



## Admiral Seguros and ING launch digital bancassurance partnership

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Admiral Seguros, Admiral Group's Spanish motor insurance business, has announced that it has entered into a digital bancassurance partnership with ING Spain. The agreement means that ING will offer its more than 4 million customers in Spain, ING Orange Auto Insurance, a new car and motorcycle insurance product jointly designed by the two businesses.

This new strategic partnership with ING supports Admiral Group's ambition to diversify its distribution footprint to deliver high quality insurance solutions to even more people. It also strongly aligns with ING's aspiration to offer its customers products that make their day-to-day life easier and responds to their needs.

ING Orange Auto Insurance is 100 per cent digital and builds on both business' existing digital offering and commitment to delivering a seamless customer journey. The new product enables customers to access the support they need on their mobile phone wherever they are, and in a way that is convenient for them. With ING Orange Auto Insurance, customers can also select extensive personalised cover and are able to choose where their vehicle is repaired.

**Sarah Harris, CEO of Admiral Seguros, said,** "We are pleased to be entering into a long-term partnership with ING who share our aim to continuously innovate to meet the evolving needs of customers. This strategic agreement allows us to combine our digital capabilities so we can help even more people to look after their future."

### About Admiral Seguros

Admiral Seguros, is the Spanish operation of FTSE100 company Admiral Group plc, and specialises in cars and motorcycles. With more than 400,000 policies to date, Admiral Seguros sells its insurance through brands such as Balumba, Qualitas Auto and Qualitas Auto Classic, with the clear purpose of helping customers to care for their future. Admiral Seguros was ranked 2nd Best Workplace, in the GPTW 2023 Spain Ranking, and has an agile and innovative organisational culture. This is supported by the work of an energetic and talented team, built on the fundamental axes of communication, diversity and equality, recognition, and well-being, always keeping customer care at the heart of what they do.

### About Admiral Group

Admiral Group plc is an FTSE100 global financial services company offering motor, household, travel and pet insurance as well as personal lending products. Established in 1993 in the UK, the Group now has offices in Canada, France, Gibraltar, India, Italy, Spain, and the U.S.

### About ING

ING is a global financial institution with a strong European presence, offering banking services through ING Bank. The purpose of ING Bank is to empower people to stay one step ahead in life and in business. ING Bank's more than 52,000 employees provide retail and wholesale banking services to customers in more than 40 countries. ING Group shares are listed (in the form of certificates of deposit) on the Amsterdam (INGA NA, ING.AS), Brussels and New York stock exchanges (ADRs: ING US, ING.N). Sustainability is an integral part of ING's corporate strategy, proof of this is the inclusion of ING Group shares in the FTSE4Good and Dow Jones Sustainability index (European and global), where the entity is among the leaders in the banking sector.

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