

Press Release

Growth Acceleration and Joint Development of Services

Europ Assistance Group Invests in German Senior Care Startup Pflegix



Bochum, Germany - April 8th, 2019 – Europ Assistance Group invests in Senior Care Startup Pflegix. Aim of the investment and the partnership is to accelerate the growth of the online platform and drive forward the joint development of services.

Europ Assistance and Pflegix are jointly addressing the growing need in the German in-home care market, which is expected to reach more than 3.5 million care-receivers by 2020. The strategic partnership allows both companies to offer a unique value proposition for senior patients and business partners by combining Pflegix home caregiving services with Europ Assistance 24/7 assistance capabilities and medical services.

Pflegix and its management will continue their successful journey of their well-established brand. Due to their complementary capabilities the two partners are strongly positioned to become a vital and disruptive player in the German care market, supporting seniors and individuals in need, guaranteeing a healthy, happy and safe life at home.

Tim Kahrmann, founder and CEO of Pflegix: *"We are delighted to partner with Europ Assistance and see strong synergies in reaching our shared goal of providing holistic advice and support to care-seeking individuals and their families. The investment allows us to accelerate our growth and the product development of Pflegix."*

This step is another milestone for Europ Assistance in providing high quality senior care solutions across key geographies following the acquisition in 2017 of CareLinX, the leading digital caregiver marketplace in the U.S. with over 300,000 professional

caregivers. In addition to expanding its global reach, this investment also enhances the service capabilities of Europ Assistance Germany's new Senior Care division.

Antoine Parisi, CEO Europ Assistance Group: *"Our aim is to help senior people live long-term and self-determined lives at home. This requires the coordination of a variety of skills: home caregiving, emergency response, medical services, transportation. Pflegix fits perfectly well into this vision and completes our offering. In a very short period it has shown to be a disruptive player in this critical market, gaining significant visibility. I think we have found in Pflegix a very talented management team that shares our same vision, and I look forward to working with them to play a key role in the German care market."*

About Europ Assistance

Europ Assistance Group was founded in 1963 and is the inventor of the assistance concept. In addition to travel insurance, health services and personal insurances, Europ Assistance offers innovative assistance products to provide private and corporate customers with tailor-made solutions for emergencies and everyday life - 24 hours a day, 365 days a year. Europ Assistance is a wholly owned subsidiary of GENERALI Group and has an international presence of 7,530 employees. In 2017, Europ Assistance responded to approximately 34 million calls and coordinated 10 million operations in 200 countries.

About Pflegix

Pflegix was founded in 2016 at Entrepreneur Center Witten (EZW) of the University Witten/Herdecke, Germany. The startup operates a digital marketplace of more than 11.000 caregivers that offer support ranging from everyday household services to qualified nursing aides. Families and individuals in need can browse profiles to match their care requirements directly to the desired individual caregiver. Services can be booked online, Pflegix provides for monthly billing and liability insurance.

Further information, logos, images

<https://pflegix.de/presse>

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