million in 2027**, **CHF 7.86 million in 2028**, and **CHF 15.96 million in 2029**. The cash balance grows steadily from **CHF 1.63 million in 2025** to **CHF 29.1 million by 2029**, ensuring long-term financial stability.

This trajectory ensures that K2G will be **self-sustaining from 2026 onward**, with sufficient resources to fund expansion, product enhancements, and marketplace rollout without relying exclusively on external financing.

The company’s management has demonstrated its ability to raise capital, successfully completing a **CHF 1.1 million round in early 2025**, with an additional **CHF 1.2 million raise planned in the second half of 2025**. K2G operates a **capital-efficient model**, requiring only modest additional funding (**CHF 1.0 million in 2026**). The company is on track to achieve **profitability and sustainable positive cash flow by 2026**—a rare milestone among early-stage InsurTechs. Revenue growth and cash generation will support continued scalable expansion, enabling reinvestment into international markets and ongoing product development

**Financial Outlook & Growth Trajectory** - K2G is entering its commercialization phase in 2025 with projected revenues of approximately **CHF 0.60 million**, while operating losses will be covered by the initial capital raise. In 2026, the company is expected to scale significantly, reaching around **CHF 2.3 million in revenues** and generating **positive net cash flow of CHF 1.05 million** by year-end.

From 2027 to 2029, K2G anticipates a strong and accelerating growth trajectory. Revenues are projected to increase from **CHF 5.6 million in 2027** to **CHF 20.6 million in 2029**, while net cash flow is expected to expand from **CHF 2.6 million in 2027** to **CHF 15.96 million in 2029**.

This growth path highlights K2G’s scalable business model, capital efficiency, and ability to achieve sustainable profitability while reinvesting into product development, marketplace rollout, and international expansion.

## VALUTATION OUTLOOK FOR K2G

Based on K2G’s updated Business Plan and SISM Research modeling (FY2025–FY2029), the company projects exceptional compounded annual growth rates: **Revenue CAGR of ~134%**, **Profit CAGR of ~146%**, and **Cash Flow CAGR of ~74%**. These figures reflect K2G’s early-stage scaling phase, where rapid revenue growth, margin expansion, and operational leverage converge.

While such high growth rates are not sustainable in the long term, they underscore K2G’s rare profitability inflection point early in its cycle. This positions the company for **outsized valuation multiples** compared to more mature InsurTech peers, making it a highly attractive investment opportunity.

These exceptionally high CAGRs highlight the company’s ability to deliver strong operating leverage, rapidly scale recurring revenues, and achieve profitability well ahead of industry benchmarks. As a result, K2G is uniquely positioned to command premium valuations as it transitions from early commercialization into a growth-stage InsurTech leader.

## K2G Enterprise Value: Insights from DCF Modeling: DCF Valuation Highlights for K2G

Using a discount rate (WACC) of **18%** and a terminal growth rate of **3%**, K2G’s enterprise value (EV) is estimated at approximately **CHF 60.0 million**. The breakdown includes about **CHF 12.1 million** from projected cash flows (2025–2029) and **CHF 47.9 million** from terminal value beyond 2029, resulting in a total DCF valuation of **~CHF 60.0 million**.

Based on K2G’s five-year business plan, projected cash flows for 2025–2029 discounted at 18% yield a present value of **~CHF 12.1 million**, representing about **20%** of the total valuation. *These early years reflect the commercialization phase, when revenues are ramping but absolute cash flows are still modest compared to the company’s long-term potential.*



The remaining ~80% of value comes from the post-2029 period, when K2G’s BOX®, Data Lake, and Marketplace are expected to be fully scaled and generating large, sustainable cash flows. This pattern is typical for high-growth SaaS and InsurTech businesses: early years require heavy investment, but the real value is created once recurring revenues and platform effects mature.

Today, this analysis implies that **K2G could command a valuation of around CHF 60 million** on a DCF basis.

We also stress-tested the DCF model under varying discount rates and terminal growth assumptions. This sensitivity analysis illustrates how K2G’s enterprise value could shift under different market conditions and execution scenarios.

