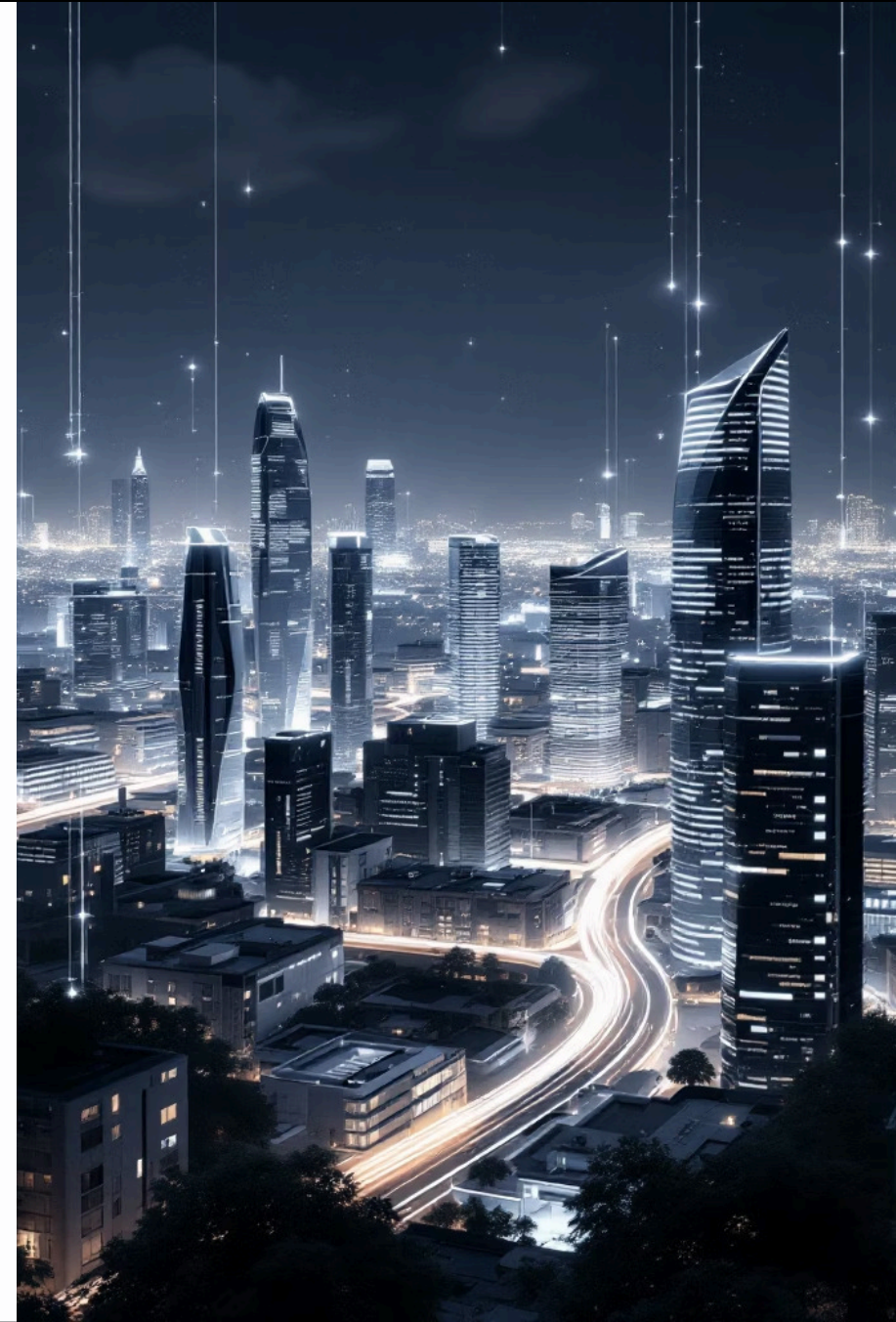


CourtiZen × **FCB.ai**

The AI Infrastructure Layer for Insurance Distribution in Africa

Born from the ACAPS Emergence Program – building the operating system for how insurance is distributed, sold, and managed at scale.

INVESTOR BRIEFING – 2026





The Market Opportunity

Africa's insurance market is one of the largest untapped financial services opportunities in the world – constrained not by demand, but by the infrastructure required to reach customers at scale.

