



Groupama

PRESS KIT



**New insurance and assistance division:  
Groupama Assistance Voyage**

The first brand dedicated solely to tourism

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Travel Assistance

**1**

## CREATING A NEW, STRONG BRAND IN THE REALM OF TRAVEL INSURANCE AND ASSISTANCE

**Groupama Assistance Voyage** grew out of Groupama's desire to bring all of its travel-related distribution, insurance and assistance business lines together under a single brand.

**Gan Eurocourtage** covers the insurance business, **Présence Assistance** the distribution business and **Mutuaide** the assistance and repatriation business.

By joining forces, the three entities -- each of which is now widely recognised for its expertise -- will become together a heavyweight operator, particularly in the large accounts market.

2010 revenues will be on the order of 70 million euros\*, in a market valued at 250 million euros. **Based on that the new brand ranks third among the operators in this industry.**

In addition, due to the Group's international presence, **Groupama Assistance Voyage will be able to provide services to its customers abroad and to expand and reach some large foreign accounts.**

As the only brand dedicated solely to travel, **Groupama Assistance Voyage seeks to meet all the insurance and assistance needs of the companies in the Tourism industry.**

This solution covers not only the tourism products distributed to customers by tour operators and offline and online agencies customers, but also their own operating risks (TPL, non-life, social protection, etc.) as well as those of their associates. **That is precisely what makes this new brand so different.**

In fact, the end consumer will be able to enjoy the synergies of the new division, with its better operational performance, higher responsiveness, stronger innovative force behind products and processes and a size effect leading to a solution offering a better quality-to-price ratio.

\* company net premiums

## GAN EUROCOURTAGE + MUTUAIDE ASSISTANCE + PRÉSENCE ASSISTANCE TOURISME = GROUPAMA ASSISTANCE VOYAGE, A DIVISION DEDICATED TO TRAVEL

The Groupama Assistance Voyage solution is built as a “package” including insurance cover, assistance and services intended for travel professionals.

**Groupama Assistance Voyage** combines the know-how of the three entities of the Group, which were already working closely together from before: **Gan Eurocourtage, Mutuaide and Présence Assistance Tourisme**; each of these three entities already has a powerful presence and is well-known in its business segment and in its market.

**Gan Eurocourtage** – which “manufactures products” - brings in its expertise in the control of risks related to the travel market. **Mutuaide**, “the assistance provider” brings into the brand everything that relates to medical assistance and to the provision of services to individuals (home care and individual services) as well as to business travel (24 H Présence service). **Présence Assistance** brings in its marketing force along with its mastery of the tourism market and expertise in it (over 20 years)

With these shared strengths, **Groupama Assistance Voyage** – as it will be dedicated exclusively to the Tourism industry – will become a one-stop travel solution in the market covering the following functions:

- Sales and development,
- Underwriting and new business,
- Front-office assistance,
- Insurance benefits,
- And support functions.

## THE SOLUTION

**The Groupama Assistance Voyage solution is the only global solution that is geared simultaneously towards travel professionals, their customers and their associates, under one and the same brand.**

### **FOR THE CUSTOMERS OF TRAVEL PROFESSIONALS GROUPAMA ASSISTANCE VOYAGE OFFERS:**

#### **Cancellation insurance:**

- “All causes” cancellation,
- Cover for monetary fluctuations that may affect the cost of the trip (fuel surcharge, currency differences, airport fees, etc.),
- Epidemics cover (such as for SARS or H1N1),
- “Natural events, terrorist attacks, etc.” cover.

#### **Baggage and transported goods insurance:**

- Mobile devices (portable phones, computers, portable gaming consoles (DS, PSP, etc.) are now covered in all the policies.

#### **Repatriation Assistance:**

- Worldwide cover; with actions subject to access clearance for the relevant countries,
- Cover for stranded passengers who are “unable to return home” due to natural events (volcanoes, earthquakes, etc.) covering in particular expenses incurred by those passengers while stranded (hotel accommodations, meals, etc.),
- The amounts for the medical costs abroad cover provided are high and set on a country-by-country basis (for example: up to 150,000 euros per person for the United States).

