



PRESS RELEASE

## Cross-selling provider simplesurance- group expands to the UK

So much for Brexit: Berlin-based InsurTech takes a chance and offers its product insurances through its platform [www.simplesurance.co.uk](http://www.simplesurance.co.uk) in Great Britain starting April.

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simplesurance is expanding: Starting April, the Berlin-based InsurTech founded in 2012, will offer its product insurances in the UK. Both through its new proprietary platform [www.simplesurance.co.uk](http://www.simplesurance.co.uk) and through partners in e-commerce, British consumers will be able to insure their electronic gadgets against theft, breakage, water- and many more damages. First, simplesurance offers insurance for mobile and stationary electronic devices, such as smartphones, tablets, laptops, and also warranty extensions for washing machines, fridges and many more household goods. The offer will be gradually extended to other product categories.

Customers of OnePlus and Huawei in the UK could already secure their smartphones and tablets with an insurance by simplesurance. In the future, simplesurance plans to establish more partnerships with British e-stores. These shops can integrate the innovative cross-selling-technology from simplesurance into their shop system and thus offer their customers a modern one-click-experience. That way, simplesurance has been revolutionizing the way people see and buy insurances for almost five years. Moreover, the company based in Berlin, offers its partner-shops an extended service for their customers and enables the shops to increase their margin significantly.

Already more than 2.000 online retail shops in 28 European countries, Norway and Switzerland use the state-of-the-art cross-selling-software solution. Customers can purchase a product insurance with their product directly at the point-of-sale with just one click.

Under several brands, such like Schutzclick in Germany, and hitherto eight other countries like France and Italy, simplesurance also offers consumers to insure their products after the initial purchase on their proprietary platforms. From the purchase of the insurance to the claim handling and repair management, all processes are fully automated and transparent. Munich Re/Great Lakes UK will be the risk taker for the insurances within the British market.

“We focus on covering the entire European market”, says founder and CEO Robin von Hein. “We already built strong partnerships with Huawei and OnePlus who use our software and offer our insurances. In the past four years, we have gained expertise and perfected our plugins for all relevant shop systems. That’s why now is the right time to launch our products in the UK.”

Just recently, simplesurance announced a new funding. In this round, the total funding increased to more than €30 Million. Allianz SE, Route 66 and Rheingau Founders raised their stake. Additionally, Rakuten, Japan’s leader in e-commerce and fintech, invested in simplesurance. The new funding strengthens the strong international position as cross-selling provider of product insurances for e-commerce-businesses.



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### About simpleurance-group

Berlin based market leader simpleurance develops and distributes innovative cross-selling software solutions that create an interface between the traditional insurance industry, today's world, and physical retail in 30 countries. simpleurance with its brands provide online retailers with a way to extend the level of service they provide to customers, as well as increase their own profit margins by offering product insurance or extended warranties on their own products. In addition to this, the company's own retail portals schutzklick.de in Germany and portals in eight other European countries offer consumers the possibility to directly insure purchased products, completely paperless with only a few clicks.

More than 2.000 partners including many well-known companies such as OnePlus, Huawei Technologies, preisboerse24, rebuy, weltbild.de, Brille24 and computeruniverse use the innovative power and flexibility of the company's cross-selling platform. Founded in 2012, simpleurance-group employs over 140 employees from across 30 nations all working in their Berlin headquarters.

Additionally, the simpleurance-group develops and innovates an app called Schutzklick. The digital insurance manager allows customers to access and manage all of their insurances on their smartphones, easy and completely paperless. The app is free of charge and can be downloaded for smartphones running either on iOS or Android. Presently, the app is only available for download in Germany.

For more information visit our website: <http://www.simpleurance-group.com/>

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