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Europ Assistance acquires MAPFRE Asistencia's InsureandGo Australia

- This agreement that has been signed is for the purchase of MAPFRE Insurance Services Australia Pty in Australia and its commercial brand InsureandGo in Australia;

- After New Caledonia, Thailand and Malaysia, expansion in Australia further reinforce Europ Assistance global, multichannel and multiline positioning.

Paris / Sydney, 19 January 2022 – Europ Assistance ("EA"), a subsidiary of the Generali Group, today announced the acquisition of MAPFRE Asistencia's Australia operations based in Sydney.

Europ Assistance has acquired MAPFRE Insurance Services Australia Pty – to be renamed Europ Assistance Australia Pty Ltd[1] – which commercially operates under the InsureandGo brand. After 10 years of existence, InsureandGo has become one of the leaders in B2C travel insurance in Australia due to its flexible and multi-faceted digital customer journey. EA will leverage InsureandGo's status as a leader in the B2C marketplace alongside its own expertise to expand B2B2C partnerships in the region.

As the world 5th largest market in terms of income, Australia represents an important market for travel insurance. As travel begins to return to pre-pandemic levels, this deal has excellent prospects for sustainable growth in the medium term.

Antoine Parisi, CEO of Europ Assistance Group: *"We are delighted to enter the Australian market in order to support our global partners and further strengthen our global, multiline and multichannel positioning"*.

Pascal Baumgarten, CEO Northern, Central, and Eastern Europe, Asia and South Africa at Europ Assistance Group: "*After acquiring an entity in New Caledonia, then opening businesses in Thailand and Malaysia in 2020 and 2021, we have decided to accelerate our expansion in Asia/Pacific by acquiring an established player in the region with complementary operations and capabilities. This confirms that despite the recent challenges impacting the industry, we are confirming our commitment to profitable growth worldwide.*"

Raphael Bandeira, CEO of Europ Assistance Australia: "*We are excited to become a part of Europ Assistance and by extension the larger Generali Group. We look forward to to continuing offering best in class services to our customers in the region, especially as travel begins to recover.*"

ABOUT EUROP ASSISTANCE GROUP

Founded in 1963, Europ Assistance, the inventor of assistance, supports customers in over 200 countries and territories thanks to our network of 750.000 approved providers and 41 assistance centres. Our mission is to bring people or corporates from distress to relief – anytime, anywhere. We provide roadside assistance, travel assistance and insurance, as well as personal assistance services such as the protection of the elderly, the protection of digital identity, telemedicine and the Conciergerie. The vision of our almost 10,000 employees is to be the most reliable care company in the world.
Europ Assistance is part of the Generali Group, one of the world's leading insurers.

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[1] subject to regulatory approval