



## PRESS RELEASE

# Two trophies for life insurer NN at the DECAVI Insurance Awards

**Brussels, 25 October 2018 - Last night, NN distinguished itself twice during the presentation ceremony of the DECAVI Insurance Awards: the life insurer received a trophy for the best publicity campaign and a prize for the insurance product Hypo care. The NN publicity campaign emphasises what makes each of us unique, through portraits of real people. With Hypo care, NN offers a complete customised outstanding balance insurance policy, tailored to the needs of the insured.**

The NN Belgium brand was launched in April 2018 after the acquisition of Delta Lloyd Life by the NN Group. The award of two DECAVI Insurance Awards is therefore a major recognition by industry specialists of the way NN positions itself on the Belgian market. The insurance awards, presented annually since 2000 by DECAVI, commends the best insurance products and services in Belgium.

NN wants to become the most personal insurer in Belgium. Its publicity campaign, and its slogan "For everything that makes you unique", clearly reflect this ambition. The campaign focuses on unique, authentic people's stories.

**Izzy Van Aelst**, Head of Marketing & Communication at NN, describes the publicity campaign: *"We chose to work with real people and emphasised what is unique in each of them. That is why everyone is entitled to a personal approach. Although we are all different, we all want the same thing: to live a healthy and happy life. But while the pursuit of happiness and health is universal, the way we define happiness is very personal. Our goal, as a protection expert, is to help Belgians on their way to a happier life. I am delighted with the DECAVI award for our campaign that helps to put the individual at the centre of our business."*

The insurance product Hypo care was also awarded. This is an outstanding balance insurance that pays out a mortgage loan in the event of death. Hypo care differs from other comparable insurance policies because, in addition to a flexible premium distribution, it also includes two additional covers against cancer or disability.

**Joost van Ginkel**, Head of Product & Innovation at NN, explains: *"This trophy is a form of recognition for the hard work undertaken by our teams. Of course, our primary goal is to offer a relevant solution to our customers. Hypo care is a complete and flexible solution adapted to the needs of the customer. With its possibilities of supplementary coverage in the*

*event of cancer or disability, this insurance gives, to the insured and their families, peace of mind at difficult moments."*

According to **Pieter-Bas Vos**, CCO at NN, *"the attribution of these two trophies rewards our efforts to become the most personal insurer in Belgium and to offer solutions in this direction. I would like to thank all employees who participated in these award-winning initiatives, as well as those who, through their daily work, show our commitment to providing a more personalised service to the insured."*

Take a look at the [website](#) to learn more about Hypo care.  
Discover [here](#) the NN publicity campaign.

### **About NN**

As a life insurer, NN offers protection through innovative solutions (disability and death, retirement savings and branch 23) and a broad network of brokers and partners in the banking sector. NN has 1.4 million clients in Belgium and is part of NN Group, an international insurer and asset manager with an excellent capital position, active in 18 countries around the world.

### **About NN Group**

NN Group is an international financial services company, active in 18 countries, with a strong presence in a number of European countries and Japan. With all its employees, the Group provides retirement services, pensions, insurance, investments and banking to approximately 17 million customers. NN Group includes Nationale-Nederlanden, NN, Delta Lloyd, NN Investment Partners, ABN AMRO Insurance, Movir, AZL, BeFrank and OHRA. NN Group is listed on Euronext Amsterdam (NN).

For more information about NN: [www.nn.be](http://www.nn.be)

### **PRESS CONTACT**

Press contact NN in Belgium  
Annelore Van Herreweghe  
Mobile: 0494 17 02 00