

Press release

Barmenia intensifies cooperation with PrismaLife

- ❖ Barmenia increases stake in PrismaLife to 75 percent
- ❖ Securing a sustainable growth path for both companies
- ❖ Significance of ESG matters increases

Wuppertal / Ruggell, 3 February 2023. The Barmenia insurance group intensifies its cooperation with PrismaLife AG and acquires a further 50 percent stake of the Liechtenstein life insurer. After the 25 percent stake in 2021, Barmenia now holds a total of 75 percent.

Andreas Eurich, CEO of Barmenia Insurance, says: “We’re pleased, that we’re able to further intensify the previous successful collaboration and that both companies can benefit from synergy effects in the future. PrismaLife’s expertise in the international offering of unit-linked life insurance will make us more effective in the long term.”

For the Liechtenstein life insurer, the cooperation also offers opportunities to further develop the distribution of PrismaLife products through Barmenia.

Sustainable investments are the future

Both partners have in common that they defined sustainability as a central pillar of their company strategy and give great importance to the three areas environment, social and governance (ESG). Barmenia and PrismaLife see sustainable investment as the business segment of the future and offer their clients a broad selection of sustainable products and sustainability funds.

Holger Beitz, CEO of PrismaLife, explains: “In the financial world, sustainability matters are becoming increasingly important. As a company that acts responsibly and is guided by the principles of sustainable action objectives, the deepening of the partnership with Barmenia is a gain for us, as together we can analyze and implement the increasingly complex ESG regulations more efficiently.

The whole project is still subject to the approval of the supervisory authorities.

About Barmenia

Barmenia is an independent insurance group headquartered in Wuppertal. The group includes Barmenia Allgemeine Versicherungs-AG, Barmenia Lebensversicherung a. G. as well as Barmenia Krankenversicherung AG. The leading company is an association, Barmenia Versicherungen a. G. Across Germany, the three companies employed around 4,300 workers in 2021. The products offered by the group range from health and life insurance to accident and motor vehicle insurance as well as liability and property insurance.

Further information is available at: www.barmenia.de.

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 1.5 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

Press contact Barmenia

Martina Cohrs
Head of Press and Board Staff
Telephone +49 202 438-2834
Mobile +49 177 4025350
martina.cohrs@barmenia.de

Press contact PrismaLife AG

Dr. Hubert Becker
Instinctif Partners
Telephone +49 221 42075-24
hubert.becker@instinctif.com