DCF Valuation Sensitivity Analysis (EV in CHF M)

Discount Rate ↓ / Terminal Growth →	2%	3% (Base)	4%
15% (Optimistic Risk)	75.8M	81.7M	88.6M
18% (Base Case)	56.5M	60M	63.9M
22% (Pessimistic Risk)	40.5M	42.4M	44.5M

**Interpretation** – The realistic valuation range for K2G today is approximately **CHF 40M–90M**, with the central estimate at around **CHF 60M** (base case: 18% discount rate, 3% terminal growth). In the most pessimistic scenario (higher discount rate of 22% combined with lower terminal growth of 2%), the valuation could fall to around **CHF 40M**. Conversely, in the most optimistic case (lower discount rate of 15% and higher terminal growth of 4%), the valuation could rise to nearly **CHF 90M**.

Peer Comparison: K2G vs. Global InsurTech Players

Company	Core Focus	Differentiator
K2G	AI-powered risk modeling & pricing	Integrates alternative data + BOX® platform for second-opinion modeling
Akur8	Pricing automation (actuarial focus)	ML-enhanced GLM automation; highly transparent underwriting tools
Tractable	Computer-vision damage appraisal	Visual AI for auto & property damage assessments
Kin Insurance	Direct-to-consumer home insurance	Data-driven coverage with unicorn valuation (>\$1 bn)
Quantexa	AI-powered decision intelligence	Broad use across insurance, fraud detection, risk assessment
Slide	Condo/family insurance (Florida, US)	Strong underwriting performance; aiming for IPO with ~\$2.1 bn valuation

Competitive Landscape: K2G vs. Global InsurTech Players

K2G is unique in offering an all-in-one **risk intelligence engine**, combining data cleaning, alternative data enrichment, modeling, benchmarking, and ongoing alerts.

Akur8 shines in speed and transparency for actuarial pricing—great for insurers focused solely on calibration of models.

Tractable excels in claims-side innovation through image-based damage estimation.

Kin, Quantexa, and Slide occupy different niches—from home insurance distribution to enterprise-scale decision AI and region-specific underwriting plays.

Valuation Snapshot – Market Data & Public Benchmarks

**Akur8** - Latest funding indicates a valuation between US \$350–400 million, along with acquiring Milliman’s Arius unit The Insurer. Conflicting revenue data exists—Latka reports US \$20.5M in 2024 revenue, while CompWorth estimates around US \$62.8M.

**Tractable** – In June 2021, Tractable raised \$60 million at a valuation of US\$1 billion, becoming a computer-vision unicorn. In July 2023, the company secured an additional \$65 million from SoftBank Vision Fund 2, though no updated valuation was disclosed.

**Kin Insurance** - Achieved Billion-dollar startup status in 2023–2024, surpassing a US \$1 billion valuation.

**Quantexa** - As of early 2025, valued at US \$2.6 billion following a Series F round financing.

**Slide** - Pursuing a US IPO in mid-2025 with an expected valuation around US \$2.12 billion.

Summary Table: Valuations:

Company	Valuation / Funding Stage
K2G	Not publicly disclosed yet
Akur8	~US \$350–400 million (latest round, Sept 2024)
Tractable	US \$1B (2021); no update since SoftBank 2023
Kin	>US \$1B (unicorn as of 2023–2024)
Quantexa	US \$2.6B (2025 Series F financing)
Slide	Aiming for US \$2.12 B in 2025 IPO
Valuation will be updated upon next funding round disclosure	

Valuation Landscape: What It Means for K2G

K2G likely falls in the **mid-market category**, perhaps under a few hundred million, though absent public valuation data, this remains speculative. Akur8, despite strong growth (fast-increasing revenue), is valued modestly—indicative of investor caution or earlier stage. Tractable achieved high private valuation (1 billion+) status early with its visual AI solution but has not publicly updated its valuation since. Quantexa and Slide are market leaders in valuation, signaling investor confidence in their scale and profitability trajectories. In May 2025 Slide Insurance Secured \$250M to revolutionize personalized, AI-Driven coverage.

ARR: The Key Metric Behind SaaS/InsurTech Multiples,

Following DCF modeling, ARR offers a **complementary valuation perspective widely used in SaaS and AI-driven InsurTechs**.

A general valuation benchmark (based on SaaS/AI multiples) often sees 5–10× ARR, (Annual Recurring Revenue) although ‘hype’ InsurTechs may go higher. ARR is used mainly by SaaS (software-as-a-service), InsurTech, and other subscription businesses.

Why ARR Matters in SaaS/InsurTech Valuations

**Valuation Benchmark** - Analysts and investors use ARR as one of the primary benchmarks for valuing SaaS and InsurTech firms. **Higher ARR = more predictable recurring revenue = higher valuation multiples.**



**Predictability** - Unlike one-off consulting or hardware sales, ARR reflects long-term revenue stability. This predictability is especially important for insurers and investors who value reliable cash flow forecasts.

