

Corporate News

Deutsche Familienversicherung: New pet health insurance & innovative marketing strategies

Frankfurt am Main, 20 June 2023 – DFV Deutsche Familienversicherung AG ("Deutsche Familienversicherung"), the innovative direct insurer from Frankfurt, entered the pet health insurance business for dogs and cats in 2019. Since then, the company has seen sustained successful growth in this line of business. As of 15 June 2023, the company has launched a new generation of pet health insurance products and is promoting them in an innovative way via creative TV commercials and social media communications.

Johannes Rau is said to have once described his own family dog as "a disaster as a dog, but irreplaceable as a human being". The treatment of pets, such as dogs and cats, has long since come closer to that of humans, especially in the case of operations. We also had to take into account the adjustment of the scale of fees for veterinarians by an average of 40 %. And so we have succeeded in launching a particularly attractive 100% cover for operations at € 24.90 per month," comments Dr Stefan Knoll, Chairman of the Board and founder of Deutsche Familienversicherung.

Innovative in-house marketing campaign

Dogs and cats have long been full-fledged family members in German households. The insurance of their pets is therefore driven by emotions and veterinary care has become a matter of the heart. The innovative marketing campaign developed in-house for the new DFV-TierkrankenSchutz takes this into account by putting dogs and cats at the centre of the action. For the first time, the four-legged friends themselves have their say in the TV commercial for a pet health insurance policy. You can find the 30-second TV commercial for the product [here](#). The TV campaign is complemented by social media communication and numerous online advertising measures.

"Insurance advertising can be up to date, entertaining and funny. We show this with our new TV commercial for DFV-TierkrankenSchutz. I am very pleased that the entire marketing strategy, from the idea, the script and the accompanying assets to the campaign management, was developed and implemented in-house," comments Viktoria Knoll, Head of Marketing at Deutsche Familienversicherung.

New product & great marketing potential

According to the German Pet Trade Association (ZZF), 15.2 million cats and 10.6 million dogs lived in German households in 2022. According to a recent study by Nordlight Research, only

30 percent of dog owners and 23 percent of cat owners currently have comprehensive pet health insurance. Furthermore, only 27 percent of dog owners and 18 percent of cat owners have pet surgery insurance.

Deutsche Familienversicherung already reacted to these promising market potentials in 2019 with the introduction of animal health insurance for dogs and cats. Now it's all about a new pet health insurance that, on the one hand, takes into account the adjustment of the fee schedule and, on the other hand, offers an attractive deal at €24.90 for one hundred percent OP insurance cover. You can find more information on the new product for dogs [here](#) and on cat insurance [here](#). The typical DFV product features, such as up to 100 percent reimbursement, no waiting period, free choice of veterinarian and clinic and online video consultations, continue to be part of the new products.

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About DFV Deutsche Familienversicherung AG

DFV Deutsche Familienversicherung AG (ISIN DE000A2NBVD5) is an innovative direct insurer. As a digital insurance company, DFV covers the entire value chain with its own products. The direct insurer'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 sets new standards in the insurance industry with digital product designs throughout.

www.deutsche-familienversicherung.de