

## Media release

St.Gallen, 16 December 2016

### **Helvetia invests in MoneyPark and pushes ahead with digitisation**

**The Helvetia Group is taking over 70% of the shares of MoneyPark, the biggest mortgage intermediary in Switzerland. With this majority interest, the insurance company is investing in a new business model and is pushing ahead with digitisation. At the same time, MoneyPark is a first strong anchor for Helvetia in building a "home" eco system. MoneyPark will continue to operate as an independent company and will not be integrated into Helvetia.**

With immediate effect, MoneyPark is now part of the Helvetia Group, which has acquired 70% of its shares. Helvetia bought the shares for a total price of CHF 107 million. In addition to the other shareholders, the founders and Tamedia still own some 20% of the company.

#### **Unique business model**

Since its establishment in 2012, MoneyPark has cemented its position as the biggest mortgage broker in the Swiss market with a unique business model as a technology-based and independent intermediary. The company combines an online platform with personal consulting services: with the credit criteria of more than 70 financing partners stored on a proprietary, web-based platform, reliable comparisons of interest conditions can be done immediately. Personal consulting services are provided at 20 branches in Switzerland or via video. MoneyPark now also offers the first online market place for mortgage refinancing in Switzerland. In addition, MoneyPark offers pension advice as well as robo-advisor investment services, and will in future also offer real estate-related property insurance products. The sales and advisory processes are supported by a strong IT infrastructure, which allows the company to focus fully on the needs of its customers.

#### **Towards an excellent customer journey in the "home" eco system**

By acquiring the majority stake in MoneyPark, Helvetia is adding a new, independent business model to its current portfolio. "With this acquisition we are not only tapping into new sources of revenue, but also opening up access to new customers and a broader range of products," says Philipp Gmür, Group CEO of Helvetia. "The acquisition is also an important step towards digitisation and an improved customer centricity as part of our helvetia 20.20 strategy." Helvetia intends to exploit the

benefits offered by the IT platform and the efficient mortgage advisory and sales processes. With MoneyPark as the first strong anchor, the insurance company also wants to build up a "home" eco system. The companies participating in the network will thus profit from gaining access to customers, while the customers themselves will benefit from a continuous and excellent customer journey.

### **MoneyPark to remain an independent unit**

"In Helvetia, the young fintech company MoneyPark is gaining a very established Swiss insurance company as a strategic and financially strong partner. Helvetia will help us to take MoneyPark to new heights," says Stefan Heitmann, founder and CEO of MoneyPark. "What is important is that we will continue to operate as an independent company and play our role as an independent intermediary in the mortgage business and the business with tailor-made pension solutions." MoneyPark will therefore not be integrated into Helvetia, but will be managed as an independent unit of the Helvetia Group with its own governing and executive bodies. Stefan Heitmann and his the current management team will continue to manage the company.

You can also access this media release on the following websites:

[www.helvetia.com/media](http://www.helvetia.com/media) and [www.moneypark.ch/presse](http://www.moneypark.ch/presse).

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### **About the Helvetia Group**

In over 150 years, the Helvetia Group has grown from a number of Swiss and foreign insurance companies into a successful international insurance group. Today, Helvetia has subsidiaries in its home market Switzerland as well as in the countries that make up the Europe market area: Germany, Italy, Austria and Spain. 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 and Jersey. 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 6,700 employees, the company provides services to more than 4.7 million customers. With a business volume of CHF 8.24 billion, Helvetia generated underlying earnings of CHF 439 million in the 2015 financial year. The registered shares of Helvetia Holding are traded on the SIX Swiss Exchange under the symbol HELN.

### **About MoneyPark**

MoneyPark is the leading Swiss technology-based advisory platform for financial products. It is a specialised and independent intermediary of mortgages and pension products and also offers ETF-based asset management services. MoneyPark does not sell its own financial products, but offers its customers a maximised selection of products, independent advice and the direct completion of transactions. Customers are offered personalised consulting services at 20 MoneyPark branches or via an online advisory platform.

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