

## **DFV Deutsche Familienversicherung AG: First Insurtech IPO in Europe**

Frankfurt am Main, 04.12.2018

DFV Deutsche Familienversicherung AG is listed in the Prime Standard of the Frankfurt Stock Exchange today. The company is the first listed Insurtech in Europe. The company is specialized in supplementary health and long-term care insurance and also offers property insurance. At the stock market launch, the DFV listed at a price of € 12.30. DFV Deutsche Familienversicherung AG is risk-carrier for its products, which it develops and distributes on its own. It has its own BaFin approval, makes profits and has almost half a million customers. Dr. Stefan M. Knoll, Founder and CEO: "With our IT and the digital processes based on it, we are the Hessian-German answer from Frankfurt am Main to the international Insurtech-movement. The fact that we were able to convince VPV life insurance company to act as new anchor investor sends a strong signal to the market."

### **Digitization, AI and scalable IT as basis for growth**

The DFV has developed a digital insurance platform that allows it to process business transactions in real time. It uses artificial intelligence paired with a Java and event-based IT-platform and flexible interfaces. So the Insurtech is able to optimally integrate the company's own insurance app and the DFV customer portal. For example, customers can easily make changes to contracts or file claims and receive feedback immediately. New products can be placed on the market within a few weeks and product changes can be implemented in just a few hours. Dr. Stefan M. Knoll: "With our scalable, in-house developed digital IT platform, the application of artificial intelligence and the use of digital processes, we specialize in the distribution and inventory management of supplementary health and property insurance."

### **Scalable sales based on excellent products**

The distribution of the DFV is highly scalable. 80% of new customers come to the company via digital direct sales, online (Google, Bing, Affiliate) and DRTV. Based on this ability to attract new customers on a digital way, the company sees great potential for growth in the German market. In the field of supplementary health insurance, DFV wants to become the market leader in

Germany. Dr. Stefan M. Knoll: "The quality of our products is regularly confirmed by Stiftung Warentest (a public product testing foundation) with top grades and test victories for DFV-products. The opportunity to invest more in direct and digital distribution channels through the IPO proceeds, in addition to transactional advertising, will, in our view, lead to a strong increase in new customer business. "

### **About DFV Deutsche Familienversicherung AG**

DFV Deutsche Familienversicherung AG (ISIN DE000A0KPM74) was founded in 2007 as an insurance start-up with the aim of offering insurance products that people really need and understand immediately ("Simple, sensible."). Today, the communication company is an Insurtech and is known for its award-winning additional health insurance (dental insurance, health insurance, additional care insurance as well as accident and property insurance). With its consistently digital product design, the company is setting new standards in the industry. Further information at: [www.deutsche-familienversicherung.de](http://www.deutsche-familienversicherung.de)

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