

---

# The Europ Assistance Group launches its new signature within the framework of its 2011-2015 road map to become the most innovative company in its sector

---

Martin Vial, Chief Executive Officer of the Europ Assistance Group today launched the Group's new signature, *"you live we care"*, which will be rolled out in the Group's 36 companies throughout the world.

This launch precedes the deployment of the Group's new 2011-2015 strategic plan as it seeks to become the most innovative company in its sector.

*"you live we care"*, a signature which reflects the new positioning of Europ Assistance which supports its customers in all of life's circumstances, from the most routine to the most exceptional.

---

The Europ Assistance Group will don its new signature *"you live we care"*, now an integral part of its logo block, on December 8<sup>th</sup>.



This new signature reflects the new positioning of the Europ Assistance Group, which now supports its customers in all of life's circumstances, from the most routine to the most exceptional, by offering them prevention, protection and assistance services in the areas of mobility - travel and automobile – health and home and family.

This positioning aims to meet consumers' rapidly and considerably changing needs, which reflects a real *Care Revolution* in services for individuals: the combined effect of globalisation, increased life expectancy, growing urbanisation, mobility, health needs and increased free time generates an explosion in demand for increasingly personalised information, prevention, protection and support services, in everyday life as well as exceptional circumstances.

It is for this reason that Europ Assistance, in referring to the concept of *Care*, which reflects the ideas of individual attention, cover, continuous protection and trust with regard to its customers and consumers, is asserting its goal to be the leading company in *Care Services*.

The new signature also asserts the Group and the Europ Assistance brand's global dimension by being entirely in English, which is used in all the Group's subsidiaries on the five continents where it operates. The Group has made that choice in order to capitalise on its brand in a unique way for its 300 million customers and network of 410,000 listed service providers.

The use of blue and red in the signature increases the logo block's power by strengthening the uniformity of the colours of both the logo and signature. It also underlines the continuity in the development of Europ Assistance between the past and its ambitions over the next few years. The handwriting script font expresses closeness and above all the human relationship Europ Assistance has with its customers.

This signature also demonstrates the role that the Europ Assistance Group intends to play as a responsible company, by contributing to a new type of solidarity and progress for its economic and social environment as it does, for example, through the partnership with ASHOKA, the international association for social entrepreneurship.

From December 8<sup>th</sup>, the new signature will be rolled out simultaneously in the Group's 36 companies throughout the world.

## **A new signature within the framework of the 2011-2015 road map to make Europ Assistance the most innovative company in its sector**

---

**With revenue which has more than doubled and an operating profit which has tripled between 2004 and 2009, the Europ Assistance Group has entered into a new cycle of profitable, sustainable growth.**

**Following this very buoyant growth phase, the Group has set itself a new road map for the next five years, 2011 to 2015.**

## **Four major strategic areas**

**The Group's new strategic plan, the Galileo Plan, is aimed at strengthening the current strategy, primarily around four areas:**

- To speed up the rebalancing of the business portfolio by expanding the new growth relays which are health and home and family services which will represent more than one-third of the Group's business by 2015. At the same time, Europ Assistance will strengthen the competitiveness of its traditional businesses, in the travel and automobile sectors, with new supplementary travel insurance and car repair guarantees.
- To pursue geographic rebalancing by speeding up development in North America, South America and Asia, by putting to good use investments made in those continents over the last few years. At the same time, European business activities will see their commercial and financial competitiveness strengthened, with strong development in the new businesses of health and home and family services. Between now and 2015, the contribution of subsidiaries outside Western Europe should account for more than 27% of the Group's revenue.
- To develop distribution models by increasing sales of optional services – as opposed to inclusive sales – with the Group's major partners and direct sales to consumers, particularly on the Web. With this in mind, Europ Assistance should forge new local and international partnerships.
- To strengthen the Group's profitability by more selective growth of its insurance-related business activities, improve its operational efficiency, particularly by speeding up the use of new technologies in its production processes.

## **An ambition, to become the most innovative company in its sector**

To place innovation at the core of its strategy by routinely enhancing its offer of services using the very latest technological innovations in the field of mobility, health and everyday life – such is the across-the-board objective of all the levers which will be implemented within the Galileo Plan.

Thus, Europ Assistance will routinely enhance its offer of new, high added-value assistance services: these combine, on the one hand, 24-hour availability and the direct or remote human intervention of its 7,000 employees and 410,000 service providers for its customers and, on the other, the inclusion of new technologies, for example using position determination technology in combination with mobile and Internet terminals to better serve and protect its customers when travelling or driving, or the deployment of telemedicine,



tele-monitoring and robotics to make everyday life easier and safer for fragile people or those who are chronically ill or dependent.

**With this new road map, Europ Assistance aims to become the most innovative company in the *Care Services* sector.**

---

Philippe Moucherat  
Group Communication and CSR Director  
Tel: +33 (0) 1 58 34 23 82  
E-mail: [pmoucherat@europ-assistance.com](mailto:pmoucherat@europ-assistance.com)