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PrismaNews

PrismaLife AG sets the course for the future: New website combines modern technology with a regional identity

- ❖ New website with intuitive navigation and modern technology
- ❖ Transparent communication without vague advertising promises
- ❖ Multilingual, internationally oriented and connected to Liechtenstein

Ruggell, Liechtenstein. – As part of the implementation of the EU directive ‘Empowering Consumers for the Green Transition’, PrismaLife AG is taking the next logical step in its digital strategy: the company is now launching its completely revamped and modernised website.

With this relaunch, PrismaLife AG is responding to the growing demands for contemporary digital communication. The new platform not only offers visitors a significantly improved overview, but also intuitive navigation that enables customers and partners to access information efficiently with just a few clicks.

Avoiding vague advertising claims

PrismaLife AG is also sending a clear signal against greenwashing by implementing the EmpCo guidelines. The new website deliberately avoids vague advertising claims. “By visualising our location in Liechtenstein, we make our value chain tangible and transparently traceable for our customers.”

Focus on international reach and market proximity

As the company is already operating successfully in various international markets, the website has been consistently designed to be multilingual. In addition to German, the site is now also available in English, French and Dutch. In doing so, PrismaLife AG is recognising the fact that its products and services are well-established in these language regions and that dialogue with stakeholders should be strengthened in their native languages.

Focus on the DNA: Liechtenstein origins as a promise of quality

Despite its international focus, the company remains true to its roots. A key element of the new website is its visual design: high-quality imagery deliberately highlights the company’s origins and DNA.

“The new website is more than just an online business card. It reflects our development: modern, international and yet deeply rooted in our location in Liechtenstein,” says Stefan Opel, CEO of PrismaLife.

Visit our new website at: www.prismalife.com

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.

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