

Press release of 21 March 2022

New colours and a new strategy for Groupe Mutuel

Martigny, 21 March 2022. The Swiss insurance company, a key player in health and pension insurance for both private individuals and companies, is changing its brand identity. The new logo emphasises the group's spirit of mutual support and is now adorned with amber and navy blue. This new brand identity also represents a strategic repositioning for the company.

"This is not only a change of logo. The change is much more significant and is in line with the current transformation that Groupe Mutuel is undergoing", explained Thomas Boyer, CEO of Groupe Mutuel. Beyond its visual identity, Groupe Mutuel is also refining its strategy, placing its focus on the two major concerns of the Swiss population: health and pension. With 1.3 million individual customers and 27,000 corporate customers, this strategy is aimed at both the private and corporate insurance markets.

A new brand identity, 27 years later

The red and white logo has represented Groupe Mutuel since 1995. From now on, amber and navy blue will be the new colours of the company, brought together in a simple and uncluttered logo. The logo perfectly embodies the values of Groupe Mutuel by building on its origins while, at the same time, symbolising a phase of renewal. *"What I like most about our new brand identity is that it emphasises our spirit of mutual support, thanks to the soft and flowing line under the word "mutuel";"* added Thomas Boyer. In addition to the logo, all the elements that make up Groupe Mutuel's brand identity, from the photographic style to the graphic charter, will be reviewed and updated. This major change of image is supported by new values, which have been in place for two years, as well as by a new strategic corporate orientation.

Closer to customers

To come closer to its customers, Groupe Mutuel has completely restructured its sales network and its agencies. A renovation plan is currently underway for all agencies, and new locations will continue to be opened until the end of 2023. *"By strengthening our internal sales network, improving our agencies' network and consolidating our customer management processes, we aim to come closer to our policyholders,"* confirmed Thomas Boyer. This renewal process also means doing everything possible to satisfy our customers, both thanks to the products on offer and the advice provided. Moreover, the new brand identity is also intended to become more familiar to the general public, in particular thanks to a new communications campaign that will be launched on 28 March. More authentic, closer to people and with greater sensitivity, the new campaign will be all about "everyday life".

A quick implementation

The new brand identity is currently being launched and will continue to be implemented in the next few weeks. The entire process will be completed by the end of June and Groupe Mutuel policyholders will benefit directly from the new graphics with, for example, entirely redesigned benefits' statements for enhanced clarity. The new corporate strategy will be rolled out gradually over the next few years.

Two renowned ambassadors

As part of the launch of its new brand identity, Groupe Mutuel has associated its brand with two very talented ambassadors. Belinda Bencic, Olympic tennis champion, and Ajla Del Ponte, European athletics champion, will work with Groupe Mutuel for the next three years.

For many years, Groupe Mutuel has been a supporter of sports, especially running, such as acting as a partner in some 15 popular races in Switzerland. This is because sports and prevention play a major role in healthcare. With Belinda Bencic and Ajla Del Ponte, "*we can count on two outstanding personalities to promote the benefits of sport and uphold the new colours of Groupe Mutuel*", concluded the CEO of Groupe Mutuel.



Media contact person

Pascal Vuistiner – Head of Media Relations for French-speaking Switzerland
Office 058 758 32 08, Mobile 079 537 88 17, pvuistiner@groupemutuel.ch

About Groupe Mutuel

With over 2,700 employees throughout Switzerland, Groupe Mutuel is at the service of 1.3 million private customers and 27,000 companies.

As the only comprehensive insurer in Switzerland, Groupe Mutuel is the reference partner in the field of health and retirement benefits for private and corporate customers. Its turnover exceeds CHF 5.4 billion. Thanks to tailored solutions, whether in basic insurance (LAMal/KVG) or supplemental insurance (LCA/VVG), it is the third largest health insurer in Switzerland. Groupe Mutuel also offers an extensive range of products in individual retirement benefits and patrimony insurance. Based in Martigny, the insurer provides companies of all sizes with solutions for loss of earnings in the event of illness, accident insurance (LAA/UVG) and occupational pension plans (LPP/BVG). In the field of health insurance for companies, Groupe Mutuel is ranked fifth nationwide.