



Dream. Explore.
Travel On.

Travelex Insurance Services unveils new branding

August 15, 2017 (Omaha, NE) – After 21 years in business, Travelex Insurance Services reveals a new logo and brand identity to better reflect its new ownership and evolution into a global travel protection specialist.

As of April 2017, as part of the Cover-More Group, Travelex Insurance Services was successfully acquired by Zurich Insurance Group, positioning Zurich as one of the three largest travel insurance providers in the world. As Travelex transitions to an inspiring travel protection brand, it is retaining its name and updating the brand to reflect its global protection specialist heritage.

Christine Buggy, Vice President of Marketing, explained: “Travelex Insurance Services’ modernized logo visually represents the windows of an aircraft, cruise ship or travel vehicle. The italic typeface and vibrant colors create a sense of movement and safety, symbolizing that Travelex is on the journey with our customers. The new tag line – *Dream. Explore. Travel On.* – encourages people to fulfill their travel dreams while providing assurance they can travel with confidence and peace of mind.”

Plans are underway to take advantage of the underwriting capabilities and global commerce platforms of Travelex’s new owners, while expanding travel insurance and assistance services to customers and partners worldwide.

“Travelex’s new ownership and branding reaffirm that we are here to stay, with the quality protection plans and personal service our customers and partners trust and rely on,” Travelex Insurance Services’ President Michael J. Ambrose said. “We are committed to improve and innovate as an industry leader in travel protection and assistance services.”

Travelex Insurance Services is a leading travel insurance provider in the United States with over 55 years combined industry expertise. Headquartered in Omaha, Nebraska, Travelex Insurance Services was founded in 1996 when the Travelex Group purchased Mutual of Omaha Companies’ travel insurance distribution services. Travelex Insurance Services became a subsidiary of Cover-More Holdings USA, Inc. in November 2016, which is a wholly owned subsidiary of Zurich Insurance Group Limited (“ZIG”), headquartered in Zurich, Switzerland. Travelex Insurance Services delivers a wide range of travel protection plans through travel agencies and tour operators, in major airports and at www.travelexinsurance.com.

Cover-More Group Limited is a specialist and integrated travel insurance, medical assistance and employee assistance provider. The group listed on the Australian Securities Exchange (ASX) in 2013. Cover-More has the leading market position in Australia—with an approximate 40% share of the national travel insurance market and a growing footprint in India and China as well as a presence in Malaysia, Singapore, New Zealand and the United Kingdom and now the United States. Visit www.covermoregroup.com for more information.

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With around 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich’s customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

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