



Press release

ELEMENT launches Pet Protection Suite

Starting now, ELEMENT enables every company to offer own insurance products for dog owners such as modular dog health and dog liability covers

Berlin, 26 October 2020 – ELEMENT, the leading white-label provider for insurance solutions, launches its first Pet Protection Suite, starting in Germany. This suite includes a dog health insurance and a dog liability cover, all white-labelled and available with adaptable features. All products can be tailored to the distributing companies' needs thanks to their modular design. As ELEMENT takes the risk in its own books, the Pet Protection Suite can be distributed by any company inside and outside the insurance industry.

'There is a growing number of dog owners wanting to get the best insurance covers for their four-legged friends. With our Pet Protection Suite, every company can now meet this demand – with solutions custom-fit to their brand and target group', comments Christian Macht, CEO ELEMENT.

ELEMENT as white-label provider works solely with a B2B approach. While the insurtech takes care of all technological and insurance-relevant aspects such as product creation, underwriting and administration, its partners are responsible for the distribution. The technological implementation of ELEMENT's modular product platform requires minimal IT efforts from the partner companies. Currently, blue chip companies such as Vodafone, Volkswagen, Signal Iduna and more than 20 other industry specialists partner with ELEMENT.

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About ELEMENT

ELEMENT Insurance AG is the leading white-label provider for insurance solutions and a leader in insurance digitalisation. It is the first young company licensed by the German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht) as a direct insurer for non-life insurance, which enables ELEMENT to act as a risk carrier, including claims settlement, in all EU countries. Founded in March 2017, ELEMENT offers a unique technology platform ('Insurance as a Platform') with a focus on the B2B2X value chain: ELEMENT develops for its roughly twenty partners from various industries – from e-commerce to established insurers – custom-made, innovative white-label insurance products at record speed. These products are then marketed by the partners under their own brand. ELEMENT has its headquarters in Berlin.

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