



26.10.2016  
PRESS RELEASE

## Vouchers for insurance products of the Generali Group Switzerland can now be purchased at Media Markt

- From now on, customers can buy vouchers for various insurance products of the Generali Group Switzerland at Media Markt Switzerland. The insurance contract can then be concluded online.
- Vouchers for travel insurance, legal protection insurances and accident insurance are now offered by all Media Markt branches in German-speaking Switzerland. The insurance products will be made available at branches in French-speaking Switzerland and Tessin at a later stage.
- The objective of Generali is to offer customers the convenience of buying insurance products through an easily accessible sales channel.

Various products of the Generali Group Switzerland can now be bought as vouchers at Media Markt Switzerland. "We wanted to offer our customers the convenience of buying insurance from easily accessible locations," said Andreas Krümmel, CEO of Generali Group Switzerland. "We are pleased to continue expanding our broad range of products. Customers can now come to our store and purchase a navigation system along with a voucher for a travel insurance for their upcoming trip," said Karsten Sommer, CEO of Media Markt Group Switzerland.

### **Buy a voucher and conclude the insurance online**

Vouchers for the following insurance products from Generali can be bought at Media Markt branches: Travel insurance (individual and family), personal or motorist' legal protection insurance (individual and family) and accident insurance (as a supplement to the compulsory accident insurance, tailored to the needs of women, men and children/young people).

When purchasing a voucher for one of these insurance products, customers will receive a personal code, which they can use later to conclude the insurance contract online by providing their personal data. This method of buying an insurance product is not only more convenient but also more cost-effective: customers save 25% in the first policy year.

Customers can now purchase vouchers for travel insurance, legal protection insurances and accident insurance at all Media Markt branches in German-speaking Switzerland. The insurance products will be made available at branches in French-speaking Switzerland and Tessin at a later stage.

### **ABOUT GENERALI**

**Headquartered in Italy, Generali is a leading global insurance group and one of the 50 largest companies in the world. 55 million customers across over 60 countries put their trust in this insurer's many years of expertise.**

**In Switzerland, Generali has stood for individual insurance solutions for all seasons of life for 140 years. Almost a million customers count on reliable protection from this single source: from property, legal or life insurance, right through to pension solutions and attractive fund and banking products. Around 2,000 employees provide specialist advice and excellent service.**

Generali (Switzerland) Holding AG  
Media Relations  
T +41 58 472 41 60  
F +41 58 472 44 25

media.ch@generali.com  
generali.ch



#### **ABOUT MEDIA MARKT**

**Media Markt has been present in Switzerland for 21 years and is the most popular company in the Swiss electronics landscape, according to the latest representative survey conducted by Zurich market research company Marketagent.com. Today, Media Markt Switzerland has a total of 28 stores all over the country, as well as an outstanding online shop. In total, Media Markt employs over 1,250 people in Switzerland. [www.mediamarkt.ch](http://www.mediamarkt.ch)**