**FOR TOURISM BUSINESSES, THE GROUPAMA ASSISTANCE VOYAGE SOLUTION INCLUDES A FULL RANGE CONCEIVED AND CREATED TO MEET ALL OF THEIR NEEDS.**

- Professional third-party liability,
- Specific business interruption insurance,
- Event cancellation insurance,
- IATA surety insurance,
- Non-life insurance (multi-risk premises, vehicle fleet, etc.),
- **As well as chief executive cover** for Provident insurance, Health, Supplementary retirement and Employee savings.

**AND FOR THEIR ASSOCIATES:**

- Health-Provident supplementary insurance,
- Home and motor insurance,
- Supplementary retirement.

## COMBINING THREE SETS OF EXPERTISE IN THE TOURISM INDUSTRY

### GAN EUROCOURTAGE

**Gan Eurocourtage**, ranks 3rd among insurance companies dedicated to the brokerage market in France.

The company is expanding its expertise in all the insurance business lines, through a network of 2,000 brokers, in the professionals, VSEs, SMEs/SMBs and individuals market, both in non-life and in group life insurance. In 2009, it achieved revenues of 1.5 billion euros.

Its main customers in the tourism market include the Tour Operators Groupe Nouvelles frontières and Voyageurs du Monde, the Carlson Wagons Lits distribution network and the online agencies Promovacances and GO Voyages.

### PRÉSENCE ASSISTANCE TOURISME

**Présence Assistance Tourisme** – which joined the Group in 2007 – creates and markets travel assistance and insurance and non-life products to travel agencies, tour operators, airlines and shipping companies.

Its entire organisation is based on the notion of “service to agencies and tourism professionals”. The hotline, which is open every day, during the agencies’ business hours, provides them with uninterrupted support in the advice and sale of products offered by the company.

Its clients include **Tour Operators** (Nouvelles Frontières, Go Voyages and so on), **Travel Agencies networks** (Carlson Wagons Lits, Havas Voyages, etc.), **independent travel agencies** (500 sale points including members of the Selectour, Thomas Cook, and other networks), **online agencies and Tour Operators** (a leader in this market with Go Voyages, Promovacances, Karavel, Partir pas cher, etc.) and **airlines (Corsair fly, Jet 4 you)**.

**In 2009, Présence Assistance Tourisme insured over 2.5 million individuals and processed 17,000 claims.**

## MUTUAIDE ASSISTANCE

**Mutuaide specialises in motor assistance, home care, call rerouting and – an activity that concerns the Groupama Assistance Voyage brand – medical assistance to persons travelling in France and abroad.**

### **A team dedicated to travel**

From the Mutuaide site customers can access a dedicated 24 H platform with:

- 42 assistance representatives,
- 4 supervisors and coordinators to manage the division and monitor the quality of case handling,
- And up to 30 additional assistance representatives that can be called on in less than 5 hours when there is a significant flow of calls, following a major event.

**Travel assistance may include medical repatriation of a traveller that has fallen ill or become injured.**

After consultation with the coordinating physicians at MUTUAIDE ASSISTANCE, a decision is taken as to: local hospitalisation or repatriation to a hospital close to the home of the policyholder, accompanied by healthcare professionals, in an airliner, an ambulance, or even in a private jet for the most serious cases.

The patient's family and significant others are also covered: transport fare so that they can be with the patient, hotel reservation if the stay is longer than planned and a flight attendant trained to accompany children.

In 2009, the subsidiary achieved revenues of 136 million euros. With its 355 employees (and 450 in-season), **it was able to handle close to 2 million telephone calls and process 565,000 files, among its 45 million "customers", present on 5 continents.**



## WHEN AN ICELANDIC VOLCANOES AWAKENS...

During the 2010 Easter holiday, an Icelandic volcano unknown to many, the Eyjafjöll awakened. Then millions of travellers found themselves unable to return to or to leave Europe and were forced to deal with unplanned and at times sizeable living expenses.

