

Ethias strengthens its innovation and services strategy through an alliance

As part of its five-year vision, Ethias has developed a strategic plan enabling it to strengthen its positioning as the n° 1 direct insurer, the n° 1 digital insurer and market leader for public bodies. This plan consists of a series of initiatives, including the deployment of new services to improve client satisfaction. In this context, the Ethias Board of Directors has given the green light to the launch of negotiations on the future collaboration with IMA Benelux to complete its range of insurance products with innovative services. IMA Benelux is a subsidiary of the IMA Group, a leading international player in the assistance and services sector.

Content of the future partnership

Ethias SA acquires a 33% stake in the capital of IMA Benelux and thus becomes a shareholder, alongside IMA Group and P&V, in a company specialising in assistance and innovative services relating to various fields at European level (mobility, health, housing). This collaboration depends on the proper conduct of the negotiations and is subject to the agreement of the supervisory authority.

This co-creation will allow Ethias SA to benefit from the industrial contribution of IMA and to combine its own innovation activities with the ones of IMA, hence giving its clients direct access to the innovative services that will continuously emerge from this collaboration.

This future partnership will lead to the externalisation of Ethias' own assistance activities, with no impact on employment within the company. This externalisation will allow our clients to access the high-performance platform of a leading international player who, like Ethias, places customer excellence at the heart of its strategy. Through internal mobility, the members of staff concerned will strengthen other internal services to further improve the service provided to our clients here as well.

Ethias makes a firm choice for innovation

This future partnership is in line with the strategic choices of Ethias and guarantees external growth in a fast-moving market. By placing innovation at the heart of our corporate culture, we succeed in providing our clients with innovative services and in further improving the quality of these services. In doing so, we are resolutely opting to strengthen our position as leading insurer of the public sector and as the number one direct and digital insurer. In the insurance sector, the insurer is shifting from being a product seller to being a service provider. This future collaboration with IMA Benelux is a step forward in this evolution.

“In a context of constant innovation, Ethias is able to anticipate the expectations of its clients, whether they are private individuals or public bodies. Thanks to its unique business model, which is characterized by digital and innovative solutions with a human face, we create value for our clients, our employees and our shareholders.” - Philippe Lallemand, CEO