**Growth Tracking** - ARR growth rate (YoY %) shows how fast the business is scaling. Companies growing ARR at 50–100% annually can command significantly higher multiples compared to slower-growth peers.

K2G’s ARR Projections and Valuation Multiples

Based on K2G’s business plan and SISM Research analysis, ARR is projected as follows:

ARR-Based Valuation Scenarios (CHF, in millions)

Year	ARR	5× ARR	10× ARR	15× ARR
2025	0.60	3.0	6.0	9.0
2026	2.29	11.5	22.9	34.4
2027	5.56	27.8	55.6	83.4
2028	11.50	57.5	115.0	172.5
2029	20.59	102.9	205.9	308.9

Valuation Interpretation

By 2026, K2G could justify valuations in the CHF 12M–34M range under standard SaaS multiples (5×–15× ARR). By 2027, with ARR approaching CHF 5.6M, valuations could expand into the CHF 28M–83M range. By 2029, with ARR exceeding CHF 20M, K2G could command valuations in the CHF 103M–309M range, consistent with high-growth InsurTech peers.

**General Valuation Practice in Early-Stage SaaS/InsurTech** - Investors rarely value today’s business on current ARR (2025 ~CHF 0.60M) because it is too early and artificially low. Instead, they anchor on forward-looking ARR — typically 12–24 months ahead — since the company is in a high-growth phase.

**Beyond Today’s Revenues: ARR as K2G’s Value Driver** - The 2026 ARR (~CHF 2.3M) is typically used as the reference point for valuation today, particularly by VC investors considering a 2025 funding round, as it provides a short-term forward multiple perspective. The 2027 ARR (~CHF 5.6M) is even more relevant for investors looking beyond the initial scale-up phase, marking K2G’s growth inflection point and often serving as the basis for growth equity or later-stage VC/PE valuations.

From Commercialization to Scale: Valuation Perspective

As of today, the 2026 ARR (~CHF 2.3M) serves as the most reliable valuation anchor, reflecting the near-term commercialization scale. Looking ahead, the 2027 ARR (~CHF 5.6M) marks the critical inflection point where K2G achieves scale and profitability. **K2G Valuation Snapshot (2026–2027)**

ARR-Based Valuation (using 5×, 10×, 15× multiples) (CHF, in millions)

Year	ARR	5× ARR	10× ARR	15× ARR
2026	2.29	11.5	22.9	34.4
2027	5.56	27.8	55.6	83.4

Valuation Convergence: DCF vs. ARR

The Enterprise Value from DCF (2025) is estimated at ~CHF 60M (base case, 18% discount rate, 3% terminal growth). By 2026, DCF

values (~CHF 60M) are above what standard ARR multiples would imply (CHF 11–34M, based on 5×–15× ARR). By 2027, both approaches begin to converge more closely: the DCF base case remains around CHF 60M, while ARR multiples imply a valuation range of CHF 28–83M.

*This convergence underscores 2027 as the critical inflection point — the year when K2G’s scaling ARR and profitability trajectory start aligning with intrinsic DCF-driven value, while leaving significant upside as ARR multiples expand further in 2028 and 2029.*

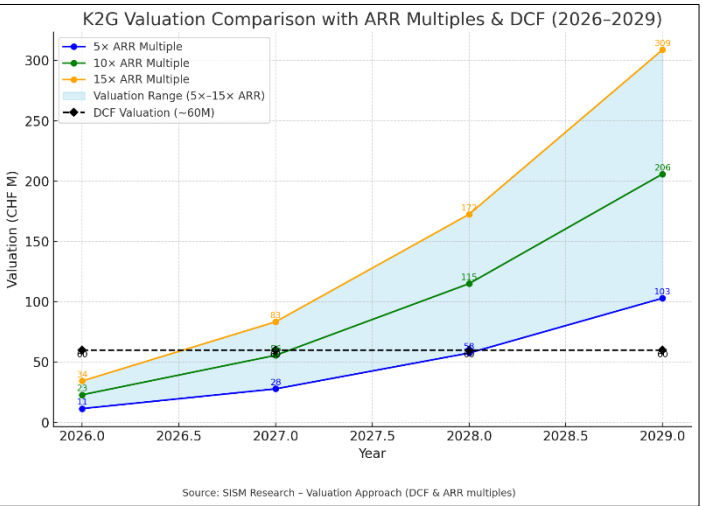
**SISM Research – Key Takeaway:** - 2026: ARR-based valuation ranges CHF 11–34M, while DCF points to higher long-term potential beyond early-stage losses. 2027: Valuations begin to converge, with ARR multiples implying CHF 28–83M and the DCF base case at ~CHF 60M — marking the inflection point where market multiples and intrinsic value start to align.

