

General context in

# MDDR

sector

Now more than ever before, the digital world is part of our everyday life, and digital threats can pose serious harm to our physical and mental well-being, all the more as they enter areas such as Home, Mobility, Travel and Health.

Consumers are well aware of these new dangers. Strangely enough, they haven't subscribed massively yet to protection tools, which leaves us a great field of action.

## Chapter #1

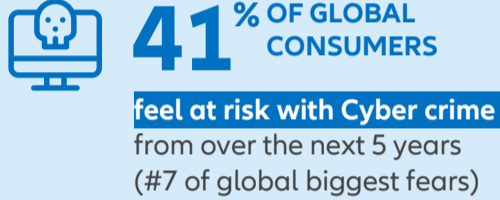
# The digital world is concerning...

Consumers are spending more and more time online, with elementary aspects of life now taking place in two worlds, the real world and the digital world.

This digital life does not come without concerns, and consumers are aware of that.



### HOW CONSUMERS REACT TO THIS TREND?



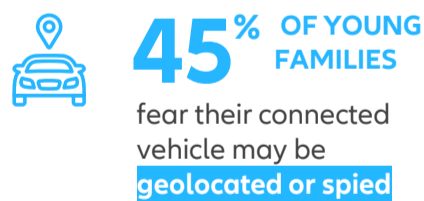
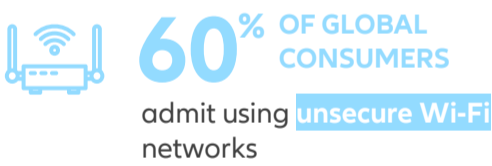
## Chapter #2

# ...but consumers are not always cautious...

Even though consumers are aware of the risks inherent to the digital world, they go on acting incautiously. In any case, they want to remain connected, and in several environments.



### HOW CONSUMERS REACT TO THIS TREND?



## Chapter #3

# ...and they're still not highly protected

Despite interest, purchase intention and penetration rate of MDDR protection services remain low.

### HOW CONSUMERS REACT TO THIS TREND?