From the viewpoint of tourism professionals (and customers of the three entities), this was the first time that all Tour Operators and agencies, were impacted at the same time, by the same event.

**The synergies of Mutuaide, Gan Eurocourtage and Présence Assistance were brought to the fore and put "in practice" in relation to this force majeure event.**

**For Mutuaide**, the closure of the European airspace on 22 April 2010 triggered the set-up of a crisis response unit as early as the next day for the customers of TUI Nouvelles Frontières, Go Voyages and CorsairFly. **More than 120,000 telephone calls were received on the Mutuaide Assistance platform in six days.**

Responsiveness and efficacy were increased with the **support provided by the Groupama Group's "assistance provider"**, which made several of its companies that have telephone platforms available to Mutuaide (Caisses Régionales, Gan Patrimoine, Gan Assurances, etc.).

**Gan Eurocourtage and Présence Assistance**, analysed the various scenarios and decided for their part to offer customers the option to extend the cover intended to protect travellers in the event "of an outside, unforeseen, unavoidable and independent of their will event of a catastrophic nature but also of those of the travel organiser and the airline": **the "inability to depart and return" cover**. This Cover was already being marketed by Présence Assistance to Carlson Wagons Lits.

The economic effects of the Eyjafjöll ash cloud were heavy; travellers were not the only ones affected by it. The State Secretariat for Tourism determined that the French bill alone was 188 million euros for airlines, 31 million for tour operators and 40 million for travel agencies.

## AN INSURANCE AND ASSISTANCE RESPONSE TO A TOURISM INDUSTRY UNDERGOING PROFOUND TRANSFORMATION

### **The travel insurance market in a few figures:**

- 55% of the travel insurance market is made up of cancellation insurance,
- 35% concern repatriation insurance,
- 5% baggage insurance and finally, 5% concern third-party liability.

**Traditional cover** concerns cancellation, loss or theft of baggage, repatriation assistance, medical and hospitalisation costs abroad, holiday third-party liability and stay interruption.

**New cover** related to climate and sanitary risks is emerging. The “weather”, “flight delay” and “price guarantee” covers represent approximately 5% of the market.

**With its global offer, Groupama Assistance Voyage intends to meet the new needs and expectations of Tourism professionals who are faced with the restructuring of their industry.** Admittedly, the market is expanding globally. But the oversupply of tourism products since 2001 has been inciting tour operator to sell on promotions and slash prices. The latest consumerist culture in which buyers seek low prices and make last-minute purchases further accentuates this trend.

**New consumer habits, between trying to get the best price, no risk travel and top of the line services, generate a segmentation of the market.**

With respect to the changes in the behaviours of consumers, we are witnessing **a specialisation of the operators.**

Traditional agencies are faced with a general decline in terms of their use and feel the effect of the marked increase in the use of the internet. As a result, certain operators sign agreements with online specialists. The agencies' customer pools become more and more segmented into categories such as those of older persons and/or technophobes, those seeking advice and à la carte and top of the line travel.

**A specialisation trend among Tour Operators and agencies** is clearly taking shape in the top-of-the-line services and in high-level advice as well as in niches that are specialised and highly differentiated by region or by activity (adventure).

At the same time, **sales by carriers** (like the SNCF) **are expanding** as these assume the role of travel agent, thereby enabling customers to “customise” their trips by selecting hotels and car rental providers to add to their travel fare.

**The major development of the entire industry is related to the sharp increase in Internet sales.**

The gaining popularity of online sales can be seen in:

- the sharp increase in the e-tourism market (8 billion euros in 2009),
- and the phenomenon of the online agencies phenomenon which are targeting the position of the Tour Operators and gradually penetrating the value chain. Following the example of Anyway, Promovols and Expedia are repositioning themselves on holidays and dynamic packages, rather than on flights only.

**Groupama Assistance Voyage intends to provide to this market, whose development is in full swing, the tools that will enable it to support both the technological transformations and the transformation of mentalities.**