

Ikano Insurance begins partnership with Max Matthiessen

03/01/2011

Ikano Insurance will be the insurance provider for risk assurance policies within Max Matthiessen's newly procured concept

Ikano Insurance is entering the life assurance market through a partnership with Max Matthiessen. The partnership involves Ikano acting as the insurance provider for risk assurance policies within Max Matthiessen's newly procured concept for medium-sized companies.

"We have worked creatively, together with Max Matthiessen, to develop a concept that includes both risk products and a health chain," explains Kerstin Sjögren, Sales and Marketing Manager at Ikano Insurance. "In brief, the concept involves offering medium-sized companies products that facilitate and promote good health within the company in various ways. We want to help companies become healthier and more cost-effective when it comes to risk assurance policies."

Ikano is a new player in the life assurance market. The long-term aim is to be brokers' first choice. Ikano Insurance is focusing sharply on the Swedish market, and sales will take place via insurance brokers. The partnership with Max Matthiessen is an important step in the continued work.

"We are delighted to be entering into a partnership with Max Matthiessen, who we see as a strong, long-term partner," says Tomas Wittbjer, Business Area Manager Insurance at Ikano.

Max Matthiessen will be able to start offering the concept in spring 2011.

For more information, contact:

Kerstin Sjögren Sales and Marketing Manager, Ikano Insurance Telephone: +46 (0)730 83 88 91

Tomas Wittbjer Chairman, Ikano Insurance Telephone: +352 691 93 93 93

Peter Roos Business Support Manager, Max Matthiessen AB Telephone: +46 (0)733 75 72 11

IKANO IS AN INTERNATIONAL GROUP WHICH DEVELOPS, OWNS AND MANAGES COMPANIES IN THE AREAS OF FINANCE, REAL ESTATE, INSURANCE, ASSET MANAGEMENT AND RETAIL. IKANO WAS ESTABLISHED IN 1998 AND IS OWNED BY THE KAMPRAD FAMILY. INGVAR KAMPRAD IS THE FOUNDER OF IKEA. IKANO'S STRENGTH IS DISTINGUISHED BY WORKING TOGETHER TO CREATE LONG-TERM SOLUTIONS BASED ON FAIR TERMS THAT BRING VALUE FOR OUR CUSTOMERS, OUR PARTNERS AND OURSELVES. THE IKANO GROUP HEAD OFFICE IS LOCATED IN LUXEMBOURG. MORE INFORMATION ON THE IKANO GROUP CAN BE FOUND AT <u>WWW.IKANOGROUP.COM</u>