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Tryg and Danske Bank enter a new strategic partnership in the Nordics

Tryg will deliver innovative insurance solutions to Danske Bank customers in Denmark, Norway and Sweden in the future.

As part of Tryg's 2020 strategy about strengthen the company's distribution, Tryg enters a new Nordic partnership with Danske Bank. This partnership will cover all the countries and markets in which Tryg operates – both within private and commercial in Denmark and Norway and private in Sweden.

During Spring 2019, Danske Bank customers will be offered competitive insurance offering with unique benefits. In addition, Danish customers will be eligible for the annual member bonus from TryghedsGruppen, which for the last three years, has averaged 8% of the customer's premiums paid to Tryg.

- "We are excited about the cooperation with Danske Bank and we welcome Danske Bank customers into the Tryg family. We are looking forward to offer the bank's customers the most innovative insurance solutions in the market, which make it easier to be *Tryg*", says Johan Kirstein Brammer, CCO in Tryg.

With approximately 3 million customers, strong local roots and headquarter in Denmark, Danske Bank is one the largest banks in the Nordics.

- "Danske Bank is one of the front runners in the financial industry when it comes to develop new innovative and digital solutions to its customers. MobilePay is a very good example. It is a very good match to Tryg's work and ambitions about being the most innovative insurance company in the Nordic. This will also provide unique and digital development opportunities within insurance, from which both Tryg and Danske Bank customers will benefit from", says Johan Kirstein Brammer.



Additional information:

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Tryg is one of the largest non-life insurance companies in the Nordic region with activities in Denmark, Norway and Sweden. Tryg provides peace of mind and value for 3 million customers on a daily basis. Tryg is listed on NASDAQ Copenhagen and 60% of the shares are held by TryghedsGruppen smba. TryghedsGruppen, annually, contributes around DKK 600m to peace of mind purposes via TrygFonden.