

## Ethias becomes a shareholder of IMA Benelux

Last June, Ethias announced the start of negotiations. Today, CEO Philippe Lallemand put the finishing touches to the operation by signing an agreement with the IMA Group and P&V. As of 1 January 2020, Ethias will be a 33 percent shareholder (alongside P&V and the IMA Group) of IMA Benelux, a company specialising in assistance management since 2001. This agreement marks a real acceleration of Ethias' ambitions, and in particular of the Ethias Assistance brand, in terms of innovative services offering.



Luc Kranzen (COO Non-Life, Ethias), Philippe Lallemand (CEO, Ethias), Claude Sarcia (CEO, IMA Group), Hilde Vernailen (CEO, P&V Group) and Sophie Misselyn (Member of the Management Committee, P&V)

### A strong alliance in the name of technological innovation

With this acquisition which has no impact on its solvency margin, Ethias, Belgium's third largest insurer, further expands its activities by resolutely turning to service and innovation. As the leading **direct and digital insurer**, Ethias wants to go beyond insurance by offering its policyholders new services that are **simpler and more customised** than ever before.

This partnership will enable Ethias to outsource the management of its assistance, without impacting employment within the company, and above all to benefit from IMA's **innovation and R&D activities**. As another shareholder of IMA Benelux, the IMA Group shares Ethias' mutualist values and holds a leading position in the French assistance sector, with 45 million policyholders and 11 million calls managed per year (viz. 1 person assisted every 10 seconds).

### What will be the concrete changes for the policyholders?

**As of April 2020**, thanks to this partnership, Ethias Assistance will offer **new services to its policyholders**. With the geolocation of the service provider (motor mechanics, towing) the insured faced with a car breakdown can track the progress of their call in real time. The geolocation of the insured allows to identify the exact place of immobilisation. The insured will also be able to easily follow up their claim online.

In addition to car assistance, Ethias and IMA Benelux will collaborate on the development of new services in **home and health assistance or personal assistance**.

*"Our latest survey confirms that our clients particularly appreciate our assistance services and even give Ethias Assistance a satisfaction rate of 95%!,"* explains Ph. Lallemand, CEO of Ethias. *"Our slogan 'We are there within 30 minutes' is a real commitment and it is clear that **this excellence remains and will remain our priority.**"*

*"We are very happy to welcome a trusted partner like Ethias. We will mobilize all our innovation capacity and our customer excellence to support its development and its policyholders. This partnership marks an important step for IMA Benelux, which is becoming the first multi-shareholder assistance provider in Belgium,"* says C. Sarcia, CEO of the IMA Group.

**Our mission: making insurance easier so as to bring you security, peace of mind and freedom of initiative, with innovative services and products. As partner of your daily life, we put our expertise and our dynamism at your service.**



### About the IMA Group (INTER MUTUELLES ASSISTANCE) :

The IMA Group develops, brings together and provides assistance solutions tailored to the needs of its shareholders and clients. From emergency assistance to long-term support, IMA offers a comprehensive range of solutions including motor, transport, home, medical, individual, international mobility, advisory and customer relations services. The Group represents a revenue of 773 million EUR, including a net result of 10.4 million EUR. It serves 45 million clients and has more than 4,000 employees (2018 data). For further information: [www.imagroupe.eu](http://www.imagroupe.eu).

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