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Vienna Insurance Group launches new website

Visual, technological and content upgrades with added value for the target groups

The key elements of the new website are an optimised positioning of Vienna Insurance Group (VIG), a strong focus on the investor and applicant target groups, and a comprehensive section on sustainability. The website has its own top-level domain for the first time: www.group.vig.

New features

Boasting a very modern design, the website creates a user-oriented structure with shorter click paths, intuitive navigation and staggered teaser elements to highlight certain sections to website visitors (Z-pattern). Job applicants and capital market stakeholders in particular, who are among the main target audience for the company's site, are prompted to click through the information provided. VIG is positioning itself as a top employer by providing candidates with an optimised journey through the application process that incorporates gamification elements. Sustainability is being given greater emphasis with its own dedicated area. A sustainability button has also been added. It can be flexibly integrated into every page and provides important information about VIG's sustainability initiatives. Another new feature is the company blog, which provides, among other things, background information on press releases for journalists and added value content for readers about career opportunities, responsible business and the Group's innovative projects. Particular emphasis has been placed on including more moving images, through "talking numbers", micro-animations and videos. Other adjustments made for the new website include integrating the VIG social media channels, optimised views for smartphones and tablets, and improved accessibility.

Shining a spotlight on VIG companies

"We have closely analysed our target groups and digital channels in order to ensure our digital communications hit the mark. One of the objectives of the relaunch is to highlight the Group's size and diversity by delivering a contemporary website based on state-of-the-art technology. In the new "Markets" section, we have provided extra space for the more than 50 insurance companies and pension funds to present innovative products and projects", explains Wolfgang Haas, Head of Communication & Marketing at VIG.

More than just a new website

The digital and advertising agency kraftwerk was commissioned to create the completely redesigned website. Heimo Hammer, CEO of kraftwerk, states: *"I was very impressed with the approach taken by the entire VIG team. The agile workflow saw all stakeholders get actively involved to jointly develop and implement the 'Beyond digital VIG' concept. With the new website, all of VIG's communications are digitally mapped and all stakeholders receive a better digital service."*

Improved security with dedicated top-level domain "group.vig"

The new website can be accessed via a dedicated short top-level domain: www.group.vig. By acquiring the rights to use the domain ending ".vig", VIG is providing users with an extremely high level of security. VIG creates and controls the rules for the top-level domain. Users can be certain that information on a ".vig" page actually comes from Vienna Insurance Group and is reliable. Additional security protocols also create a secure ecosystem free from counterfeit pages, traffic diversion and brand abuse.

Vienna Insurance Group (VIG) is the leading insurance group in the entire Central and Eastern European (CEE) region. More than 50 insurance companies and pension funds in 30 countries form a Group with a long-standing tradition, strong brands and close customer relations. Around 29,000 employees in the VIG take care of the day-to-day needs of around 28 million customers. VIG shares have been listed on the Vienna Stock Exchange since 1994, on the Prague Stock Exchange since 2008 and on the Budapest Stock Exchange since 2022. The VIG Group has an A+ rating with stable outlook by the internationally recognised rating agency Standard & Poor's. VIG cooperates closely with the Erste Group, the largest retail bank in Central and Eastern Europe.

If you have any questions, please contact:

VIENNA INSURANCE GROUP AG Wiener Versicherung Gruppe

Wolfgang Haas

Head of Communication & Marketing

Schottenring 30, 1010 Vienna

Phone: +43 50 390-21029

mailto: wolfgang.haas@vig.com

All press releases are available for download: <https://group.vig/en/>