

Munich Re boosts Group Brand with subsidiaries

- Munich Re implements new brand architecture
- Stronger commitment of subsidiaries to the group brand
- Adjustment of the brand to requirements of new business models

New brand architecture for Munich Re Group

Munich Re benefits sustainably from its strong brand. This is the result of an enhanced client focus, strong thought leadership position and the long-built trust in the Group's reliability. In response to the industry's dynamic transformation and the growing demands within the company and its subsidiaries, Munich Re is strengthening its autonomous business models and introducing an endorsement for each of those brands.

A strong and clear brand strategy is the backbone of Munich Re's business development. The objective of refreshing the brand architecture was to clarify and simplify the rules of the brand's usage, while enhancing the connection to the Munich Re Group. All changes to the architecture address the growing needs of the business inside and outside of traditional reinsurance. Krista Dusak, Global Head of Brand & Design: "The sharpening of our brand architecture creates a clear framework that addresses market needs and strengthens the Munich Re brand at the same time."

Strong autonomous brands with commitment to the Group

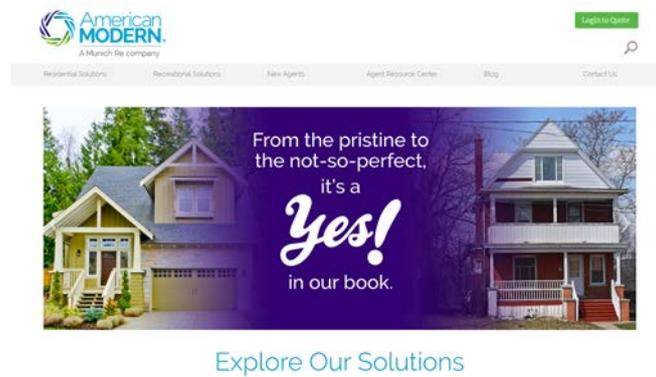
From now on, all autonomous brands will include the "A Munich Re company" endorsement line with their independent logo. This will create a stronger and closer connection to Munich Re without interfering with the original and established company brand. The aim is to prominently underline the affiliation of the brands to the Group.

The German primary insurer ERGO Group and U.S. personal lines insurer American Modern Insurance Group were the first to adopt the new architecture. Asset manager MEAG and the Group's latest acquisition, Relayr, an IoT and sensor specialist, promptly followed suit.

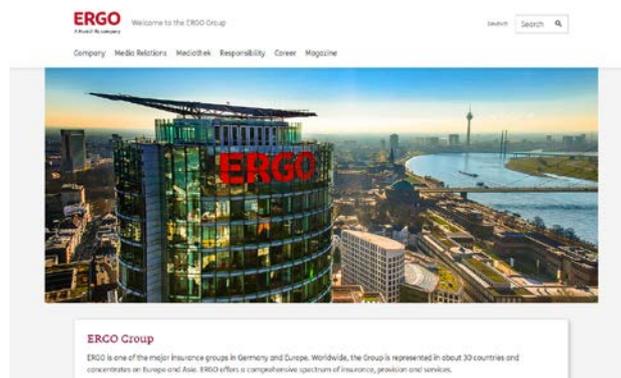
Hartford Steam Boiler (HSB), which operated under a double brand, returns to a single logo solution with the new endorsement line. HSB's primary operations and client segments, especially within IoT and inspection services, benefit from a strong HSB brand within the Munich Re Group.

Digital Partners (formerly branded as Munich Re Digital Partners), Munich Re’s young company promoting digital business models, is now a single brand utilizing the new endorsement line. This especially enhances its positioning in the U.S. market and provides a platform for continued success globally.

Illustrative examples:
American Modern



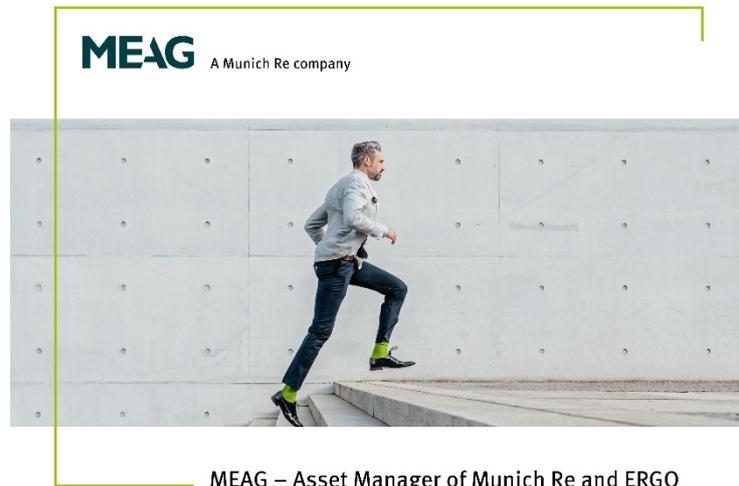
ERGO Group



HSB



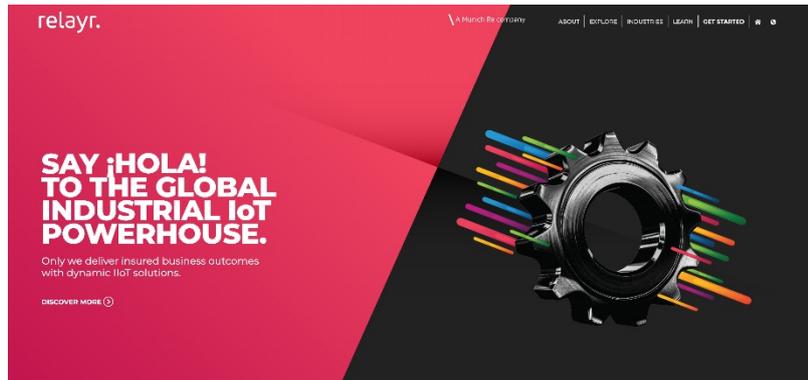
MEAG



Relayr

relayr.
delivering business outcomes

 A Munich Re company



Digital Partners

DIGITAL PARTNERS™

A Munich Re company



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Munich Re

Munich Re is one of the world's leading providers of reinsurance, primary insurance and insurance-related risk solutions. The group consists of the reinsurance and ERGO business segments, as well as the capital investment company MEAG. Munich Re is globally active and operates in all lines of the insurance business. Since it was founded in 1880, Munich Re has been known for its unrivalled risk-related expertise and its sound financial position. It offers customers financial protection when faced with exceptional levels of damage – from the 1906 San Francisco earthquake through to the 2017 Atlantic hurricane season and to the California wildfires in 2018. Munich Re possesses outstanding innovative strength, which enables it to also provide coverage for extraordinary risks such as rocket launches, renewable energies, cyberattacks, or pandemics. The company is playing a key role in driving forward the digital transformation of the insurance industry, and in doing so has further expanded its ability to assess risks and the range of services that it offers. Its tailor-made solutions and close proximity to its customers make Munich Re one of the world's most sought-after risk partners for businesses, institutions, and private individuals.

Disclaimer

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