

# Ikano Insurance begins partnership with Max Matthiessen

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## 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.

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