

Press release

Brussels, 25 May 2009

Fortis Insurance Belgium changes into AG Insurance

On 22 June Fortis Insurance Belgium will change its name. With the new name, AG Insurance, the country's number one insurer intends to take a fresh start and to build a bridge between past and future.

The Fortis banner in Belgium did not only cover a major bank but also a major insurer. Fortis Insurance Belgium is indisputably the number one life insurer and the number two non-life insurer in Belgium. The company was established in 2006 as a result of the merger of Fortis AG (formerly AG), which cooperates with insurance brokers, and FB Verzekeringen, the former insurance company of Fortis Bank.

For CEO Bart De Smet the name change symbolises both the end of a particularly awkward period and a new start. "With our new name we want to build a bridge between past and future. On the one hand it refers by the link with the former name AG, to our expertise, solidity and strong image. On the other hand it symbolises our open vision on the world, our dynamism and our will to think ahead and to innovate in a rapidly changing world."



The new logo combines an up-to-date typography with the base colours blue and green. Blue is a dominant colour in the insurance sector because it reflects security, solidity and confidence. The green colour refers to renewal, sustainability and openness.

The name change into AG Insurance will become legally formalized on 22 June. From that date onwards it will become visible on all documents and other communication carriers of the company. The new name will be used as a brand name in the broker channel and for Employee Benefits customers. For the insurance contracts which are sold through the bank channel, the brand name BNP Paribas Fortis will be used.

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The name change of Fortis Insurance Belgium does not have any impact on the name of the Fortis Holding nor on its other subsidiaries. The decision on the name of the holding and on the brand architecture of the new group will be communicated at a later time during the year.

For further information, contact :

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With a market share of 22% (end 2008) Fortis Insurance Belgium is leader on the Belgian insurance market. It owes this position to an extensive range of high-quality products, an excellent service level and the cooperation with a network of independent insurance brokers, Fintro agents and branches of Fortis Bank. Fortis Insurance Belgium has a headcount of over 4,000 highly-trained staff. For further info, visit www.fortisinsurance.be