

## Press Release

### **Barmenia takes an ownership stake in PrismaLife**

- Acquisition of 25.1 percent of the shares
- PrismaLife becomes centre of excellence for international unit-linked life insurances
- Market entry into Italy soon

**Wuppertal / Ruggell, October 16<sup>th</sup>, 2020.** The Barmenia Insurance Group cooperated with PrismaLife AG and acquired 25.1 percent of the shares in the Liechtenstein life insurer. This will put PrismaLife at the centre of competence for international services of unit-linked life insurances. Together, the partners are expanding the business and developing further European markets.

#### **Pioneers in the sustainability market**

Both partners are united by the fact that they have aligned their corporate strategies with the principle of sustainability and that they are considered pioneers in sustainable investment. Barmenia and PrismaLife see sustainable investing as a business area in the future and already today offer their customers a wide range of sustainable products and sustainability funds.

Andreas Eurich, CEO of Barmenia Insurance, said: "As a company that acts responsibly and is geared to the principle of sustainable action goals, it is our concern to enter into long-term partnerships. The additional competencies of PrismaLife make us stronger in the long term."

#### **Foreign activities on a grown foundation**

PrismaLife's expertise in the international business of unit-linked life insurances has the potential to open up new areas and develop new markets in Europe. This is where a solid foundation can be built on.

#### **Expanding the locational advantage**

Holger Beitz, CEO of PrismaLife, explains: "In expanding our international presence, we can consistently use our advantage of location and make targeted use of our international experience. The participation of Barmenia strengthens our capital base and enables solid growth in our target markets. To this end, our team in Liechtenstein combines the know-how of ten nationalities".

Barmenia has so far operated its business throughout Germany, while PrismaLife uses its location in the heart of Europe to develop other EU markets and Switzerland in addition to its presence in Germany. PrismaLife is currently preparing to enter the markets of Italy as well as Malta.

The cooperation is set up for the long term. As the cooperation progresses, an increase in participation is also possible. Confidentiality was agreed by both parties regarding the purchase price.

The acquisition is still subject to regulatory approval.

#### **About Barmenia**

Barmenia is one of the independent insurance groups in Germany. The group's product range extends from health and life insurance to accident and motor vehicle insurance as well as liability and property insurance. For years, Barmenia has been characterised by sustainable business practices and responsible corporate governance. Economic activity, social responsibility and ecological awareness are the guiding principles of Barmenia and firmly anchored in the company's objectives.

Further information can be found at: [www.barmenia.de](http://www.barmenia.de).

#### **About PrismaLife**

PrismaLife AG is the leading Liechtenstein life insurance company based in Ruggell. As a specialist for net policies, the company focuses on a clear separation of product and commissions. The company manages client assets of around 1.3 billion euros. The investments in the cover pool are oriented towards sustainable assets. PrismaLife also offers customers numerous fund solutions with a sustainable orientation.

Further information is available at: [www.prismalife.com](http://www.prismalife.com)

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