

Mondial Assistance reinforces its leadership on the Web

With more than 1,200 travel insurance contracts sold every hour online on sites of the world's largest airline companies and travel agencies in 29 countries, Mondial Assistance confirms its commercial leadership and technological expertise in this booming distribution channel

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Mondial Assistance, world leader in assistance and travel insurance, confirms its commercial, marketing and technological leadership on the Web. Today, the world's largest airlines, including Iberia, Alitalia, TAP, Aer Lingus, Ryanair, Virgin Blue, Meridiana, Centralwings, EasyJet, HLX, and the largest online travel agents – ebookers, Expedia, Lastminute, Orbitz, Zuji, Webjet – use and trust eMAGIN, Mondial Assistance's technological platform.

Airline companies transported 2 billion passengers in 2005. The companies that chose Mondial Assistance's e-Commerce solution represent more than one third of these passengers.

« More than a powerful technological platform for online sales, we have developed an entire range of technical, marketing and commercial skills that help our clients judiciously propose insurance options that are well adapted to meet their customers' needs and expectations,» explains Erick Morazin, Director of International Travel Sales for the Mondial Assistance Group. *«Our transparent services, fully integrated into our clients' sites, are part of the natural transaction process. Thanks to our experience, our clients notice significant growth in their insurance sales. They can also differentiate themselves by offering innovative services to their customers.»*

Insurance for 4 tickets means sales multiplied by 10!

Online travel insurance sales can represent 10 times more in volume than sales via traditional channels. More than anything else, most Internet users are looking to pay a fair price for each part of their trip. They want to identify each service offer and be free to make up the product they need. Travel insurance, which guarantees reimbursement in case of a last minute mishap or cancellation, has therefore become a legitimate, pertinent and very attractive option, given its extremely reasonable cost compared to the price of airline or train tickets. This situation is magnified in the case of low cost airlines. It is not unusual to note that they register one insurance contract for 4 airline tickets sold.

Mondial Assistance exceeds the Sound Barrier with more than 1,200 contracts an hour!

Erick Morazin declares *«Now we are registering more than 1,200 contracts every hour. This figure progresses every day because new Partners not only use our services, but our expertise also helps them to better sell our products!»*

Service helps airline companies differentiate from the competition

Competition among airline companies traditionally translates by a price war or service rivalry. Today, Mondial Assistance helps its clients develop services that are particularly adapted to specific client segments. One such example is special ski luggage insurance contracts for travel companies serving ski resorts. Other transport companies can also integrate all or part of their travel insurance services into their loyalty-building scheme. Miles can then be converted into insurance contracts. In the same way, purchasing insurance contracts adds loyalty points to travel accounts.

«Our platform is so flexible that we can very quickly define new products with our client and put them on line on their site,» Erick Morazin continues. «Our services can appear under the Mondial Assistance brand or under *white label*. In all cases, we ensure full integration on the seller's site and register all contracts in our data base. »

A world-wide offer

Today, the eMAGIN platform is available in 29 countries¹. This number will very shortly climb to 34, with the opening in 5 new countries: Lithuania, Latvia, Estonia, Croatia and Malta.

Mondial Assistance Group: *an intervention every 3 seconds, anywhere in the world. Worldwide leader in assistance, travel insurance and personal services, today Mondial Assistance Group counts nearly 8,000 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population, benefit from the Group's services, which it proposes on 5 continents in over 25 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access. Mondial Assistance Group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake.* www.mondial-assistance-group.com

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¹ USA, Canada, France, United Kingdom, Ireland, Belgium, Netherlands, Denmark, Sweden, Norway, Finland, Spain, Portugal, Italy, Greece, Austria, Switzerland, Germany, Poland, Czech Republic, Slovakia, Hungary, Australia, Hong Kong, South Korea, Singapore, Taiwan, New Zealand, Fiji Islands