

Neu-Isenburg, June 2nd 2016

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Heidelberger Leben Group becomes Viridium Group

- **New name and rebranding of the holding company reflect strategic development of Heidelberger Leben Group**
- **Transition to new brand identity scheduled for the autumn of 2016**
- **Portfolio companies to retain established brands**

Heidelberger Leben Group, specialist in efficient management of life insurance portfolios, will rename its holding company of the same name and redefine its brand identity. The new brand is to be launched as Viridium Group in autumn 2016. The new name and identity reflect the insurance group's strategic development since 2014.

"Over the past two years we have completely shifted the strategic focus of Heidelberger Leben Group to portfolio management. We were the first to enter that largely undeveloped market in Germany and have been very successful since then. Our new branding as Viridium Insurance Group underscores this specialisation in portfolio management as well as the operational progress that we have achieved since 2014", said Dr Heinz-Peter Ross, the CEO of Heidelberger Leben Group. "The cross-sectional as well as the acquisition and integration functions of Heidelberger Leben Group are clearly distinguished from the tasks of its portfolio companies, which focus entirely on insurance benefits for their policy holders and providing the best possible service. As the Viridium Group, we will have a sharper profile and a more focused market position. This is a key prerequisite for achieving the Group's future growth objectives," CEO Ross added.

The new name and brand identity relate exclusively to Heidelberger Leben Group. The portfolio companies Heidelberger Lebensversicherung and Skandia Lebensversicherung will retain their established brand identities and will continue to operate independently in the market. There will be no changes for their policyholders.

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Media contact:

Heiner Reiners
Head of Communication
Heidelberger Leben Group
Dornhofstrasse 36
63263 Neu-Isenburg, Germany
Phone: +49 (6102) 5995 2250
E-mail: presse@heidelberger-leben.com

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About Heidelberger Leben Group:

Heidelberger Leben Group is a leading specialist for the acquisition and efficient management of life insurance portfolios in the German-speaking countries. Its activities are focused on the operation of a strong, customer-centred service organisation with efficient administration of the insurance portfolio. The companies of Heidelberger Leben Group currently administer about 840,000 million insurance policies and about 11 billion Euros in assets.

www.heidelberger-leben.com