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Liechtenstein Commercial
Register
FL-0002.027.093-3

Press release

PrismaLife significantly increases new business and surplus

- ◆ New business increases by more than 10%
- ◆ Previous year's profit expected to more than double
- ◆ Stable rating confirmed by Assekurata Rating Agency

Ruggell, 17 December 2025. PrismaLife AG expects a strong financial result for 2025. Preliminary figures indicate that new business will increase by around 10 percent compared to the previous year (€25.1 million).

“This is a major success and reinforces our strategy of offering retirement products that give our customers high flexibility. In contrast to the generally weaker demand for retirement products in the market, PrismaLife customers are actively taking advantage of the option to make additional contributions to existing contracts,” says Holger Beitz, CEO of PrismaLife.

PrismaLife also anticipates a significant rise in annual surplus. “We currently expect an annual surplus of approximately €2.5 million – more than twice the previous year's amount,” says Beitz. “We see further growth potential for the coming years.”

In its 25th year, PrismaLife's stable development is also confirmed by the current rating from Assekurata Rating Agency, which maintains the company's rating at **BBB+**. Assekurata highlights PrismaLife's strong equity ratio and growth that exceeds overall market trends. Operating in a promising market, PrismaLife also benefits from closer integration with the BarmeniaGothaer Group, creating additional opportunities for development.

PrismaLife's clear commitment to sustainability further sets it apart. This is reflected in the renewed award of a **Gold Label for sustainability reporting**. Among 50 German insurance companies, PrismaLife achieved **third place** in the 2025 ranking by Zielke Rating.

“Sustainability has been a core pillar of our corporate strategy for more than ten years,” says Holger Beitz, CEO of PrismaLife. “Our team can be proud that we implement this important aspect so effectively, both in competition with major insurers and, above all, in the best interest of our customers and distribution partners.”

Images available at: www.prismalife.com/de/presse/

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About PrismaLife

PrismaLife AG celebrates its 25th anniversary in 2025. The company is the leading Liechtenstein life insurance provider, headquartered in Ruggell. As a specialist in net policies, PrismaLife maintains a clear separation between products and remuneration. The company manages customer assets of approximately €1.7 billion. Investments in the policyholders' surplus fund are sustainably oriented, and PrismaLife offers customers a wide range of investment funds with a sustainable focus. Further information is available at: www.prismalife.com

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