

**PRESS RELEASE (Zurich, 11 January 2016)**

***New partner will further empower the customer-focused strategy***  
**Eurapco Alliance of insurers welcomes Italian Reale Group**

- 8 Eurapco partners now represent over 40 million customers
- Customers benefit from valuable synergies and best practices
- Key themes: welfare state, innovation and digitalisation

**Zurich, 11 January 2016 – Reale Mutua, the main Italian mutual insurance company, and all Reale Group have joined Eurapco, a unique strategic alliance of leading European mutual insurance companies. The new partner joined on 1 January and with its innovative strength, Reale Group will empower Eurapco to further roll-out its customer-focused strategy in the coming years.**

With Reale Group as partner of the alliance, Eurapco, based in Zurich, Switzerland, now consists of eight leading insurance companies that operate in 18 countries across Europe. The Eurapco partners are: Achmea (The Netherlands), Caser (Spain), Covea (France), Gothaer (Germany), Länsförsäkringar (Sweden), LocalTapiola (Finland), Swiss Mobiliar (Switzerland) and Reale Group (Italy). Combined, The Eurapco Partners insure over 40 million Europeans and employ over 66,000 people. Thanks to their customers, they realise an annual GWP of over 53 billion euros.

Eurapco has recently re-defined its strategy to help its partners meet the challenges of the changing financial world and create valuable synergies for their customers. Key themes in its strategy are: the welfare state, innovation and digitalisation. Eurapco acts as the centre of excellence for its partners and focuses on knowledge exchange, best practices and innovative research.

Willem van Duin, chairman of Eurapco and chairman of the Executive Board of Achmea: “Over the years, Eurapco has proven to be a durable network of leading insurance companies. With the Reale Group joining the Eurapco Alliance, we will be able to focus even more on customer centricity. Reale Group, known for its innovative products and services, is a crystal-clear fit with the strategy of Eurapco. We share knowledge and expertise and by doing so, our strategic alliance offers its members the valuable opportunity for the exchange of business, skills and resources, as well as the development of management.”

“We firmly believe that the best way forward for our partners is to intensify and accelerate their collaboration,” Wilma de Bruijn, General Manager of Eurapco, adds. “Eurapco partners aim to benefit from their activities on the international stage to strengthen their ability to operate in their local markets. They are unified in one objective: creating value together.”

“We are very proud to be part of such a prestigious international alliance, the members of which chose to trust our Group and recognised our value,” says Luca Filippone, General Manager of Reale Mutua. “This partnership aims to enhance the potential and the specific competency of each company, helping us to reach our strategic goals in a more effective way, keeping our total independence. Moreover, all the partners of Eurapco share with us the mutual structure and thus, the Eurapco Alliance is even closer to our history and tradition and, certainly, to our future.”

Eurapco aims to further develop the pan-European collaboration in the areas of life and non-life insurance, pensions, asset management and other financial solutions. In order to strengthen the partners' performance on their local markets and to optimise the development of synergies, the activities of the team in Zurich include the exchange of knowledge, business and skills, as well as management development programmes.

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## About Eurapco

Eurapco is a unique strategic alliance of leading European mutual insurance companies. The alliance consists of eight partners that operate in 18 countries across Europe. Eurapco partners aim to benefit from their activities on the international stage to strengthen their ability to operate in their local markets and are unified in one objective: creating value together. A large number of their employees are involved in different Eurapco activities. With a variety of expert groups and more than 50 different activities per annum, Eurapco literally spans all the business lines present within the insurance industry. The Eurapco partners combined insure over 40 million Europeans, employ over 66 thousand people and have an annual GWP of over 53 billion euros.

## About Reale Group

Reale Group is an international group operating in Italy and Spain through the Parent Company – Società Reale Mutua di Assicurazioni – and its subsidiaries; it offers proposals in the insurance, banking, real estate and services sector, protecting more than 3,700,000 Policyholders. With over 3,000 employees, the Reale Group is one of the most solid on the market, as demonstrated by a solvency ratio of 242%.

The cardinal principle of mutuality, the basis of the particular corporate structure of the Parent company, guides the actions of all the Companies, bringing out their essence and distinctiveness on the market, in terms of reliability, professionalism and quality of service.

## For more information:

[www.eurapco.com](http://www.eurapco.com)

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