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## **Vienna Insurance Group exceeds one-million mark in assistance cases Vast majority of VIG core markets now covered**

**With local companies operating under the umbrella brand “Global Assistance” Vienna Insurance Group (VIG) has positioned itself as the leading provider of assistance services in the CEE region. Both customers of VIG companies and third-party clients have access to around 150 different services. With the recent launch in Albania, the Group is now offering its services in 18 markets.**

### **Own service companies generate added value**

Value-added services are playing an increasingly important role in the insurance industry. They not only strengthen customer loyalty but also respond to rising expectations for modern insurance solutions. *“We recognised at an early stage how important it is to create added value through additional benefits to existing insurance coverage. This increases both frequency of contact and loyalty to our local brands”*, explains Gábor Lehel, member of the Managing Board and Chief Innovation Officer of Vienna Insurance Group. VIG consciously relies on its own service companies to provide the entire process chain from a single source, covering everything from insurance payments to claims processing and assistance. *“By overseeing the entire value chain, we can significantly influence and constantly optimise service quality. This is a clear win-win situation for both our customers and our companies”*, continues Gábor Lehel.

### **From the Baltic Sea to the Mediterranean**

Since founding its first assistance company in the Czech Republic in 2014, VIG has constantly been growing its network. Today, twelve companies with a workforce of over 800 employees provide services to both Group customers and third-party clients in 18 countries. The expansion into Albania ensures seamless support from the Baltic Sea to the Mediterranean. Growth was systematic, with the Czech Republic being followed by Slovakia, Bulgaria (including support for North Macedonia, Kosovo and Albania), Romania (including Moldova), Poland, Latvia (for all Baltic states), Georgia, Serbia (including Bosnia-Herzegovina), Croatia, Hungary and Austria.

### **One-million mark exceeded**

Using dedicated assistance companies has proven to be effective, with more than one million assistance cases now being handled per year. The extensive portfolio of around 150 services covers areas such as automotive, health, household, travel, legal, cyber and IT and concierge services, all of which can be booked independently of an insurance policy or of being an insurance company customer. Services range from roadside assistance and services from tradespeople to medical second opinions and air ambulance bookings, and even includes legal assistance for cyber bullying or organising funerals. Concierge services are also available for restaurant reservations and booking concert tickets.

### **Digitality driving success**

The assistance companies have an extensive network of partners and a robust infrastructure with more than 4,500 towing vehicles, 800 emergency vehicles, 25 ambulances and a dedicated air-ambulance jet reflecting the high service standards. A proprietary software system enables digital interconnection of assistance cases across the participating countries, ensuring rapid, targeted cross-border support and leveraging synergies. Broad language coverage is also a particular focus with more than 20 languages being spoken within the service units. For example, if a Polish lorry driver breaks down in Serbia, they will receive support in their local language – further proof of customer proximity and a focus on service.

**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 30,000 employees in VIG take care of the day-to-day needs of around 33 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. VIG Group has an A+ rating with positive outlook from the internationally recognised rating agency Standard & Poor's. VIG cooperates closely with Erste Group, the largest retail bank in Central and Eastern Europe.

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