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Vienna Insurance Group

Leading insurance group with succinct new logo

The **Vienna Insurance Group AG Wiener Versicherung Gruppe**, which is listed on the stock exchanges in Vienna and Prague, is renewing its corporate appearance and presenting itself with a new **corporate logo**, which conveys strength and its multinational structure. After implementing the new corporate structure, the Vienna Insurance Group is now also communicating its organisation as a financially strong Group holding, by means of a modern logo.

*"With our new logo we are clearly positioning the Vienna Insurance Group holding in our corporate family. After introducing the new corporate structure, the adaptation of our public image was the next logical step. The new corporate logo symbolises the strength and innovation capacity of an international insurance group", is how **CEO Günter Geyer** explains the redesign.*

By means of the logo relaunch, the Vienna Insurance Group has polished its own self-contained profile, and its function as a holding for over 50 group companies in Central and Eastern Europe has moved into the foreground. The result is a strong brand, which stands for a future and results oriented corporation, additionally serving to remind of its historic roots by means of traditional elements.

Also, the family name "Vienna Insurance Group" was further refined through standardisation of the font size. It accompanies all the group companies in 24 countries and complements their individual brand appearances. Furthermore, its affiliation to the leading insurance group in Central and Eastern Europe is highlighted.

The redesign of the Vienna Insurance Group was developed together with the renowned Viennese design agency Mark & Mark. *"We approached this project with the motto 'less is more'. The basic prerequisite for the concept was the use of the short form 'VIG'. This gives the new emblem much more visual impact; the significant reduction to the size of the tulip and its positioning as the trademark underpins the message from the Group holding", explains agency head, John Mark.*

Printable photo at: <http://www.vig.com/en/press/press-releases.html>

Caption: (fltr.) John Mark, Barbara Hagen-Grötschnig, Günter Geyer

Commissioned by: Vienna Insurance Group AG Wiener Versicherung Gruppe
Chairman of the Board of Directors: Günter Geyer
Marketing Manager: Barbara Hagen-Grötschnig

Agency: Mark&Mark
CD: John Mark, Ursula Mark
AD: Mimi Seelos, Johannes Tauber
Graphics: Martina Mair

The listed Vienna Insurance Group (VIG) is one of the leading insurance groups in CEE headquartered in Vienna. Outside of its home base in Austria, Vienna Insurance Group is also active, through subsidiaries and insurance holdings, in Albania, Bulgaria, Germany, Estonia, Georgia, Croatia, Latvia, Liechtenstein, Lithuania, Macedonia, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, the Czech Republic, Turkey, Hungary, Ukraine and Belarus. Moreover, Wiener Städtische Versicherung has branches in Italy and Slovenia; Donau Versicherung has a branch in Italy.

On the Austrian market, the Vienna Insurance Group (VIG) positions itself with Wiener Städtische Versicherung, Donau Versicherung and Sparkassen Versicherung.

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