**Investor Lens in Early-Stage SaaS/InsurTech** - Investors rarely rely on current ARR (2025 ~CHF 0.60M) because it is too early and artificially low. Instead, they focus on forward-looking ARR — typically 12–24 months ahead — to capture scale-up momentum.

**K2G’s Valuation Milestones** - The 2026 ARR (~CHF 2.3M) is the near-term benchmark often used by VC investors. The 2027 ARR (~CHF 5.6M) represents the true growth equity reference point — the inflection where K2G enters scale and sustained profitability. By 2029, with ARR projected at ~CHF 20.6M, K2G reaches a long-term milestone that positions the company to command valuations in the CHF 100M–300M+ range, consistent with high-growth SaaS and InsurTech leaders.

**Valuation Conclusion – SISM Research Analysis** - The most relevant near-term reference point is the 2026 ARR (~CHF 2.3M), reflecting K2G’s early commercialization phase. Looking ahead, the 2027 ARR (~CHF 5.6M) represents the critical inflection point when the company reaches scale and sustained profitability. By 2029, with ARR projected at ~CHF 20.6M, K2G is expected to have established itself as a fully scaled InsurTech platform, capable of commanding valuations in the CHF 100M–300M+ range in line with high-growth SaaS and InsurTech peers.

Alignment of ARR Multiples and DCF Valuation



The **blue band** shows the confidence interval between **5× and 15× ARR multiples**, reflecting the typical valuation range for high-growth SaaS and InsurTech companies. The **green line (10× ARR)** illustrates the mid-point, often used as a sector benchmark for forward valuations. The **black dashed line** represents the **DCF base case valuation (~CHF 60M)**, providing an intrinsic value anchor.

By 2027, K2G's **DCF** and **ARR-based valuations** begin to converge, marking the company's critical inflection point; from 2028 onward, **ARR multiples** indicate *substantial upside potential well beyond the conservative DCF framework*.

This makes it clear how **DCF aligns with market multiples by 2027**, while the upside in 2028–2029 could push valuations well above the DCF base case. In **2026**, ARR multiples (**CHF 11–34M**) value K2G well below the **DCF estimate (~CHF 60M)**, reflecting the early scale-up stage. By **2027**, valuations converge, with ARR multiples (**CHF 28–83M**) closely aligned to the **DCF baseline (~CHF 60M)**. In **2028–2029**, ARR multiples (**CHF 58–309M**) suggest significant upside beyond the DCF estimate, highlighting **2027 as the inflection point** where intrinsic value and market benchmarks begin to align.

*By 2027, K2G's growth drives valuation alignment across both market multiples and DCF, unlocking substantial upside potential.*

**Conclusion – SISM Research and Analysis** - Based on sensitivity analysis, K2G's current valuation range lies between **CHF 40M–90M**, with a central estimate of around **CHF 60M** (base case: 18% discount rate, 3% terminal growth). In a pessimistic scenario, valuation could fall to **~CHF 40M**, while in an optimistic case, it could rise toward **~CHF 90M**. *This places K2G among the more advanced early-stage InsurTechs, with a distinctive edge as a data-driven, SaaS-based risk intelligence platform.*

SaaS and InsurTech firms are typically valued at **5–10× ARR**, with high-growth players reaching **15× or more**. Applying these multiples, K2G could justify **CHF 11M–34M in 2026**, **CHF 28M–83M in 2027**, and **CHF 103M–309M by 2029** — consistent with sector leaders at scale.

The **2026 ARR (~CHF 2.3M)** provides the near-term anchor, but the **2027 ARR (~CHF 5.6M)** marks the true valuation inflection point, where ARR multiples and the DCF baseline (~CHF 60M) converge. Beyond 2027, accelerating ARR growth suggests valuations could expand well above the conservative DCF baseline.

