

## FRIENDSURANCE OFFERS DIGITAL BANCASSURANCE SOLUTIONS UNDER NEW BRAND

**Berlin, January 30<sup>th</sup>, 2019.** The digital insurance platform Friendsurance now offers its digital bancassurance solutions under the brand name Friendsurance Business. To serve this purpose, the company has launched a new targeted web presence.

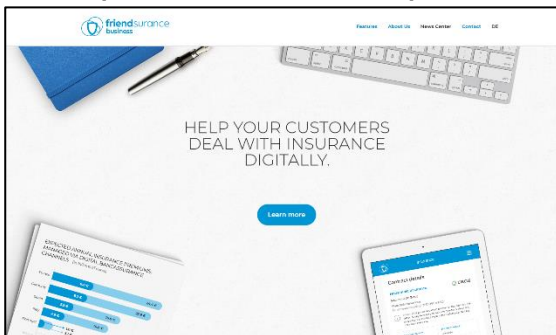
### Reaction to increased market interest

With the new brand Friendsurance Business, the Berlin-based broker responds to the increased demand from banks and insurance companies for online insurance solutions. "We are very pleased with the development of our digital bancassurance business. We will continue to expand this in the future," says Tim Kunde, CEO and co-founder of Friendsurance. Founded in 2010, the company is the pioneer of peer-to-peer insurance. Since 2018, Friendsurance has been partnering with banks and insurance companies to make its innovative insurance solutions available to the partners' end customers.



"Our direct client business is operating under the brand Friendsurance and the website [www.friendsurance.de](http://www.friendsurance.de). That's why we've developed a new brand, called Friendsurance Business, for business partners looking for information about our digital bancassurance offerings," explains Kunde.

### Online presence for business partners



The company has launched a new website at [www.friendsurancebusiness.com](http://www.friendsurancebusiness.com). This website showcases the capabilities and features of the Friendsurance Business modular digital bancassurance platform, including online overview, management and optimization of insurance contracts, and the reporting of claims. In addition, the website offers background information as well as facts and figures about

digital bancassurance. For journalists and media representatives who specifically need material on Friendsurance Business and bancassurance topics, there is a press and news section. The website is available in both German and English to meet international demand and reach potential business customers in German-speaking countries and beyond.

### About Friendsurance Germany

Friendsurance offers a series of innovative insurance solutions with the aim of making insurance more customer-friendly: as an independent digital insurance broker, the company serves nearly 150,000 customers and works together with 175 insurance companies. The inventor of peer-to-peer insurance, Friendsurance developed the claims-free bonus in 2010. With the new brand Friendsurance Business, the company pioneers another mission: the digitization of insurance services for banks or insurance companies and their customers. Since 2017, international partners have benefited from its sophisticated, scalable and modular insurance platform. Friendsurance currently employs 100 people in its Berlin headquarters. For further information please visit [www.friendsurancebusiness.com](http://www.friendsurancebusiness.com).

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