

Press Release

Signature of an innovative insurance and travel assistance agreement in the airlines sector

SAS Scandinavian Airlines chooses the Europ Assistance Group to implement its tailor-made international travel insurance programme

SAS Scandinavian Airlines has chosen the international technological Plug&Sell platform developed by the Europ Assistance Group to implement its tailor-made, multi-country, multi-channel travel insurance programme throughout the world.

Within the framework of this innovative agreement, using a unique connection to Plug&Sell - the Europ Assistance Group's comprehensive, personalised e-commerce solution for insurance and travel assistance products and services -, SAS Scandinavian Airlines will initially be distributing tailor-made insurance in Sweden, Norway, Denmark and the UK, all major markets for the Scandinavian airline company.

At the same time, SAS Scandinavian Airlines will be able to use the innovative Plug&Sell technology – already deployed in over 20 countries by the companies in the Europ Assistance Group throughout the world – to distribute travel insurance offers via its own Web sites and call centres, using an extranet system.

This comprehensive agreement between SAS Scandinavian Airlines and the Europ Assistance Group, via AON, will also benefit several other companies in the SAS Group. Blue 1 and Wideroe will shortly be offering tailor-made travel insurance programmes, starting in Finland and Norway.

A genuine innovation in the travel insurance market, this international programme developed by the Europ Assistance Group via its Plug&Sell platform will also establish loyalty with SAS Scandinavian Airlines customers, by offering them tailor-made travel insurance that factors in the country of residence, the reservation class, the passenger profile, the destination and the length of the trip.

Now, thanks to Europ Assistance Group, SAS Scandinavian Airlines is in a position to offer its passengers adapted, tailor-made cancellation and travel insurance guarantees, based on the particular features of each country and the characteristics of the trip and passenger profile.

For example, this innovative programme means that Scandinavian Airlines can offer the best travel insurance product in the Danish market: one that perfectly complements the guarantees already included in Denmark's current social security cover.

This comprehensive international agreement enables SAS Scandinavian Airlines to consolidate its qualitative positioning in the air travel market by offering its customers solutions that are ideally adapted to their personal requirements for each trip.

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SAS Group

It also demonstrates the Europ Assistance Group's dynamic energy and ability to innovate in providing long-term assistance to its customers all over the world, through comprehensive international offers that comply with local legislation on insurance and Internet sales.

About Europ Assistance

Founded in 1963, as the inventor of the assistance concept, the Europ Assistance group operates on a global basis in order to bring its 300 million worldwide private and corporate clients appropriate solutions to deal with day-to-day or emergency situations 24 hours a day, 365 days a year.

100% controlled by the GENERALI group, the Europ Assistance group today covers 208 countries with its range of services, and has 70 companies, employing 5,500 salaried staff, in 33 countries: Algeria, Argentina, Austria, Belgium, Brazil, Canada, Chile, China, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Libya, Luxembourg, Norway, the Netherlands, Poland, French Polynesia, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, the United Kingdom and the United States.

In 2007, the Europ Assistance group carried out more than 12 million interventions throughout the world, processing 62 million calls, thanks among other things to its medical staff comprised of 400 doctors and nurses, backed up by a network of 410,000 approved partners available at all times and supervised by the Assistance Managers based in 36 call centres.

Further information on www.europ-assistance.com & <http://plugandsell.europ-assistance.com/>

About AON

Aon Corporation is the leading global provider of risk management services, insurance and reinsurance brokerage, and human capital consulting. Through its 36,000 professionals worldwide, Aon readily delivers distinctive client value via innovative and effective risk management and workforce productivity solutions.

AON Sweden is Sweden's leading adviser within risk management, insurance, re-insurance, captive management, group insurance and pensions and benefits. AON Sweden has a strong local commitment to its clients and a global offering of expertise and resources. The business was established in 1992 and, at present, AON Sweden has 180 employees in Stockholm, Malmö and Gothenburg.

About SAS

The SAS Group is the leading airline group in Northern Europe, offering air transportation and airline-related services. Scandinavian Airlines and Blue1 are members of Star Alliance™, the world's largest airline alliance. The Group also includes the airline Widerøe, as well as the partly owned airline Estonian Air. SAS EuroBonus, founded in 1992, is the SAS Group's loyalty program with more than 2.8 million members. In 2008, the SAS Group transported 29 million passengers to over 150 destinations.

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