

Vivaz passes the 100,000 customer mark in 4 years since its launch

- Vivaz, Línea Directa Aseguradora S.A.'s health insurance brand, has grown organically to 100,000 customers in just over four years of operation, without relying on acquisitions or mergers. In terms of revenue, this places the company among the top 25 health insurers in Spain.
- Vivaz strengthens its position as a key growth driver for the Línea Directa Group and is set to play a pivotal role in achieving one of Línea Directa Aseguradora's main mid-term business targets: achieving yearly revenue of 1,000 million euros and ranking among the top ten non-life insurers in Spain.
- Since its launch in 2017, Vivaz, the first digitally native insurance company in the Spanish insurance sector, has been committed to building a differentiated customer experience based on flexibility, digitalisation and benefits for the policyholder, who is rewarded with up to €200 when renewing their policy if they maintain a healthy lifestyle.
- 100% of Vivaz customers interact with their insurance company through digital channels, thanks to advanced technological solutions that allow them to manage a wide range of tasks, such as integrating their health card with their mobile phone or smartwatch, making medical appointments via apps or obtaining information on insurance coverage via chatbots or voice assistants. The Vivaz Apps (Vivaz, Vivaz Activity, and Vivaz Medical Online) have been downloaded over 185,000 times.

Madrid, 3 November 2021. Vivaz, the health insurance brand of Línea Directa Aseguradora, has reached the 100,000 customer mark in a little over 4 years since its launch, without resorting to mergers or acquisitions. This rapid growth in a mature and concentrated business like individual health insurance places this brand of Línea Directa Aseguradora, S.A. among the top 25 revenue-generating health insurers.

Vivaz thus strengthens its position as one of the main growth drivers of the Línea Directa Group and is set to play a pivotal role in achieving one of the Línea Directa Group's main mid-term business targets: achieving yearly revenue of 1,000 million euros and ranking among the top ten non-life insurers in Spain.

The secret to success: a new way of engaging with Vivaz customers

Vivaz began operating at the end of 2017 as the **first Spanish digitally native insurer**, where 100% of customers engage with the brand through online channels and mobile phones. Vivaz has created a **unique customer experience**, based on flexibility, digitalisation and benefits for policyholders, who are rewarded with up to €200 when renewing their policy if they lead a healthy lifestyle which is monitored with a fitness band or smartphone .

Vivaz policyholders can also carry out a variety of transactions through digital channels, such as having their health card integrated with their mobile phone or smartwatch, calling or chatting with a doctor, making medical appointments through the Vivaz app, or using chatbots or voice assistants to get information about health insurance and medical centres. **Since they were launched 4 years ago, Vivaz Apps** (Vivaz, Vivaz Actividad and Vivaz Médico Online) **have been downloaded over 185,000 times.**

David Pérez Renovales, CEO of Vivaz, says that “we want to create an efficient and versatile offer that adapts to the needs of each insured person, with 60% fewer pre-authorisations and less unnecessary paperwork. Vivaz is a unique success story in the industry, having grown organically to 100,000 policyholders in just four years thanks to its flexibility and commitment to innovation”.

About Vivaz

Vivaz is the health brand of **Línea Directa Aseguradora S.A.** It offers innovative health insurance that is easy to manage, providing excellent value for money and comprehensive healthcare for policyholders. Its medical resources include 30,000 professionals and 1,000 health centres. It is also the first health insurance to reward its customers for having healthier lifestyles, with direct discounts on their policy and other gifts in its marketplace.

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