

REVO Insurance, the new Italian Insurtech player debuting today on the Euronext STAR Milan, presents itself to the market with a revamped brand and new website.

Milan, 21 November 2022 – A new development in the STAR segment of Borsa Italiana: at 9am today, 21 November 2022, the bell signalling the start of trading welcomed the launch of REVO Insurance, an innovative insurance company born out of a business combination sealed with the merger of REVO S.p.A. (the vehicle company) into Elba Assicurazioni S.p.A. (the target company), the first Italian operator focusing on specialty lines and parametric risks for SMEs, the backbone of the Italian economic system.

This corporate evolution, and the emergence of a new operator with a vocation to be a game changer in the insurance sector by employing innovation and technology as levers to enhance its solid insurance expertise, required a parallel communicative evolution to present itself to the market and its stakeholders with a revamped brand and a new web portal capable of conveying the vision, mission and innovative capacity of REVO Insurance.

The name REVO comes from “revolution” and conveys the company’s vision of the future and the role it wants to play in the market. The logo, already used by the SPAC, remains the same in its essential and clear-cut form, but is now dressed in energetic colours to fully express the spirit of the company and its desire to drive evolution in the insurance world. Strong lettering with defined lines, combined with softened elements, represent the will to accomplish objectives quickly and easily but with a visionary and creative spirit, with orange and green to convey the essence of REVO: positive energy, an innovative soul and a dynamic mentality.

These are the very characteristics the company sought to convey when creating its new website, www.revoinurance.com. From its graphic design to its content and underlying technology, the site offers a fresh, novel, stimulating and user-friendly visual impact that reveals REVO’s innovative and disruptive soul even in its digital showcase.

In keeping with the philosophy of the REVO project, the new site harnesses the potential of the latest technologies to provide a highly customisable experience. The new portal, which reflects its state-of-the-art content management system, is characterised by a modular, secure and scalable composition that ensures excellent performance with a simple and intuitive user experience that places the user at the centre and showcases the brand’s values.

The site is structured in two portals, one Corporate and one Business, with a private section (home insurance) enabling integration with the OVERX and Webcau middleware systems for complete navigation of its content and in order to meet the needs of all stakeholders.

The site was created by Crispy Bacon and the search engine optimisation was performed by Imaginars, which also handled the REVO Insurance brand Identity project.

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ABOUT REVO

REVO Insurance S.p.A. (www.revoinurance.com) is an insurance company based in Italy, listed on the Euronext STAR Milan market and active in non-life insurance with a focus on specialty lines and dedicated to the special risks (specialty lines) and parametric risks business, with a special focus on the SME sector. REVO Insurance was established on 21st November 2022 due to the merger between Elba Assicurazioni S.p.A., an insurance company dedicated mainly to the surety business, and REVO SPAC, the Special Purpose Acquisition Company (SPAC) which launched the business combination. REVO Insurance intends to stand out as an innovative and advanced player with a flexible business model taking advantage on a technological leadership to optimize and streamline the risk underwriting and claims management processes also through blockchain technology. REVO Insurance approach is also informed by a marked ESG vocation as essential feature of its strategic vision.

This press release is available on the Company's website and on www.1info.it.

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