

# Press release

Utrecht, the Netherlands, 24 march, 2023

## **Ditzo and Europeesche Verzekeringen to continue under the name of a.s.r.**

**a.s.r. will discontinue the Ditzo and Europeesche Verzekeringen brands. From 17 April 2023 the insurance policies of both brands will be offered under the name of a.s.r. With this move, a.s.r. aims to reduce the number of brands and further strengthen the a.s.r. brand.**

Ditzo has been the online brand of a.s.r. since 2007 and serves over 700,000 customers with health, car, home and travel insurance, among other things. Founded in 1920, Europeesche Verzekeringen has been part of a.s.r. for over 30 years as a specialist in travel and leisure insurance.

### **Wider product range at a.s.r. for both customer and advisor**

The name change has no consequences for the customers of Ditzo and Europeesche Verzekeringen. They will retain the products and service they are used to, but will receive information about their insurance policies under the name of a.s.r. from now on. Also advisors can offer 'Ditzo products' to their customers from 17 April, with the exception of Ditzo's health insurance policies. This will give advisors access to a wider range of products.

### **Continuing reliable and supportive service**

Jos Baeten, CEO of a.s.r.: 'Ditzo and Europeesche Verzekeringen have proven to be exceptional brands that are highly valued by customers. By continuing under the a.s.r. name, we are strengthening our brand and market position. The reliable, supportive and distinctive character of both brands will continue, as a.s.r. will remain a reliable partner for private customers, business customers, employers and advisors with the same staff and services.'

The Ditzo and Europeesche Verzekeringen brands will be changed to a.s.r from 17 April. From then on, online insurance products can be taken out on [asr.nl](https://www.asr.nl), recognisable by the addition *Ik kies zelf van a.s.r.* Existing Ditzo and Europeesche Verzekeringen customers can also manage their insurance affairs here.

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### **About a.s.r.**

ASR Nederland N.V. (a.s.r.) ranks among the top 3 insurers in the Netherlands. a.s.r. offers products and services in the fields of insurance, pensions and mortgages for consumers, business customers and employers. In addition, a.s.r. is active as an asset manager for third parties. a.s.r. is listed on Euronext Amsterdam and is included in the AEX Index. For more information, please visit [www.asrnederland.nl](https://www.asrnederland.nl)

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