

Corporate News

Deutsche Familienversicherung: New product for the whole family and start of TV advertising

Frankfurt am Main, 10 January 2023 – DFV Deutsche Familienversicherung AG ("DFV", "Deutsche Familienversicherung"), the digital insurance company and a leading InsurTech in Europe, is starting 2023 with the roll-out of its new combined insurance and the launch of a brand- and product-related TV advertising on ProSiebenSat.1's TV channels.

"The year 2023 starts for Deutsche Familienversicherung with a product innovation. The new DFV-KombiSchutz includes accident, household, bicycle theft, glass, private liability and traffic legal protection insurance, for 39.90 EUR per month, regardless of place of residence and family size. By bundling products, combined with a nationwide flat rate, we are responding to customer requests for further simplification of the products. Furthermore, we advertise this product on ProSiebenSat.1 TV channels with our own brand," comments Stefan Knoll, CEO and founder of Deutsche Familienversicherung.

New family product DFV-KombiSchutz

On 01.01.2023, Deutsche Familienversicherung launched a new combined product on the German market. With the DFV-KombiSchutz insurance package, the company bundles the most important property insurances in one contract. By combining household, glass, bicycle theft, liability, accident and traffic legal protection insurance, customers are protected against the biggest risks of everyday life with one insurance policy. The new product thus continues the "all-inclusive" logic of the 16 matrix. In addition, the administrative effort is reduced as all insurance policies are bundled and can be easily managed digitally online via the DFV app and the DFV customer portal.

Furthermore, DFV-KombiSchutz is a product for families. The highlight is the accident insurance, which always covers all family members, regardless of family size. The insurance cover applies to the policyholder as well as the partner and the respective children, provided they live in the same household. This flexibility is new on the German market. Thus, Deutsche Familienversicherung follows the flexible life models in Germany and brings a family product to the market that lives up to its name.

New TV advertising at ProSiebenSat.1

Since April 2018, Deutsche Familienversicherung has been cooperating with Germany's largest private broadcasting group, the ProSiebenSat.1 Group, regarding the sales of insurance policies. This cooperation was successfully developed further and sales now take place exclusively under the name of Deutsche Familienversicherung. The campaign is managed on the basis of intensive cost controlling. The TV campaign started on 01.01.2023. The new DFV-KombiSchutz is being marketed, with other products to follow in the course of the year, so that the entire product portfolio of Deutsche Familienversicherung will be marketed throughout Germany via the high-reach TV channels of the ProSiebenSat.1 broadcasting group. You can find the current TV spot [here](#).

"We are very pleased that we were able to further develop our successful cooperation with our partner ProSiebenSat.1, the largest private German broadcasting group. Now, in addition to achieving the new business figures, the focus is also on keeping the distribution costs under control. From the fact that the Deutsche Familienversicherung brand will be promoted throughout Germany as a result, I expect not only sales successes but also a significant increase in brand awareness," says Stefan Knoll, CEO and founder of Deutsche Familienversicherung.

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About DFV Deutsche Familienversicherung AG

DFV Deutsche Familienversicherung AG (ISIN DE000A2NBVD5) is a fast-growing InsurTech company. As a digital insurance company, DFV covers the entire value chain with its own products. The company's goal is to offer insurance products that people really need and understand immediately ("Simple. Sensible."). DFV offers its customers multiple award-winning supplementary health insurance (dental, health, supplementary long-term care insurance) as well as accident and property insurance. Based on the state-of-the-art and scalable IT system developed in-house, the company is setting new standards in the insurance industry with digital product designs throughout as well as the option of taking out policies via digital voice assistants.

www.deutsche-familienversicherung.de