

Media release

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Helvetia Venture Fund takes stake in Zurich-based start-up Taxly

The Helvetia Venture Fund is investing in tax tech company Taxly. Using a radically simple yet impressive process, the Zurich-based start-up helps its customers to complete and file their tax returns.

The Helvetia Venture Fund is investing in [Taxly](#). The Zurich-based tax tech company provides a simple solution for completing and filing tax returns. Prompted by specific questions, the customer is guided through the process and ends up with a filled-out tax return. The software was developed jointly with tax experts. A flat fee (CHF 25 up to age 25, CHF 49 for everyone else) is charged for completing a simple tax return. The fee is higher for more complex tax cases such as property owners. Taxly also offers a B2B model that allows tax advisers to use the Taxly software. The start-up was founded in 2019 and launched its own product range in February 2020 for the cantons of Aargau, Basel-Land, St.Gallen and Zurich. There are a lot of expats and students among Taxly's users. Taxly aims to use funding from the financing round to further improve its offering for the coming tax period and extend it to other cantons.

Interfaces provide opportunities for cooperation

In addition to the funding investment made through the Venture Fund, Helvetia also aims to establish operational cooperation with start-ups. Taxly offers some interesting link-ups here: for instance under Helvetia's "Home" ecosystem, which MoneyPark, Switzerland's largest independent mortgage and real estate specialist, is part of. Acquiring property always throws up questions regarding tax and tax-optimized financing. "With Taxly we are piloting an interesting complementary service for sections of our customer base. On the other hand, our financing and real estate experts provide help with tax-optimized property searches and financing", is how MoneyPark founder and CEO Stefan Heitmann describes the partnership. Helvetia also plans to use Taxly to assist customers with pension matters. "Taxly's radically simple yet impressive process strikes the right chord with customers. Thanks to digital interfaces, the start-up also offers interesting opportunities for cooperation with partners when providing additional services", remarks Martin Tschopp, Chief Customer Officer of Helvetia Switzerland, summing up the reasons for the investment. Daniel Kershaw, founder and CEO of Taxly, adds: "With a company like Helvetia backing us, more and more people will start to notice us. Together with the planned product improvements, this creates the ideal basis to achieve our ambitious targets in the coming tax period."

This media release is also available on our website www.helvetia.com/media.

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About the Helvetia Venture Fund

The Helvetia Venture Fund invests in start-ups from the insurtech segment and in young companies whose business models provide a link to or support Helvetia's insurance business. The fund is a subsidiary of Helvetia Swiss Insurance Company Ltd and is domiciled in Luxembourg. It focusses on start-ups from throughout Europe and places an emphasis on those countries in which Helvetia operates, namely Switzerland as well as Germany, France, Italy, Austria and Spain. The total volume stands at CHF 55 million.

www.helvetia.vc

About the Helvetia Group

In over 160 years, the Helvetia Group has grown from a number of Swiss and foreign insurance companies into a successful international insurance group. Helvetia is one of the leading all-line insurers in its home market of Switzerland. With the countries Germany, Italy, Austria and Spain, which have been combined to form the Market Area Europe, the company has a second strong pillar. With its Specialty Markets market area, Helvetia is also present in France and in selected regions worldwide. Some of its investment and financing activities are managed through subsidiaries and fund companies in Luxembourg. The Group is headquartered in St.Gallen, Switzerland.

Helvetia is active in the life and non-life business, and also offers customised specialty lines and reinsurance cover. Its business activities focus on retail customers as well as small and medium-sized companies and larger corporates. With some 11,500 employees, the company provides services to more than 7 million customers. With a business volume of CHF 9.45 billion, Helvetia generated an IFRS result after tax of CHF 538.1 million in financial year 2019. The registered shares of Helvetia Holding are traded on the SIX Swiss Exchange under the symbol HELN.

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