

Fresh growth capital: 15 million EUR for simplesurance

- simplesurance receives 15 million EUR in the form of a convertible loan
- Allianz X leads the investment
- Financing strengthens competitive position of simplesurance in the global insurtech industry

Berlin, Germany – December 7, 2020. simplesurance, one of the leading companies in the insurtech industry, is receiving 15 million euros as a convertible loan from Allianz X, which has been a strategic shareholder since 2016.

Dr. Nazim Cetin, CEO of Allianz X, considers the latest investment a further intensification of the partnership. "simplesurance delivers tangible added value to the core business of Allianz. This is illustrated by the collaboration with Allianz Partners in the fast-growing e-commerce business and the recently launched cooperation with Allianz Private Health Insurance (APKV). With our expanded financial commitment, we want to scale the existing partnerships and establish new ones."

simplesurance and Allianz have had a strategic cooperation since 2016, which encompasses several entities of Allianz Group, for example, the collaboration between Allianz Partners and simplesurance. Both partners jointly offer insurance protection to online shoppers in just a few, easy, paperless steps. simplesurance complements the international distribution of Allianz Partners' insurance solutions by providing product insurance services to e-commerce providers. Additionally, simplesurance and APKV teamed up in late-summer 2020 to support distribution of the dental product "SmileNow" with the SmileDirectClub, which is the first time the insurtech was involved in health insurance.

The latest investment will support the launch of new products and joint digital projects between Allianz and simplesurance. Further, the financing will enable simplesurance's expansion in existing markets in Europe and Japan.

The insurtech industry has been growing convincingly for years. simplesurance, which has developed a comprehensive insurance platform with its technology, is currently one of the most important European players.

"Eight years after founding simplesurance, we are on a steady growth path", says Robin von Hein, founder and CEO of simplesurance, proudly. "The investment will help us to strengthen our international competitive advantage as a leading insurance platform provider. We see simplesurance as the 'system' for the high-frequency connection of the insurance industry with digital channels for distribution."

"Thanks to its innovative solutions in the e-commerce, OEM, fintech & banking, and travel segments, simplesurance has become one of the leading companies in the insurtech industry", says Joachim von Bonin, Co-Founder & CFO at simplesurance.

The company, founded in 2012, revolutionizes the handling of insurance. The team of simplesurance around Robin von Hein and Joachim von Bonin, has made insurance more



PRESS RELEASE

accessible by offering the customers of distribution partners the appropriate insurance within their customer journey. As that journey is digital, all processes are automated: from the generation of insurance data to claims management.

The advantage that simpleurance offers to insurance companies and distribution partners is that they can use the digital functions of simpleurance to develop a completely digital customer journey. simpleurance develops quick tests and prototypes and enables the creation of a digital insurance roadmap.

"As a pioneer in digital cross-selling solutions, simpleurance enjoys first-mover advantages that pave the way for rapid global scaling," says Manuel Kester, COO of simpleurance.

About simpleurance

As an innovative market pioneer in the Insurtech industry, the Berlin start-up company simpleurance develops and distributes software solutions for different market segments, such as e-commerce, OEM, travel, and banking & Fintechs, at the interface between the traditional insurance industry and the digital world. simpleurance has been active in 32 countries for more than 8 years now. Many well-known companies like OnePlus, Revolut, and Real appreciate the innovative power and flexibility of the company.

Furthermore, the company's own end-customer portals [schutzklick.de](https://www.schutzklick.de) and others in nine European countries offer direct product insurance in just a few steps and completely paperless. The Schutzklick app (<https://www.schutzklick-makler.de/>), which is a digital insurance manager, has been developed and operated by simpleurance for three years now. Users of the app can manage all existing insurance policies on their smartphone and get advice from a personal broker.

Founded in 2012 by Robin von Hein and Joachim von Bonin, simpleurance now employs over 130 people from 30 nations, with offices in Berlin and Tokyo. Further information is available at <http://www.simpleurance.com/>.

Press Contact simpleurance

Lisa van den Heuvel
E-Mail: press@simpleurance.de

Contact person for questions to Allianz X:

Sebastian Köhnlechner
+49 163 7 83 4397
E-Mail: allianzx@asset-communication.de