

Viridium refreshes its corporate brand

After more than a decade since the launch of its business model, Viridium, Germany's leading life insurance consolidator, has refreshed its branding. Based on an evolved corporate identity, the Viridium Group has further refined its logo and visual design and completely redesigned its corporate website.

Tilo Dresig, CEO of Viridium, commented: "As a company, we have delivered a great success story over the past ten years. Our market position, organisation and corporate culture have developed accordingly. This is reflected in the evolution of our corporate identity and the redesigned look of our brand."

New Corporate Website

The refreshed branding is showcased on the new [corporate website](https://viridium-gruppe.com) (viridium-gruppe.com). The "Who We Are" section introduces the evolved corporate identity, while the "What We Do" section explains Viridium's business model as a life insurance consolidator. The new imagery, as well as the updated colours and design, emphasize authenticity and customer focus.

The logo has also been modernised, resulting in a cleaner look: previously tied closely to the wordmark, it can now be used both independently and alongside it. Similarly, the entire corporate design has been refreshed.

Viridium Group's History

Viridium Group was founded in 2014 as Heidelberger Leben Group through a joint venture between Cinven and Hannover Re. That same year, the portfolio of Skandia Lebensversicherung was acquired. Since October 2016, the life insurance consolidator has been operating under the Viridium Group brand. In 2017 and 2019, the portfolios of Entis Lebensversicherung and Proxalto Lebensversicherung were acquired. As Germany's leading consolidator for life insurance, Viridium now manages 3.4 million contracts and assets of 67 billion Euro (as per year-end 2023).

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About Viridium

Viridium Group is Germany's leading consolidator for life insurances with 3.4 million contracts and 67 billion Euro assets under management (as per year-end 2023). Viridium makes existing life insurance policies more attractive and creates tangible value for its customers and shareholders. This is evidenced in improved returns, strong capitalisation, and a single, modern business platform. Therefore, it makes an important contribution to ensuring that private pension plans with life insurance remains attractive in the future. Viridium is comprised of four life companies: Proxalto Lebensversicherung, Entis Lebensversicherung, Heidelberger Lebensversicherung and Skandia Lebensversicherung. Around 900 employees at Viridium are committed to the interests of its customers.