

Amstelveen, 10 December 2020

VIVAT Changes Name to Athora Netherlands

Today, the name of VIVAT N.V. has been changed to Athora Netherlands N.V. This name change is the final step in the acquisition of the organisation by Athora Holding Ltd. (“Athora”), a European-focused life insurance and reinsurance group. It also marks a new chapter in the history of Athora Netherlands, which aims to become the leading pension provider in the Dutch market.

“With the new name and in combination with our 120 years of experience as a pension and life insurer, we will be focusing all our energy on future income for customers,” says Tom Kliphuis, CEO of Athora Netherlands. “Through our strong consumer brand, Zwitserleven, we will continue to offer attractive products and services to customers that meet their differing needs. For our existing Reaal customers, we will continue to provide them with optimal services and returns.”

Michele Bareggi, CEO of Athora Group: “The rebranding of VIVAT to Athora Netherlands represents an important step in the company’s history and reflects its evolution as a dedicated life insurer. The addition of the company to our Group allows us to continue to achieve great customer outcomes through product focus, strong risk capital management, solid investment performance and operational excellence.

With Athora Netherlands already being the second largest life insurer in the Netherlands and Athora’s expertise in consolidating and integrating large life and pension portfolios, we have a strong platform to continue our growth story.”

VIVAT N.V. was acquired by Athora on 1 April 2020. In addition to VIVAT N.V., Athora has successfully acquired three other insurance companies in Europe – Delta Lloyd Deutschland AG (2014), Aegon Ireland plc (2018) and Generali Belgium (2019) – all of which have been rebranded to an Athora corporate identity.

Coinciding with the unveiling of the rebranding, which includes the legal name change and a new corporate identity, Athora Netherlands has launched a new corporate website: www.athora.nl

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About Athora Netherlands N.V.

Athora Netherlands N.V. is the holding company of one of the leading pension- and life insurers in the Netherlands, with a balance sheet total of approximately EUR 64 billion (as at September 2020). Through our strong brands Zwitserleven and Reaal we provide products and services relating to future income for over 1.9 million customers. Athora Netherlands N.V. has its registered office in Amstelveen and is listed in the Chamber of Commerce under number 30099450.

For more information, please visit: www.athora.nl
LinkedIn: www.linkedin.com/company/athora-netherlands
Twitter: @AthoraNL