



PRESS RELEASE

LÍNEA DIRECTA CLIMBS SIX PLACES AND IS AMONG THE 50 COMPANIES WITH THE BEST REPUTATION IN SPAIN ACCORDING TO THE 2022 MERCOS EMPRESAS RANKING

- **Línea Directa Aseguradora is among the 50 companies with the best reputation in Spain, according to the 2022 Merco Companies and Leaders ranking published by the Corporate Reputation Business Monitor MERCOS.**
- **The company has climbed six places compared with the previous year to 48th position in the overall ranking for Spain. Línea Directa remains in fourth place in the specific classification for the domestic insurance sector.**
- **Following the IPO in 2021, the company launched an ambitious campaign to bring to the market its philosophy as a large multi-line insurance group by developing the reputation of its brands (Línea Directa and Vivaz) among its various stakeholders.**
- **The company ended 2021, the year analysed in the ranking, with a premium volume of 907 million euros, over 2,500 employees and a customer portfolio of more than 3.3 million policyholders.**

Madrid, 06 July 2022- The Corporate Reputation Business Monitor MERCOS today released the 2022 edition of its Merco Companies and Leaders ranking for Spain, in which [Línea Directa Aseguradora](#) is rated among the 50 companies with the best reputation in Spain.

In this edition, **it has climbed six places compared with the previous year to 48th position in the overall ranking for Spain.** Línea Directa remains in fourth place in the specific classification for the domestic insurance sector.

This benchmark monitor in Spain and Latin America for its methodology is the result of a comprehensive and detailed analysis of more than 46,368 surveys, seven evaluations and 25 information sources. To prepare the 2021 ranking, the monitor surveyed 1,116 executives of large companies, 85 directors of communication and opinion leaders, 82 economic journalists, 56 government members, 77 business professors, 86 financial analysts, 71 social media managers and 93 heads of NGOs.

These surveys, which were conducted following Línea Directa's IPO in 2021, **confirm that the organisation has taken an ambitious step on its way to becoming a major multi-line insurance group** by developing the reputation

of its brands (Línea Directa and Vivaz) among its various stakeholders: customers, employees, shareholders and customers and society in general. The Company ended financial year 2021 with a premium volume of 907 million euros, more than 2,500 employees and over 3.3 million customers.

About Línea Directa Aseguradora

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, and homes. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. In 2017, it joined the health sector with a new brand built on digitisation and rewards for policyholders. For **more information**, please contact: Línea Directa Aseguradora - <https://www.lineadirectaaseguradora.com/>

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