

Allianz X

**Media Release****Allianz X to acquire Finanzen.de**

- **Finanzen.de is a leading B2B insurance and financial services leads marketplace in Europe**
- **Transaction is Allianz X's first full acquisition of a company**
- **Finanzen.de to become an independent subsidiary within Allianz Group**

**Munich, May 20, 2019** – Allianz X, the digital investment unit of the Allianz Group, announced today that it will acquire Finanzen.de, a leading European B2B online marketplace for high-value consumer traffic in the insurance and financial services sectors.

Headquartered in Berlin, Finanzen.de uses a proprietary platform to connect lead generators and buyers in real-time. Additionally, the company acts as an online broker for certain insurance products in Germany and Switzerland. Over 1.2 million leads were traded on Finanzen.de's platform in 2018.

"The acquisition of Finanzen.de will enhance our access to potential customers, support the success of our agents, and strengthen our sales networks," said Ivan de la Sota, Member of the Board of Management and Chief Business Transformation Officer of Allianz SE.

Allianz X has entered into a binding agreement with Eli Global to assume complete ownership of the company.

Nazim Cetin, CEO of Allianz X, said, "Acquiring Finanzen.de will secure us a strong position in a fast-growing online leads market. We look forward to developing synergies with Finanzen.de as a top lead-generating and buying platform, as well as supporting the expansion of its business to create further value."

The acquisition is subject to customary closing procedures and is expected to close within the third quarter of this fiscal year.

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## **ABOUT FINANZEN.DE**

Finanzen.de is a B2B insurance and financial services leads marketplace. Finanzen.de targets the market of customer leads for insurance and financial products that are difficult to understand and compare. Finanzen.de additionally acts as a licensed broker for certain insurance products in Germany and Switzerland.

## **ABOUT ALLIANZ X**

Allianz X is the digital investment unit of the Allianz Group, one of the world's leading insurers and asset managers, and part of the Group's Renewal Agenda. Allianz X invests in digital growth companies that are part of our ecosystems related to insurance: Mobility, Connected Property, Connected Health, Wealth Management & Retirement, and Data Intelligence & Cybersecurity. Allianz X provides an interface between portfolio companies and the digital ecosystem within Allianz, and drives innovation across Allianz's operating entities and global lines of business.

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These assessments are, as always, subject to the disclaimer provided below.

### **Cautionary note regarding forward-looking statements**

This document includes forward-looking statements, such as prospects or expectations, that are based on management's current views and assumptions and subject to known and unknown risks and uncertainties. Actual results, performance figures, or events may differ significantly from those expressed or implied in such forward-looking statements. Deviations may arise due to changes in factors including, but not limited to, the following: (i) the general economic and competitive situation in the Allianz Group's core business and core markets, (ii) the performance of financial markets (in particular market volatility, liquidity, and credit events), (iii) the frequency and severity of insured loss events, including those resulting from natural catastrophes, and the development of loss expenses, (iv) mortality and morbidity levels and trends, (v) persistency levels, (vi) particularly in the banking business, the extent of credit defaults, (vii) interest rate levels, (viii) currency exchange rates, most notably the EUR/USD exchange rate, (ix) changes in laws and regulations, including tax regulations, (x) the impact of acquisitions including and related integration issues and reorganization measures, and (xi) the general competitive conditions that, in each individual case, apply at a local, regional, national, and/or global level. Many of these changes can be exacerbated by terrorist activities.

### **No duty to update**

The Allianz Group assumes no obligation to update any information or forward-looking statement contained herein, save for any information we are required to disclose by law.

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