

Weko approves partnership between AXA Winterthur and Tamedia in the field of mobility

Zurich, 21 February 2018 – The planned partnership between AXA Winterthur and Tamedia has been approved by the Swiss Federal Competition Commission. Earlier this year, the Swiss media group and the leading insurance company in Switzerland have agreed to enter into a long-term partnership to develop new products related to used cars and other services in the field of mobility. To this end, AXA Winterthur will acquire a 50 percent interest in Tamedia’s online car platform autorcardo.ch.

Christoph Brand, Member of the Management Board and Head Classifieds & Marketplaces of Tamedia: “We are delighted that the Federal Competition Commission has approved our partnership with AXA Winterthur. This means that we will break new ground together in the field of mobility and develop exciting new services for our customers.”

Carola Wahl, Head of Transformation & Market Management of AXA Winterthur, is also pleased with the decision: “The introduction of new business segments through the development of the mobility ecosystem is one of the cornerstones of our strategy 2020. New services in the field of mobility are intended to protect our position with the customers, but most importantly, the goal is to be involved at an even earlier stage of the value chain. The cooperation with a strong partner such as Tamedia will take us a significant step closer.”

With autorcardo.ch, the Swiss media group Tamedia operates one of the leading car portals in Switzerland. AXA Winterthur is the number one in the Swiss insurance market with comprehensive solutions in personal, property, liability and life insurance as well as in medical and occupational benefits insurance. The two companies are planning to use their individual strengths to jointly develop a forward-looking business model and offer innovative, up-to-date mobility solutions.

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About Tamedia

Tamedia is the leading private media group in Switzerland. The digital platforms, daily and weekly newspapers and magazines of Tamedia offer overview, classification and selection. The company



was founded in 1893 and employs a staff of approximately 3,400 in Switzerland, Austria, Denmark, France, Germany, Israel, Luxembourg and Serbia. It has been traded at the Swiss stock exchange since 2000 (ISIN CH0011178255).

About AXA Winterthur

More than two million customers trust AXA Winterthur. They rely on AXA's experience and advice in personal, property, liability and life insurance as well as occupational benefits insurance. The leading Swiss insurer is a dynamic organization with an ambitious vision: to create freedom for its customers over and above financial security and empower people to live a better life - using simple, digital processes and innovative products and services in important areas of life such as mobility, property and entrepreneurship. Over 4,000 employees and 2,500 advisors in 276 general agencies and agencies dedicate themselves to this vision day in, day out. AXA Winterthur is part of the AXA Group and generated gross written premiums of CHF 11 billion in 2016.

Further information for media representatives about Tamedia:

www.tamedia.ch/de/gruppe/newsroom

Further information for media representatives about AXA Winterthur:

www.axa.ch/medien