



PRESS RELEASE

## **1<sup>st</sup> international cooperation: Multicom offers product insurances with simpleurance**

Norwegian webshop pioneer Multicom partners with German Insurtech simpleurance to offer its customers product insurances – directly in the shopping basket.

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Multicom was one of the first e-commerce providers in Norway. Founded in 1997 in the small village of Åmli, in what is known as one of the most beautiful landscapes of Norway, Multicom Group AS has since built a solid business. Combining several services, the company's webshop Multicom.no offers more than 100.000 searchable items, offering far more than its competitors in the Scandinavian country. The products vary from mobile electronics such as smartphones and tablets computer, laptops, cameras and many more.

To offer its customers a higher level of service, Multicom started a cooperation with simpleurance. The Berlin-based startup is first mover and expert in providing its partners with an innovative insurance service platform that offers the shop customers the possibility to insure their products directly at the point of sale in just one click. simpleurance has been pioneering the cross-selling of insurance since its start in 2012. Therefore, webshops like Multicom integrate the innovative software into their checkout process. Multicom customers will benefit from a convenient shopping experience by having the possibility to purchase an insurance that fits their product in the digital shopping basket. In Norway, simpleurance operates with its local brand Trykkløst.

Multicom is the first Norwegian partner for simpleurance. Worldwide, the company is integrated in more than 2.000 e-commerce platforms. simpleurance's solution brings the customer journey to a higher level. Customers buy insurance completely paperfree and post-purchase, simpleurance handles all insurance relevant actions like claim management and repair process fully digitally. The insurance contracts end automatically after the determined time of duration, with no further actions needed by the customer. Thus, the shops benefit from increased customer satisfaction and higher margins. Furthermore, simpleurance does A/B-tests and conversion rate optimization to constantly achieve the best results.

Tron Atle Løvig, general manager of Multicom is excited to offer his customers the best buying experience. "Our customers are our focus. Our goal is to give them the best customer journey and continuously increase our service. The insurance service fits best, when customers purchase expensive gadgets that they want to use without worries", says Løvig.

"Partnering with one of the first mover in the Norwegian e-commerce market is a great success for us", says Robin von Hein, CEO and Founder of simpleurance. "We can benefit from Multicom's expertise and long experience. At the same time, we offer them a great and flexible product that can be adjusted to their needs. With our service, Multicom can stand out from the competition."



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### **About simplesurance group**

simplesurance creates a platform for simple access to insurance. The unique platform is continuously developed and optimized to offer transparent and efficient insurance service to connect people and business, anywhere and anytime.

The Berlin based market leader develops innovative cross-selling solutions for e-commerce that integrate into the checkout process and of online shops and allows the purchase of insurance at the point-of-sale in 30 countries. More than 2,000 partners including many well-known companies such as OnePlus, Huawei Technologies, Rakuten, Revolut, Komplet, check 24 and computeruniverse use the innovative power and flexibility of the company's cross-selling platform.

Moreover, simplesurance provides customers in nine countries an easy and convenient way to purchase product insurance in its flagship stores.

Additionally, simplesurance offers to all customers an innovative digital broker service to manage all of their insurances on their smartphones, easy and completely paperless.

Founded in 2012 simplesurance group has over 150 employees from across 30 nations all working in the headquarter in Berlin. Find more information on [simplesurance-group.com](http://simplesurance-group.com)

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