2.5B USD

Total Premium
Across key CIMA markets

<10%

Insurance Penetration
Across key African markets – demand far outpaces access

<20%

Lead Conversion Rate
Industry average across traditional broker channels

60B MAD

Morocco Annual Premiums
Total market across all lines of business

2,000+

Intermediaries
Operating across Morocco's highly fragmented brokerage ecosystem

Insurance Demand Exists. Distribution Is the Bottleneck.

The gap between insurance need and insurance ownership across Africa is not a product problem – it's a distribution problem. Three structural barriers keep the market locked.

Structurally High CAC

Customer acquisition relies on in-person agent networks and manual outreach with no digital leverage – keeping acquisition costs structurally elevated and unscalable.

Manual, Fragmented Brokers

A typical Moroccan broker manages 5+ carrier portals daily, re-enters client data up to 5 times per contract, and loses 60–70% of their workday to administrative friction.

No Scalable Infrastructure

No shared digital distribution layer exists. Every insurer, broker, and agent operates in isolation – preventing systemic scale across the market.

The Solution — CourtiZen X FCB AI-Native Brokerage Platform

CourtZen partners with FCB.ai to distribute insurance through AI-powered conversations — not forms. Customers discover, compare, purchase, and manage insurance entirely through WhatsApp.



WhatsApp-First Journeys

Customers engage, compare, and buy insurance within WhatsApp — zero app downloads required.



Conversational Underwriting

AI collects risk data through natural dialogue, eliminating forms and reducing drop-off.



