

Deutsche Familienversicherung reinforces its dynamic growth course with innovative recruiting campaign

- Nationwide multi-channel recruiting campaign for recruitment of more than 50 new employees
- Only 116 employees realized a growth of 100,000 new customers and the processing of 140,000 claims in 2019
- Revolutionary incentive model for suitable applicants

Frankfurt am Main, 7 February 2020 – DFV Deutsche Familienversicherung AG (“DFV”, “Deutsche Familienversicherung”), a rapidly growing leading European insurtech, is launching a nationwide recruiting offensive this week for the recruitment of 55 new employees particularly in the fields of IT development, finances and client service. Deutsche Familienversicherung has realized the enormous growth of 100,000 net new customers in 2019 as well as the processing of 140,000 claims with 116 employees, 135 employees were planned. This and the fact that the company is able to map the entire capabilities of an insurance company in-house clearly underlines the company's digital competence. For with the exception of investments, the Frankfurt-based Insurtech handles all processes of claims settlement, product development, the actuarial office, the legal department, sales and marketing and also the Solvency II challenges internally. Since DFV is expected to grow again by 100,000 net new customers in 2020, and the premium volume will thus again increase significantly, DFV has now launched a personnel recruitment campaign.

"The performance of our 116 employees in 2019 was enormous. I am very proud of this. The emerging growth course in 2020 and the doubling of the insurance portfolio volume in 2021 now also require significant growth on the personnel side. Thanks to the scalability of our business model due to the high degree of digitalization, the number of employees will only increase at a disproportionately low rate. Nonetheless, we have to position ourselves adequately in good time and make the necessary resources available. As with our products, our personnel campaign is all about clarity and easy comprehensibility. Potential employees should understand right from the start what is important at DFV and what goals we set ourselves. Qualified employees, especially for IT, are currently in short supply and the topic of work is being completely redefined these days. That is why we consider it necessary to take innovative paths in the area of human resources as well," explains Dr. Stefan Knoll, CEO and founder of Deutsche Familienversicherung

Modern multi-channel campaign with attractive incentive model

DFV is now also proving its considerable sales expertise in recruitment with a nationwide recruitment campaign advertising its vacant positions across all the relevant channels – from classic out of house

advertising to social media channels such as YouTube, LinkedIn, Indeed and StepStone. With an incentive model developed especially for applicants whereby suitable candidates can earn up to 6,500 euros upon reaching certain recruiting levels, Deutsche Familienversicherung is entering the market in its customary strong manner. At the same time, company management is also introducing its modern management principles and unique company philosophy in the campaign which aims to increase employee number to approx. 175 by the end of the current business year (116 employees as at 31.12.2019). Further information on the official campaign on: <https://www.deutsche-familienversicherung.de/ueber-uns/karriere/>

DFV Deutsche Familienversicherung AG

DFV Deutsche Familienversicherung AG (ISIN DE000A0KPM74) is a rapidly growing insurtech company which, as a digital insurer, covers the complete value chain with its own products. The company's objective is to offer insurance products which people really need and immediately understand ("Simple.Sensible"). DFV offers its customers multi award-winning additional health insurances (additional dental, health, long-term care insurance) as well as accident and property insurances. On the basis of the highly modern and scalable in-house developed IT system, the company is setting new standards in the insurance industry with consistently digital product designs as well as policy completion with digital language assistants.

www.deutsche-familienversicherung.de

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