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Press release

PrismaLife participates in InsureTech-Funds «VENPACE»

- ◆ PrismaLife supports young start-ups in the investor collective
- ◆ chances for digital business ideas from the insurance sector
- ◆ ideas for sustainable investments is in demand

Ruggell, April 30th, 2021. PrismaLife invests in the Insurtech fund «VENPACE», in which digital business models for mid-size insurance companies are developed and which supports start-ups in their initial phase of finding ideas with pre-seed and seed investments. Besides the Liechtenstein insurer, IDEAL insurance, Provinzial Rheinland and the Vienna Insurance Group also participate as investors.

«We especially want to promote those topics that help us digitalize our processes», says Mr. Holger Beitz, CEO of the PrismaLife. «That includes consulting processes as well as customer processes and innovations for example in sustainable investments regardless if it is for own capital investments or ESG-compliant products».

To ensure that the projects from VENPACE work on target, the insurance experts, Mr. Torsten Oletzky, former CEO of ERGO, and Walter Botermann, former CEO of Alte Leipziger, support the fund and the start-up entrepreneurs in an advisory capacity. «In this way, we generate fresh ideas and agile working processes with deep industrial know-how from of acknowledged experts for PrismaLifes` dynamic development» says Mr. Beitz.

We are looking for start-ups with business ideas for digitalisation which are in the pre-seed or seed phase and a need of investments between 100.000 and 500.000 Euro. More information for entrepreneurs under: www.venpace.com.

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About PrismaLife

PrismaLife AG is the leading Liechtenstein life insurance company based in Ruggell. As a specialist for products with net premiums, the company focuses on a clear separation of product and remuneration. The company manages client assets of around 1.3 billion euros. The investments in the cover pool are sustainably oriented. PrismaLife also offers customers numerous fund solutions with a sustainable orientation. Further information is available at: www.prismalife.com/en/

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