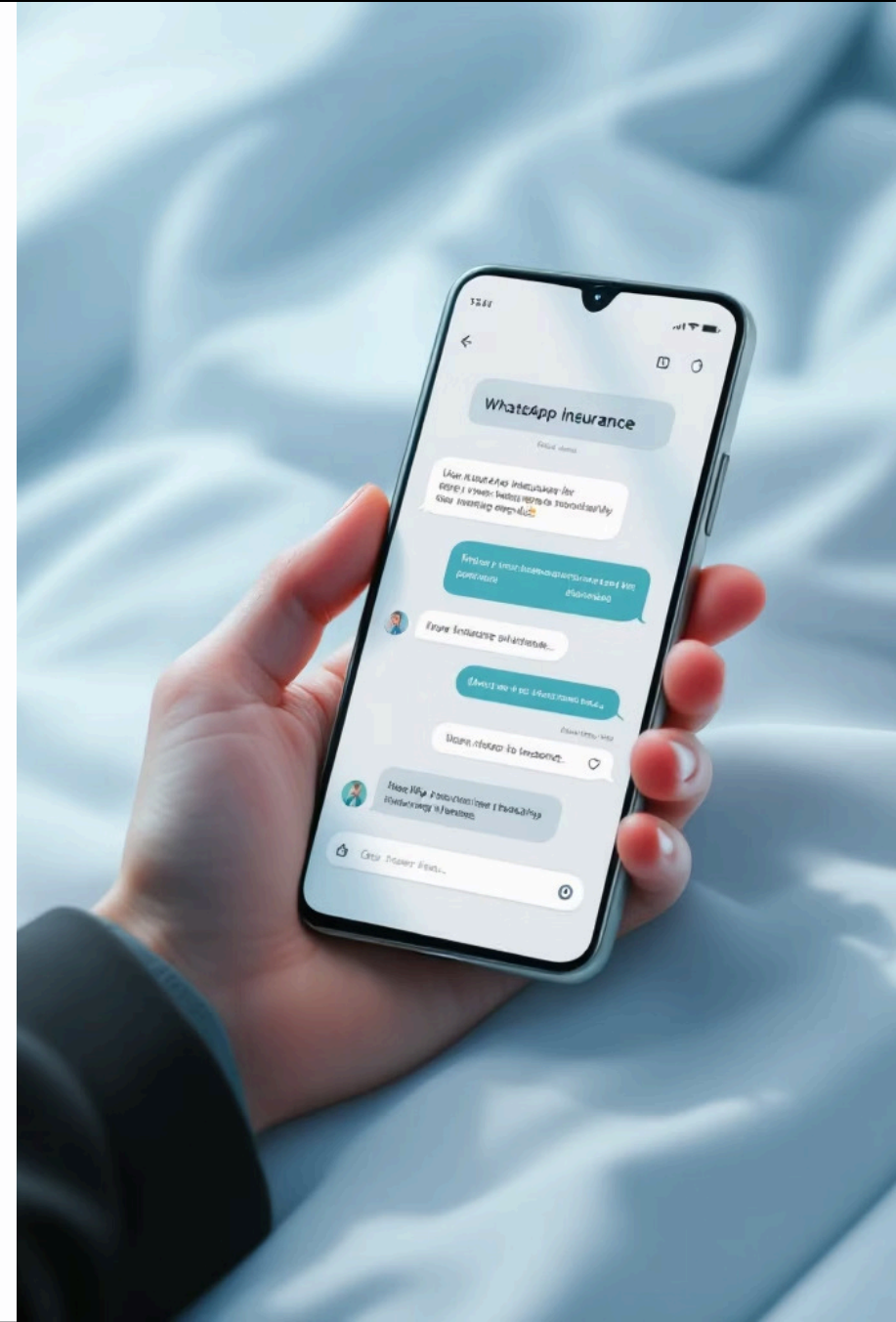
Multi-Insurer Orchestration

Real-time comparison across multiple carriers in one seamless journey.



AI Lifecycle Management

Claims, renewals, and cross-sell handled automatically — maximizing LTV without manual intervention.



The Complete Insurance Value Chain — Digitized End-to-End

CourtiZen doesn't just sell policies — it covers the entire insurance distribution value chain from first touch to ongoing management. This is what makes it an infrastructure layer, not a point solution.

❌ Before CourtiZen — Traditional Journey

- Customer visits broker office or calls agent
- Broker manually logs into 5+ carrier portals
- Data re-entered up to 5 times across systems
- Paper quotes compared manually — hours to days
- Physical signatures, bank transfers, office visits
- Claims via phone calls, paper forms, office visits
- Renewals depend on broker memory — most lapse

Time-to-policy: Days to weeks

✅ After CourtiZen — AI-Powered Journey

- Customer scans QR code or clicks WhatsApp link
- AI qualifies risk through natural conversation
- Real-time multi-insurer quotes compared instantly
- Digital binding with integrated mobile wallet payment
- Policy issued automatically, attestation via WhatsApp
- Claims via WhatsApp with photo upload and auto-tracking
- AI-triggered renewals, life-event cross-sell, churn prevention

Time-to-policy: 3 minutes



The WhatsApp-Native CRM Intelligence Layer

CourtiZen's proprietary intelligence engine — a WhatsApp-native CRM built specifically for insurance distribution, turning every conversation into a data-driven growth opportunity.



Proactive Engagement

AI-powered WhatsApp campaigns with smart segmentation by policy type, engagement level, and risk profile.



Sales Intelligence

Automatic upsell/cross-sell detection, life event triggers, and real-time churn risk scoring.



AI Assistance

Conversation summaries, suggested replies, and sentiment and urgency analysis in every interaction.



Built-in Compliance

Opt-in/opt-out tracking, message separation, and full audit logs built into every workflow.

The Partnership — Why This Combination Wins

CourtiZen × FCB.ai creates a hybrid model that neither company could build alone — combining regulated local distribution with battle-tested AI technology already serving millions of users across Africa.

CourtiZen Brings

- Born from the ACAPS Emergence Program — regulatory legitimacy from Day 1
- Digital broker license pathway under ACAPS oversight
- Carrier aggregation engine with direct API connections to Moroccan insurers
- 42+ years of combined agency management expertise and deep local relationships
- CNDP compliance, certified e-signature integration, field agent networks

FCB.ai Brings

- AI-native conversational broker technology deployed across Africa — millions of users served
- ORIS WhatsApp-native CRM engine
- Multi-insurer orchestration and connectivity layer
- Full lifecycle automation engine
- Proven at-scale WhatsApp infrastructure handling millions of conversations

📄 **Investor Takeaway:** This partnership unlocks both digital scale and physical last-mile distribution — anchored by a regulatory moat rooted in the ACAPS Emergence Program.

Traction — Built. Proven. Ready to Scale.

1

Strategic Partnerships Secured

Agreements signed with leading Moroccan brokers and agencies, opening high-value distribution channels with strong corporate client bases.

2

InsureTech Innovation Award

Winner, InsureTech Innovation Award Morocco 2026. Finalist, Trophées de l'Assurance 2026 — Catégorie Innovation.

3

ACAPS Emergence Program

Institutional credibility, regulatory alignment, and a clear path to Morocco's digital broker license.

4

Market Demand Validated

Real customers. Real policies. Real data. The platform is live, proven, and ready for capital-accelerated expansion.



Revenue Model — High-Margin Distribution Economics

CourtiZen monetizes the flow of insurance across its platform through multiple complementary revenue streams that compound with scale.

