



Press release:

Tryg acquires FDM's insurance customers

Tryg acquires FDM's insurance portfolio, which comprises well over 20,000 members. Together, FDM and Tryg will be developing tailored products and benefits for the insurance customers in the organisation. Consequently, Tryg will be hiring more than 30 new employees to service the new customers in a dedicated team.

With the acquisition of FDM's insurance portfolio, Tryg has begun to fulfil the ambitions for expanding our market position. One way to expand is through acquisition. The acquisition will result in a growth in the Danish private business of four per cent.

- We are both very happy and proud that FDM has chosen us as their future strategic business partner. FDM has a very attractive customer base, which we look forward to service. Today, approximately every tenth FDM member has chosen to take out insurance through the organisation, thereby gaining member benefits. With the right focus and strategic effort, I do not think it to be unrealistic that it could be every fifth, says Johan Kirstein Brammer, Head of Tryg's private business.

Tryg acquires the new insurance from LB Forsikring per 1 January 2018, subject to necessary approvals from relevant authorities. The customers will not notice the shift, says FDM, as the members will continue on the exact same conditions with the same low prices as they have today.

- Insurance is an important product to the members of FDM as everybody as a minimum needs to have their car insured. And with two such strong brands we have – through our size and customer insight-some unique preconditions for designing tailored products in the future at favourable prices, says Thomas Møller Thomsen, CEO in FDM.

Tryg's Head of Private also emphasises TryghedsGruppen's bonus as an especially lucrative benefit, which FDM's members will benefit from.

- I look forward to welcoming FDM's members to the Tryg family, where, as customers, they will automatically support a large number of charities such as e.g. defibrillators and lifeguards through TrygFonden. Also, they may benefit from the bonus payment from TryghedsGruppen just as Tryg's other customers – a bonus which in 2016 amounted to 8 per cent of the customers' premiums, says Johan Kirstein Brammer.