

FRIENDSURANCE BUSINESS AND R+V VERSICHERUNG DEVELOP DIGITAL INSURANCE SOLUTION FOR COOPERATIVE SECTOR

Berlin, 10 April 2019. Friendsurance Business and R+V Versicherung are jointly developing a digital bancassurance solution as a service for the 875 cooperative banks in Germany. The VR-Versicherungsmanager is based on the modular platform from Friendsurance Business. The product will kick off in May 2019 with six pilot banks and be expanded successively thereafter. The goal is to offer the digital insurance manager to almost all of the more than 30 million customers of the Volksbanken Raiffeisenbanken.

Digitalisation brings real added value to customers

The VR-Versicherungsmanager offers users various functions through which they can organise and optimise their insurance. The functions include a digital insurance folder and a messenger with which customers can quickly and easily contact their personal Volksbank and Raiffeisenbank adviser. The digital insurance manager connects to the customer's bank account. If the customer consents to the analysis, an intelligent algorithm identifies the customer's existing insurance contracts and the data is automatically displayed in their online insurance folder. The software also offers the customer suggestions for optimising their insurance cover as soon as it detects changes in the customer's life circumstances through the account data. "The VR-Versicherungsmanager is designed to help customers of Volksbanken and Raiffeisenbanken keep a clear overview of their insurance policies and stay optimally insured", says Jens Hasselbacher, Board Member for Sales and Marketing at R+V. "It also combines the strengths of the cooperatives' on-site advisory services with the growing desire for simple, fast and digital solutions."

White-label strategy successful

"With R+V, we have gained another strong partner. This underscores the growing importance of digital bancassurance platforms. And it validates our strategy of pairing our direct customer business with customised white-label solutions for the industry", says Tim Kunde, Co-Founder and Managing Director of [Friendsurance Business](#). The company behind the brand name is Megara GmbH, which acts not only as insurance agent, but also as the developer and operator of the platform. "Because we at Friendsurance have both a broker's licence and an agent's licence, we can cover a range of different cooperation models," says Kunde.



Photo: Jens Hasselbacher (l.) and Tim Kunde (r.)

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/news-center/.

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