*In summary, 2027 is the pivotal year when K2G transitions from early-stage scale-up to a sustainable, high-growth SaaS InsurTech — with recurring revenues, profitability, and valuations fully aligned.*

## Projected Quarterly Income Statement (2025 – 2029)

(in Swiss Francs)

	Q1 FY2025 Mär.25	Q2 FY2025 Jun.25	Q3 FY2025 Sep.25	Q4 FY2025 Dez.25	FY2025 Dez.25	Q1 FY2026 Mär.26	Q2 FY2026 Jun.26	Q3 FY2026 Sep.26	Q4 FY2026 Dez.26	FY2026 Dez.26	FY2027 Dez.27	FY2028 Dez.28	FY2029 Dez.29
<b>Revenue</b>	<b>65'010</b>	<b>65'010</b>	<b>65'010</b>	<b>260'610</b>	455'640	<b>433'110</b>	<b>588'410</b>	<b>892'710</b>	<b>1'071'810</b>	<b>2'986'040</b>	5'562'840	11'500'140	20'592'000
<b>COST OF REVENUE</b>													
Product Team (incl. PM, UX, Dev, QA, Eng.)	-83'582	-83'582	-130'541	-147'000	-444'704	-147'000	-166'600	-170'100	-177'100	-660'800	-774'900	-967'400	-1'299'900
Data & Product (Research)	-40'947	-40'947	-28'048	-2'250	-112'192	-2'250	-2'250	-2'250	-2'250	-9'000	-9'000	-9'000	-9'000
Software & Licenses (incl. IP)	-45'420	-45'420	-49'212	-56'034	-196'086	-82'823	-82'262	-84'629	-96'932	-346'646	-610'496	-1'096'690	-1'771'105
<b>Total COST OF REVENUE</b>	<b>-169'949</b>	<b>-169'949</b>	<b>-207'801</b>	<b>-205'284</b>	<b>-752'982</b>	<b>-232'073</b>	<b>-251'112</b>	<b>-256'979</b>	<b>-276'282</b>	<b>-1'016'446</b>	<b>-1'394'396</b>	<b>-2'073'090</b>	<b>-3'080'005</b>
<i>Gross Profit</i>	-104'939	-104'939	-142'791	203'526	-149'142	166'297	252'498	295'111	561'168	1'275'074	4'168'444	9'427'050	17'511'995
<b>Operating Expenses</b>													
Sales & Marketing	-56'273	-56'273	-80'758	-189'000	-382'303	-217'000	-231'000	-273'000	-294'000	-1'015'000	-1'545'000	-2'174'000	-2'987'000
Operations (Admin & Consulting)	-3'000	-3'000	-3'000	-3'000	-12'000	-44'100	-44'100	-44'100	-44'100	-176'400	-285'200	-285'200	-285'200
Finance & Legal	-29'779	-29'779	-29'793	-29'800	-119'151	-30'800	-34'800	-34'800	-34'800	-135'200	-139'200	-172'800	-172'800
Social & Insurance	-24'555	-24'555	-27'385	-28'800	-105'295	-28'800	-28'800	-28'800	-28'800	-115'200	-115'200	-115'200	-115'200
G&A (C-level, Office, Travel, Other)	-133'368	-155'568	-183'156	-200'660	-672'752	-197'507	-199'522	-200'492	-206'199	-803'720	-854'057	-894'003	-1'075'840
<b>Total OPEX</b>	<b>-246'975</b>	<b>-269'175</b>	<b>-324'092</b>	<b>-451'260</b>	<b>-1'291'501</b>	<b>-518'207</b>	<b>-538'222</b>	<b>-581'192</b>	<b>-607'899</b>	<b>-2'245'520</b>	<b>-2'938'657</b>	<b>-3'641'203</b>	<b>-4'636'040</b>
<i>Operating Income (EBIT)</i>	-181'965	-204'165	-259'082	-42'450	-687'661	-119'837	-34'612	-29'102	229'551	46'000	2'624'183	7'858'937	15'955'960
 Fund Raised	 155'492	 773'500	 386'900	 1'000'000	 2'315'892	 500'000	 0	 500'000	 0	 1'000'000	 0	 0	 0
Net Cash Flow (CHF)	-26'473	569'335	127'818	957'550	1'628'231	380'163	-34'612	470'898	229'551	1'046'000	2'624'183	7'858'937	15'955'960
<b>Cash Balance (CHF)</b>	<b>-26'473</b>	<b>542'862</b>	<b>670'681</b>	<b>1'628'231</b>	<b>1'628'231</b>	<b>2'008'393</b>	<b>1'973'781</b>	<b>2'444'679</b>	<b>2'674'230</b>	2'674'230	5'298'414	13'157'351	29'113'311