Revenue Streams

01

Broker Commissions

Earned on every policy, recurring on each renewal cycle

02

SaaS / Platform Licensing

Monthly fees from insurers and partners using the infrastructure layer

03

Affinity Partnerships

Revenue share with telcos, banks, and employers embedding insurance in their channels

04

Insurer Revenue Share

Performance-based agreements aligned on volume and retention

Why Margins Are Strong

- **Digital-first** = structurally lower CAC than agent-led models
- **AI automation** = near-zero marginal cost per policy at scale
- **Renewal + cross-sell** = compounding LTV per customer over time
- **Affinity** = Low cost distribution channel for new customer / employess sales acquisition

Go-to-Market — Embedded, Multi-Channel Distribution

Distribution is embedded, not bought. CourtiZen meets customers inside the channels they already use — then turns those channels into compounding growth engines.

Corporate & Employer Networks

B2B2C distribution through leading brokers and agencies, reaching employed populations through employer-sponsored insurance.

Digitized Broker Networks

Field agents equipped with CourtiZen AI tools — combining human trust with AI efficiency.

Affinity Partners

Embedded partnerships with telcos, banks, and employers — turning existing customer bases into insurance pipelines.

WhatsApp + QR Direct

Zero-friction onboarding through QR codes and WhatsApp links — viral growth at near-zero CAC.

📌 **The flywheel:** More partners → more users → more policies → more renewals → stronger data → better AI → more partners

Competitive Positioning — A New Category

CourtiZen is not a traditional broker, not an aggregator, not a point-solution insurtech. It is building **AI-native insurance distribution infrastructure** — a category that did not exist before.

| Capability | Traditional Brokers | Aggregators | Insurtechs | CourtiZen |
|------------------------------|---------------------|-------------|------------|-----------|
| AI-Native Architecture | ☒ | ☒ | ⚠ | ✓ |
| Multi-Insurer Orchestration | ⚠ | ✓ | ⚠ | ✓ |
| Conversational UX (WhatsApp) | ☒ | ☒ | ⚠ | ✓ |
| Full Lifecycle Management | ☒ | ☒ | ⚠ | ✓ |
| Scalable Distribution Model | ☒ | ⚠ | ⚠ | ✓ |
| ACAPS Regulatory Moat | ☒ | ☒ | ☒ | ✓ |

The moat compounds as the platform grows. More data improves AI. More insurers broaden coverage. More users strengthen retention. The ACAPS origin creates a regulatory barrier competitors cannot easily replicate.

The Team

Proudly Moroccan. Built to the highest global standards. CourtiZen combines deep local market authority with world-class product engineering – entirely developed in Morocco.



Moroccan Engineering Excellence

Cloud-native architecture, modern UX, production-grade engineering. Advanced browser automation for carrier API integration, enterprise-grade security, e-signatures, and analytics – built entirely in Morocco to the highest global standards.



Deep Market Authority

42+ years of combined top-tier Moroccan agency management. Intimate knowledge of market politics, carrier margins, relationships, and the full regulatory landscape.



Operational Advantage

10+ years of insurance tech experience with established carrier relationships. FCB.ai's WhatsApp infrastructure already deployed across Africa, serving millions of users – proven technology at continental scale.

INSURETECH INNOVATION AWARD MOROCCO 2026

FINALIST – TROPHÉES DE L'ASSURANCE 2026

BORN FROM ACAPS EMERGENCY PROGRAM

The Ask — €2M to Scale Africa's AI Insurance Infrastructure

€2M Seed / Series A to accelerate regional expansion and deepen the technology moat.

Use of Funds

01

35% — Go-to-Market Expansion

Scaling Morocco with strategic broker partners and entering CIMA-regulated markets

02

25% — Product & AI

Deepening the core platform, ORIS CRM, and conversational AI capabilities

03

15% — Digital Bancassurance

Building affinity partner distribution with telcos, banks, and employers

04

15% — Insurer Integrations

Expanding the multi-insurer network across target markets

05

10% — Operations & Compliance

Team scaling, ACAPS licensing, CNDP compliance

Key Milestones — 12 to 18 Months

1. Scale Morocco deployment with leading broker and agency partners
2. Secure ACAPS digital broker license
3. Expand into 2–3 additional CIMA-regulated African markets
4. Aggressive growth trajectory with compounding policy volumes
5. Establish category leadership as Africa's AI insurance infrastructure layer

□ The shift to AI-driven insurance distribution has begun. CourtiZen is building the platform that will define it in Africa. **The window for first-mover advantage is now.**