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Press release

PrismaLife continues to expand new business and profitability in 2025

- New business rises by 13.7 per cent to €324.3 million in premium income
- Assets under management grow to more than €1.8 billion
- Net profit rises to €2.2 million

Ruggell, 8 April 2026. PrismaLife AG reports a successful 2025 financial year: in a year marked by geopolitical uncertainties and a challenging market environment, the company significantly improved its key performance indicators. New business grew by 13.7 per cent to €324.3 million in premium income. The drivers were once again the unit-linked product and additional payments into existing policies.

Gross premiums written remained virtually stable at €136.1 million (-0.5 per cent). Whilst regular premiums declined slightly overall despite the increase in new business, single premiums rose by 7.1 per cent. At the same time, assets under management increased by 7.5 per cent to around €1.8 billion. The net profit rose to €2.2 million.

“Despite the volatile operating environment, PrismaLife has strengthened its stability and profitability. The growth in client assets under management is a valuable vote of confidence and demonstrates that, as a Liechtenstein-based provider, we offer our clients an attractive range of services,” says CEO Stefan Opel. Opel took over the role on 1 April 2026 from Holger Beitz, who retired after eleven years at the helm of the company.

“With our focus on fund products and Funeral Care in selected European markets, we have a clear profile,” says Opel. The company plans to further expand its sales activities in 2026. Through investments in products, digitalisation and service, PrismaLife aims to further strengthen its competitiveness.

The product strategy remains unchanged, focusing on flexible, unit-linked life insurance policies – including net-premium policies – supplemented by high-demand products such as funeral insurance (Funeral Care). The aim is to offer attractive long-term pension solutions whilst further increasing adaptability to different European markets.

Sustainability remains a central component of the corporate strategy. The MSCI ESG score for investments improved to 7.70 in 2025. The range of sustainab -oriented investments is broad. “For us, sustainability is not a trend, but an integral part of our business model,” says Tobias Moser, a member of the Executive Board and CFRO (Chief Financial and Risk Officer) at PrismaLife since 1 April 2026.

Being part of the BarmeniaGothaer Group opens up additional growth opportunities. PrismaLife benefits from the Group's capital strength and distribution channels, whilst remaining positioned as an internationally oriented product platform based in Liechtenstein.

Link to the Annual Report

About PrismaLife
PrismaLife AG is one of Liechtenstein's leading life insurance companies, based in Ruggell. The specialist in unit-linked policies has an international focus; among other things, it offers unit-linked life insurance in Germany and funeral care solutions in Belgium. The company manages client assets totalling around 1.8 billion euros. The investments in the cover pool are sustainably oriented. PrismaLife offers its customers numerous investment opportunities with a sustainable focus.
www.prismalife.com

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