

Zurich and Vrio Corp. sign regional framework alliance for insurance distribution in Latin America

The regional alliance extends to Colombia, Ecuador and Chile, where insurance will be offered to more than 8 million clients of the media tech company — which controls Sky in Brazil and DIRECTV and DGO in the region — through Vrio Corretora. In Brazil, the product portfolio will be expanded.

The insurance company Zurich and Vrio Corp., through Vrio Corretora, have expanded their partnership to offer insurance to customers who currently have fiber optic broadband internet and pay TV contracts with the operators SKY, DIRECTV and DGO, with regional reach in Latin America.

The new initiative by the two companies aims to reach more than 8 million customers in the region, adapting Zurich's proposal to the needs of Vrio Corp. customers to offer quality products through an ecosystem of premium services.

The first agreement with SKY was signed in 2021, during which time Zurich issued more than 300,000 policies in Brazil to the operator's customers. The success of the business model laid the foundations for a new framework partnership which, in addition to expanding insurance distribution in Brazil, now includes the distribution of affinity products to DIRECTV subscribers in Colombia, Ecuador and Chile, as well as Uruguay and Peru through co-responsible companies.

The expansion of the distribution model makes Zurich one of the largest insurers in the mass market, reinforcing the insurer's ability to create partnerships that transcend national borders. Likewise, Vrio Corp. strengthens its presence in the region and, through Vrio Corretora, its strategy of offering the best experience to its users, integrating different services that meet their needs.

Zurich will have 10 years of exclusivity to offer insurance on these platforms and the expansion of the product portfolio that will be adapted to each market: in addition to protected bill insurance and home insurance, this new phase will add personal accident insurance, theft insurance, accidental damage insurance, protected transfer insurance (popular PIX insurance), cell phone insurance and extended warranty insurance, aimed at SKY, DIRECTV and DGO customers.

"We are very excited about extending our agreement with Vrio Corporation through its SKY company, which has been achieving excellent results in Brazil. Insurance plays an important social role in protecting people's lives and assets, and strategic alliances like this one help us to foster the insurance culture and expand access to insurance beyond our borders," emphasizes Edson Franco, CEO of Zurich in Brazil.

According to Laurence Maurice, CEO Latin America, Zurich Insurance Group, the alliance strengthens the company's extensive network of partnerships with leading and innovative companies in their markets, opening up opportunities for the development of new business frontiers. "We are very pleased to expand our exclusive, long-term partnership with Vrio Corp., which will allow us to bring our clients in the region high-quality products and solutions, backed by our 150-year-old brand," he said.

For his part, SKY's president, Gustavo Fonseca, expressed the importance of being able to offer the company's customers "solutions based on their needs through a wide range of products and services that tend to simplify their consumption". "The company's main pillars are caring for and innovating in the user experience of each of its customers, guaranteeing the highest quality standards," he concluded.

"The alliance with Zurich in Brazil helps to further solidify the relationship with our customers, so much so that we are going to extend this model to Colombia, Ecuador and Chile." The company is focused on offering services with the highest international standards in terms of quality and the expansion of this agreement allows us to advance along this path," explained Roy Humphreys, regional director of Insurance and Health at Vrio Corretora.

Zurich has currently more than 100 partners in Brazil, including banks, financial institutions, cooperatives, retail chains and other platforms.

Vrio Corp. transcends its leadership in connectivity and pay TV services to offer its subscribers an ecosystem of services that seek to simplify and meet the needs of its users.

About Zurich Seguradora

Seguradora Zurich combines its knowledge of more than 80 years in Brazil with its international experience to offer insurance solutions for people and companies in Brazil, with the needs of its customers at the center of its strategy. Zurich's operations in Brazil are one of the largest in Latin America, contributing to the country's social, economic and sustainable development. To this end, Zurich has tailor-made products and services for this market and contributes to projects that have an impact on the community, such as Zurich Forest, which supports reforestation and the restoration of biodiversity in Brazil, reflecting the insurer's global ambition to become one of the most responsible and impactful companies in the world. Find out more at www.zurich.com.br.

Seguradora Zurich is part of the Zurich Insurance Group (Zurich), a leading multiline insurer serving both individuals and companies in more than 200 countries and territories. Founded over 150 years ago, Zurich has been transforming the insurance industry. In addition to providing protection through insurance, it is increasingly offering preventive services, such as services that promote well-being and those that strengthen climate resilience. The Zurich Group has around 60,000 employees and is headquartered in Zurich, Switzerland. Zurich Insurance Group Ltd (ZURN) is listed on the SIX Swiss Exchange and has a Level I American Depositary Receipt (ZURVY) program, which is freely traded on the OTCQX. More information is available at www.zurich.com.

About VRIO Corp.

Vrio Corp. is the leading media and technology company in Latin America and the Caribbean in digital entertainment services, content production, information and connectivity. It offers high-quality live and on demand content through DIRECTV Latin America, SKY Brasil and DGO, with sporting events, international events and the best exclusive programming in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago and Uruguay through



the DIRECTV brand. DGO is its subscription service (OTT) via the Internet that provides access to a variety of live and on demand programming in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Uruguay. The company also offers fiber optic internet through DFIBRA in Argentina, Ecuador, Chile and Peru and SKY Fibra in Brazil; and has state-of-the-art satellites and transmission centers, thanks to which it is able to deliver a wide variety of content to homes in 4k format. The company also controls Torneos y Competencias in Argentina and Colombia. For more information, please visit: www.vriocorp.com