

FRIDAY

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FRIDAY expands its multi-risk home insurance offering in France and continues to grow

After less than a year in the French market, FRIDAY is expanding its multi-risk home insurance offering to include coverage for homes, non-occupying owners and second homes.

Berlin / Paris, 12 April 2022 - After the successful market launch in France last year, FRIDAY is now continuing its growth strategy with an expanded insurance offering. As of now, houses and second homes can be insured, and non-occupying owners can now insure their rented apartment or house with FRIDAY.

FRIDAY's insurance products are consistently oriented to the customer's desire for simplicity and ease of use, thus offering significant added value at a lower price. For example, gardens, swimming pools and wine cellars can now be insured through the service extensions. In line with its efforts to reduce CO2 consumption, both in its own operations as well as society at large, FRIDAY also insures renewable energy systems and charging stations for electric cars in their customer's homes, thus supporting the use of renewables in the population.

In this context, Jehan de Castet, Country Manager for FRIDAY France, explains: "The digital direct channel is no longer just a sales channel, but above all a lever. This allows us to provide a more comprehensive range of services that meet the needs of French policyholders. And all this at extremely competitive prices."

FRIDAY continues to meet the growing customer needs in France for digital insurance solutions, based on three core values: simple, flexible and sustainable. Through customer-oriented solutions, such as the ability to cancel on a daily basis or the possibility to personalize one's insurance coverage and adapt to one's own needs on the basis of additional services, FRIDAY also established its position as an innovative digital insurance company in France.

About FRIDAY

FRIDAY is a digital insurer with an European insurance license, committed to building a new type of insurance experience, fit for the demands of today.

FRIDAY is changing the image of insurance by utilizing the latest technology and purely digital solutions. Products are firmly geared towards customer demand for simplicity and peace of mind. FRIDAY has introduced many innovations to the German insurance market, including mileage-based billing, paperless administration, and the ability to cancel on a daily basis.

The company was founded by an experienced team of entrepreneurs in Berlin with the support of the Baloise Group, a leading Swiss-based Insurance. As one of the few European FinTechs, FRIDAY truly is a full stack insurance company, able to own the complete value chain from underwriting to distribution.



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