

PRESS RELEASE

**MONDIAL ASSISTANCE TURNS TO B2C:  
ELVIA.IT IS FOUNDED AND TRAVEL INSURANCE BECOMES DO-IT-YOURSELF**

**Mondial Assistance, international leader in travel assistance and insurance, presents the new Elvia travel policy, which is underwritten directly by the end user at [www.elvia.it](http://www.elvia.it)**

Milan, 27 September 2005 – With the slogan “...finally safe to move!”, Mondial Assistance presents its first completely do-it-yourself on-line policies to the Italian market using the strength of the Elvia name, the historic brand in the travel insurance sector. By connecting to the website [www.elvia.it](http://www.elvia.it), the end user has the possibility of directly underwriting, without going through a broker, the most suitable insurance for his vacation or for his travel needs, and pay with a credit card.

This is a very important strategic choice for Mondial Assistance, a Company that has always stayed abreast of economic and worldwide insurance evolution and been an advocate of continuous innovation in technology and product. Anticipating its official entrance into B2C commerce, the website [www.elvia.it](http://www.elvia.it) and the sales of the new on-line products were activated on July 14, 2005 without a formal announcement. The test period, which lasted just over two months, confirmed the great potential of this new strategy. There were almost 500 on-line insurance contracts underwritten (equivalent to a turnover of more than 70,000 Euro) even though there had been no type of publicity.

Through the Elvia brand, Mondial Assistance intends to further reinforce its leadership role in the insurance sector. Elvia has become the benchmark brand for all of the products sold on-line and accessible to the end user, given the business partnerships between Mondial Assistance and the international on-line tourism operators (Ryanair, Expedia, Easyjet, Lastminute.com...).

The Elvia.it policies are not directed solely at tourists that travel abroad, but they make up a complete range of products that guarantee insurance coverage that is both versatile and modular. Beginning with the “classic” products, Elvia.it offers **E-care** that guarantees round-the-clock assistance for travel within Italy and abroad and covers medical expenses – with unlimited coverage in USA and Canada. **E-all-inclusive** adds coverage for accidents in flight and luggage insurance, while **E-fly** allows its policy holders to fly serenely. **E-business** is for those that travel for work and **E-student** is dedicated to those who find themselves abroad for study purposes. **E-ski** allows one to enjoy holidays in the snow without worry, **E-sea** is for boating vacations, and **E-move** insures those who travel by car.

*Mondial Assistance in Italia was founded on January 1, 2002 following the corporate merger of CEA - Compagnia Europea di Assicurazione into Elvia Italia (historic Company belonging to the RAS Group). In 2004, the consolidated turnover of Mondial Assistance in Italia was superior to 95,000,000 Euro. The holding to which it belongs, Mondial Assistance Group (50% RAS, today Allianz SE, and 50% AGF), is headquartered in Paris and is present through its Business Units in 28 countries on five*



continents. With 7,600 employees, a turnover of 1.1 thousand million Euro in 2004 and more than 250 million clients, Mondial Assistance Group is the international leader in the travel assistance, service and insurance sectors. Mondial Assistance in Italia has a staff of nearly 330, of which over 165 work in the Operational Headquarter that supplies services 24 hours a day for 365 days a year. In 2004, the Operational Headquarter received 570,000 calls and managed over 133,000 cases.

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