

## **DFV Deutsche Familienversicherung AG: Insurtech launches pet health insurance with strong distribution partner**

- Insurtech expands cooperation with ProSiebenSat.1 Digital
- New digital insurance under the brand "PETPROTECT" ([www.petprotect.de](http://www.petprotect.de))
- Distribution via high-reach TV and online channels of the ProSiebenSat.1 Group

Frankfurt am Main, May 15, 2019 - DFV Deutsche Familienversicherung AG ("DFV", "Deutsche Familienversicherung"), a strongly growing and Europe-leading Insurtech company, launches the pet health insurance "PETPROTECT". The existing cooperation with ProSiebenSat.1 Digital will now be further expanded for the distribution of the new product. Since today, May 15, 2019, ProSiebenSat.1 Digital is promoting the new animal health insurance of Deutsche Familienversicherung on the group's high-reach TV and online channels. ProSiebenSat.1 Digital has developed a high-performance marketing concept specifically for the new cooperation. The marketing takes place under the newly created brand "PETPROTECT" and via the website [www.petprotect.de](http://www.petprotect.de).

Dr. Stefan M. Knoll, CEO and founder of the Deutsche Familienversicherung: "We are very pleased that we can offer another digital insurance product, 'PETPROTECT'. With ProSiebenSat.1 Digital, we have a promising and already established distribution channel at our disposal. Animal health insurance is still a relatively new product and has enormous market potential."

### **Animal Health Insurance in Germany – Great Market Potential**

The market for animal health insurance is still in its infancy in Germany but demand for it is increasing rapidly. About 9.2 million dogs and 13.7 million cats live in Germany. A maximum of 17% of all dog owners and 6% of all cat owners have an animal health insurance.

DFV is thus entering a promising market segment with its new product, "PETPROTECT". DFV therefore is consistently implementing its growth strategy and demonstrating its business's high degree of scalability across various product segments. As a fully digital insurance company, DFV can quickly and flexibly adapt its product offering to the needs of the market.

If everything goes according to plan, Deutsche Familienversicherung intends to catch up with the rest of its competitors in this product segment as well. Dr. Stefan M. Knoll: "Based on our flexible and state-of-the-art IT platform, we were also able to launch animal health insurance products based on the matrix of 16 logic. Thus, the animal health insurance of Deutsche Familienversicherung covers all the risks that a dog owner might face if his pet gets sick."

Animal health insurance will be assigned to the property insurance line and is part of DFV's corporate strategy to increase the share of property insurance new business in 2019 from 3.5% (2018) to 10%.

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

DFV Deutsche Familienversicherung AG (ISIN DE000A0KPM74) is a fast-growing insurtech company. As a digital insurance company, DFV covers the entire value chain with its own products. The aim of the company is to offer insurance products that people really need and understand immediately (“Simple & Sensible”). DFV offers its customers award-winning supplementary health insurance (dental, health and long-term care insurance) as well as accident and property insurance policies. Based on its ultra-modern and scalable IT system developed in-house, the company is setting new standards in the insurance industry with consistently digital product designs and the option of taking out policies via digital language assistants. [www.deutsche-familienversicherung.de](http://www.deutsche-familienversicherung.de)

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