

## **-NEWS RELEASE -** *June 2010*

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### Online insurances comparator: Alico acquires Hyperassur

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**ALICO,**  
*Worldwide persons' insurance company,*  
**CA: \$32 billion**

Alico, life insurance subsidiary of AIG, is present in 54 countries and have 20 million customers worldwide. This company essentially intervenes in persons' insurance.

In France, Alico is a major actor of protection insurance and insures about 1 million persons today.

The distribution of its offer is made through a network of 3 000 brokers, but also through direct marketing and institutional partners for whom Alico conceives white label programs of insurance.

**Hyperassur,**  
*2nd in the French insurances comparators market*

Hyperassur is a website comparing offers of insurances and mutual insurances to the general public.

About forty companies and mutual insurance companies are already referenced allowing the website to cover the following products:

- Car insurance
- Complementary health insurance
- House insurance
- Motorcycle / scooter insurance
- Loan insurance
- Life insurance

Involved in a rapidly expanding market, Hyperassur plans to triple its visitors and qualified prospects number by the end of 2011.

**Majority participation of Alico,**  
*Associating the management of HYPERASSUR*

Alico brings to Hyperassur the necessary means to realize its ambitions, particularly in terms of media exposure, while protecting the impartiality and the transparency of the offers, Hyperassur being mainly positioned on the damage insurance, sector on which Alico is not present and doesn't plan to develop.

Hyperassur represents a key expertise in e-marketing and in complex web solutions for Alico. Alico will benefit from a young, reactive and innovative team that will keep its "start-up" spirit thanks to its operational independence.

**LINKERS, has advised Alico**  
*in its external growth strategy*

**Advisor to the Buyer:**

Financial: **LINKERS** (Philippe Delecourt, Sidney Serval)

Legal: **Field Fisher Waterhouse** (Philippe Netto, Jean-Baptiste Van de Voorde, Gaël Barbier)

LINKERS draws on the experience of its 11 consultants to assist companies from all sectors and offer them personal advises concerning:

- **Financial Engineering:** valuations (fairness opinion), MBO & OBO packages
- **Mergers & Acquisitions:** selling and buying mandates, transmissions to heirs ...
- **Fund Raising:** selection and contact of investors, supervision of legal documentation (shareholders agreements, protocols...)
- **Financial Training for Executives:** Cegos, Les Echos Formation.