

Press release

[Eintracht Insurance Shop](#)

## Deutsche Familienversicherung launches insurance offer for Eintracht Frankfurt members

**Frankfurt am Main, 14 March 2023** – DFV Deutsche Familienversicherung AG ("DFV", "Deutsche Familienversicherung"), the innovative direct insurer from Frankfurt, together with Eintracht Frankfurt Fußball AG, has been operating the Eintracht Insurance Shop exclusively for members of Eintracht Frankfurt e.V. since March 2023. This intensifies and further develops the premium partnership that has been in place since 2018. Eintracht Frankfurt Fußball AG now acts as a tied agent for Deutsche Familienversicherung.

***„The Eintracht Insurance Shop is the next step in our cooperation with Eintracht Frankfurt. We are now using the partnership, which has existed for over 10 years, in terms of sales to provide an attractive insurance offer to over 120,000 members with our excellent insurance products. We expect a new business volume of 1 million Euro per year,“*** comments Stefan Knoll, CEO and founder of Deutsche Familienversicherung.

### [DFV and Eintracht Frankfurt jointly present the insurance shop](#)

In the forefield of Eintracht Frankfurt's Bundesliga home match against VfB Stuttgart on 11 March, the Eintracht Insurance Shop was officially presented. Viktoria Knoll, Head of Marketing Deutsche Familienversicherung, and Nadine Stahl, Head of Partner Implementation Eintracht Frankfurt Fußball AG, presented the exclusive offers of the Eintracht Insurance Shop for members of Eintracht Frankfurt to the invited audience. The official event was part of the extensive promotion day at Deutsche Bank Park. Further advertising activities included for example the use of the perimeter boards and the video cube in the stadium as well as digital distribution via the social media channels of Deutsche Familienversicherung and Eintracht Frankfurt. Click [here](#) to go to the Eintracht Insurance Shop (German only).

### [Experienced insurance partner for members of Eintracht Frankfurt](#)

Members of Eintracht Frankfurt now have the opportunity to take out products with test-winning benefits from Deutsche Familienversicherung. In addition to DFV-HaftpflichtSchutz, DFV-ZahnSchutz, DFV-KlinikSchutz and DFV-AmbulantSchutz, the product range will be supplemented by further attractive offers in the area of pet insurance and supplementary care insurance in 2023. Here, Eintracht Frankfurt members can rely on the fastest digital conclusion and immediate insurance cover without a waiting period. All the advantages of and about the insurance shop can be found [here](#) in the video.

## Contact

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## About DFV Deutsche Familienversicherung AG

DFV Deutsche Familienversicherung AG (ISIN DE000A2NBVD5) is a fast-growing direct insurer. As a digital insurance company, DFV covers the entire value chain with its own products. The company's goal is to offer insurance products that people really need and understand immediately ("Simple. Sensible."). DFV offers its customers multiple award-winning supplementary health insurance (dental, health, supplementary long-term care insurance) as well as accident and property insurance. Based on the state-of-the-art and scalable IT system developed in-house, the company is setting new standards in the insurance industry with digital product designs.

<https://www.deutsche-familienversicherung.de/>



**JETZT NEU:**

**Der Eintracht  
Versicherungsshop**

**Bis zu 25% Rabatt für  
Eintracht-Mitglieder**

**Testsieger Leistungen**

 **DEUTSCHE**  
Familienversicherung 

VERSICHERUNGSPARTNER