PRESS RELEASE

Madrid, 29 September 2026

PuntoSeguro launches the first life insurance comparison app inside ChatGPT in Spain

> The first app specialised in comparing life insurance inside ChatGPT in Spain lets users get quotes without entering an email address or phone number, review prices and coverage, estimate how much cover they need and start an application. The app has been reviewed and approved by OpenAI.

Madrid, 29 September 2026. PuntoSeguro, a Spanish brand specialised in life insurance, has launched its app in ChatGPT to compare life insurance from 10 insurers inside a conversation. Users enter their date of birth and the amount of cover they want, and the app shows the available prices, the coverage of each option and the differences between policies.

PuntoSeguro provides the price and coverage of several insurers so that each customer can choose the life insurance that best fits their situation. The new app brings that comparison to the place where more and more people start researching before taking out insurance: a conversation with ChatGPT.

The app uses the same life insurance comparison engine that PuntoSeguro offers on its website. Prices are calculated from the tariffs available for the data entered; they are not generic estimates. As with any life insurance application, the final price is subject to the health questionnaire and the insurer's acceptance. No email address or phone number is required to obtain this initial quote.

The app also estimates how much cover each user needs

Users who do not yet know how much cover to take out can enter their income and outstanding debts. The app proposes an indicative amount based on those needs and, if the user accepts it, moves on to the comparison of prices and coverage.

The recommendation is indicative and does not replace professional advice or the terms of each policy. Users can adjust the amount, compare the alternatives and ask about the differences in coverage before deciding.

> *"More and more people start researching life insurance by asking ChatGPT. We wanted them to find a useful, concrete answer at that moment: prices from 10 insurers, comparable coverage and guidance on how much cover they may need."*
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> Juan Betés, CEO of PuntoSeguro

"ChatGPT was already sending visitors to PuntoSeguro. Now users can go from the question to a real comparison and, if they want to continue, start an application with the same team that advises them on our website," Betés adds.

According to PuntoSeguro's internal web analytics, more than 120 people have reached its website from ChatGPT so far in September to research or get a quote for life insurance, before this integration existed.

How to compare life insurance in ChatGPT

1. Open ChatGPT and search for PuntoSeguro in the plugin directory, or go to the app's official page.
2. Type a question such as: "@PuntoSeguro, I am 42 and have a €180,000 mortgage. How much would life insurance cost me?"
3. Compare prices and coverage, adjust the amount and, if an option fits, start the application.

App page: puntoseguro.com/puntoseguro-en-chatgpt/

Direct link in ChatGPT:
chatgpt.com/plugins/plugin_asdk_app_699436439a6881919f6ca95c18e7616e

Demo video and app overview: puntoseguro.com/puntoseguro-en-chatgpt/

What data the app asks for

To get quotes and compare options, the app does not ask for an email address or phone number. It does not ask for health data, payment details or identity documents either. It only needs the information required to calculate the price, such as date of birth and the amount of cover. If the user decides to start an application, a PuntoSeguro agent asks for contact details and completes the process with the health questionnaire, documentation and signature.

Prices shown in ChatGPT are indicative and subject to the health questionnaire and each insurer's acceptance. Privacy policy for the app: puntoseguro.com/politica-de-privacidad/

Questions users can ask the app

- "I was born on 14 May 1981 and want to insure €300,000. Compare prices for me."

- "I don't know how much cover I need: I earn €38,000 a year and have €120,000 left on my mortgage."
- "What is the difference in coverage between the two cheapest options?"
- "My bank charges me €620 a year for the life insurance on my mortgage. Can I pay less?"

The app answers questions about life insurance for family protection, life insurance linked to mortgages and coverage such as death, disability or serious illness, always according to the terms of each insurer and policy.

PuntoSeguro's app has been reviewed and approved by OpenAI for publication in ChatGPT. PuntoSeguro has no commercial relationship with OpenAI and is not affiliated with or endorsed by that company.

About PuntoSeguro

PuntoSeguro is a Spanish brand specialised in life insurance that compares and places policies from several insurers. It operates as an insurance broker through Futuro Gestión On Line S.L. and is registered with the Spanish insurance regulator (DGSFP) under key J-2462.

PuntoSeguro compares policies from different insurers and provides advice throughout the selection and application process. The company has operated since 2005 and its domain, puntoseguro.com, has been active since 2001.

More about PuntoSeguro and its life insurance: puntoseguro.com/seguros-de-vida/

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