

## **DFV Deutsche Familienversicherung AG: Henkel cooperations are on schedule - 100,000 new customers targeted in 2019**

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The cooperation announced last year with Henkel, IG BCE (Industriegewerkschaft Bergbau, Chemie, Energie [Industrial Mining, Chemistry, Energy Union]) and the listed Insurtech DFV Deutsche Familienversicherung AG (DFV) was successfully launched on January 1, 2019. The insurance product is

HenkelCareFlex, a long-term care insurance. DFV is the product provider and risk-carrier. Henkel offers all of its approximately 9,000 employees and trainees in Germany basic long-term care insurance – without health checks or waiting times. In addition to basic coverage, employees can supplement this long-term care insurance individually and also include family members – life partners, children, parents and parents-in-law.

### **Insurtech implements potential industry solution**

With HenkelCareFlex, Henkel and IG BCE offer exemplary solutions for employees in accordance with collective agreements. In collaboration with IG BCE and DFV, Henkel was the first company in Germany to develop a company long-term care insurance scheme as part of a social partner model. Dr. Stefan M. Knoll, Chief Executive Officer of DFV Deutsche Familienversicherung AG: "The cooperation with Henkel and the insurance product HenkelCareFlex illustrate DFV's expertise in implementing social partnership models. In addition, the exclusive partnership with IG BCE opens up industry solutions based on collective bargaining agreements. This model is a prime example for us for further potential cooperations in this segment."

DFV, a listed insurtech company, has received numerous awards from independent institutions for its flexible long-term care insurance. Most recently by Stiftung Warentest with the highest ranking mark of 1.6 ("good") as test winner. With the increasing realization that long-term care is the greatest socio-political challenge, an enormous potential for long-time care insurance is in the process of developing. The company sees enormous potential in the sale of long-term care insurance in Germany.

### **100,000 new customers targeted in 2019**

Within the scope of the cooperation with Henkel, several thousands of contracts were already concluded at the start of the year. In addition, numerous Henkel employees with basic insurance coverage have already taken advantage of the opportunity to increase their coverage or to include family members in their own insurance coverage. "Insurance cooperations such as HenkelCare-Flex are highly scalable both in terms of mandatory as well as facultative contracts. This is yet another reason why we are convinced that we will achieve our ambitious target of 100,000 new customers in 2019," says Dr. Stefan M. Knoll.

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

The DFV Deutsche Familienversicherung AG (ISIN DE000A0KPM74), the first stock market listed Insurtech Company in Europe, was established as insurance start-up in 2007 with the objective to provide insurance products people really need and understand immediately ("Simple. Sensible"). The DFV Deutsche Familienversicherung AG is known for its multi-award-winning supplementary health insurances (teeth, health and supplemental care insurance) as well as accident and property insurance. Based on the highly modern and scalable in-house developed IT systems, the company sets new benchmarks with consistent digital product designs as well as the option to graduate via digital language assistants. Further information at: [www.deutsche-familienversicherung.de](http://www.deutsche-familienversicherung.de)

### **Press contact:**

Lutz Kiesewetter

Head of Corporate Communications & Investor Relations

tel.: 0049 69 74 30 46 396

mail: [lutz.kiesewetter@deutsche-familienversicherung](mailto:lutz.kiesewetter@deutsche-familienversicherung)