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Getsafe Takes On Competition With Digital Contents Insurance

After 60,000 liability policies sold, the Heidelberg-based startup Getsafe is launching a home contents insurance. This addition completes the company's strategy to cater specifically to insurance starters. At the same time, Getsafe is taking a stand against competitors both from Europe and the United States.

"In the past, many customers have asked us for home contents insurance that works just as easily on a smartphone as Getsafe's other products. Now the time has come and we are happy to fulfill this wish," says Christian Wiens, CEO and founder of Getsafe. As with all Getsafe products, customers can buy and manage home contents digitally and flexibly via our app.

"We understand the needs of the Millennial generation better than others" says Christian Wiens. All Getsafe products can be cancelled on a daily basis and claims can be easily reported via the app. This offers young people the flexibility to adapt their coverage to their changing life situation. "Getsafe is establishing a new, uncomplicated, and transparent insurance experience on the smartphone - without long waiting times, phone calls with brokers or a lot of paper", says Wiens.

As Getsafe's strong growth is proving, the concept works: Customers are on average 29 years old, and 85% are buying insurance for the first time. As a result, Getsafe currently is the premier insurance brand for Millennials in Germany, with a market share of almost 10% - followed by giants such as Allianz and Axa.

With the launch of the new product, Getsafe is also defending its market share against other insurtech players that are going after the European markets. Christian Wiens explains: "We will offer our products in three more European countries by 2020 and are well equipped to successfully defend our pioneering role against direct competitors from Europe or even the US."

ABOUT GETSAFE DIGITAL GMBH

About Getsafe

Getsafe is reinventing insurance. The insurtech startup from Heidelberg is using digital solutions and artificial intelligence to help people identify, organize and protect what they care most about in life: With just a few clicks, customers can learn about, buy, and manage insurance conveniently on their smartphone - simple, transparent, and fair. Accordingly, Getsafe sees itself as a technology company that is active in the insurance sector - not the other way around. Together with renowned partners such as Munich Re and leading venture capital investors, Getsafe is simplifying insurance - and thus bringing the concept of multi-line insurance into the digital age.

Learn more about Getsafe on our website or in our social networks on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

Über Getsafe

Getsafe denkt und entwickelt Versicherungen komplett neu. Dazu setzt das InsurTech Startup aus Heidelberg auf digitale Lösungen und künstliche Intelligenz: Mit nur wenigen Klicks können die Kunden eine Versicherung bequem auf dem Smartphone abschließen, diese anpassen oder einen Schaden melden. Unkompliziert, transparent, fair. Denn Getsafe versteht sich selbst als ein Technologieunternehmen, das im Versicherungsbereich aktiv ist - nicht umgekehrt. Gemeinsam mit namhaften Partnern wie der Munich Re und führenden Venture Capital Investoren bringt Getsafe das Konzept der Allsparten-Versicherung in das digitale Zeitalter und hilft Menschen, das zu schützen, was ihnen im Leben am wichtigsten ist.

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