

Brussels, 21 June 2017



Innovations throughout KBC Group

Taking out the new KBC Home Insurance policy online now possible in three easy steps

As of 21 June, anyone in Belgium* who is a homeowner, tenant or landlord – regardless of whether they are a KBC client or not – will be able to take out high-quality home insurance after answering three simple questions on the KBC website. Any claims will continue to be handled and managed efficiently by the KBC Insurance agent or via the KBC Assist app.

KBC aims to be the reference as the most accessible and solution-oriented bank-insurer, ensuring a full role for each distribution channel. Clients are increasingly opting for the digital channel to meet simple requirements. This digital home insurance product is KBC's response to this client need.

Why did KBC launch this particular facility?

Clients are increasingly opting for the digital channel to meet simple requirements. This digital home insurance product enables KBC to accommodate clients who – as homeowners, tenants or landlords – want insurance cover for standard risks.

If the client has a property that requires tailored insurance cover, he/she can always go to one of KBC's insurance agents or bank branches.

An insurance policy in 1-2-3. How does it work?

Anyone wanting to take out a KBC Home Insurance policy quickly, efficiently and online has to answer three questions on the KBC website, and so provide the following information:

1. The address of the property to be insured
2. The type of property: cover can be taken out for apartments and terraced, semi-detached and detached houses
3. The number of floors finished for habitation (excluding the cellar)

The combination of these factors and the volume of the property results in a market-based premium for the client. The premium generated is a monthly one.

If the applicant has owned the property to be insured for some time already, he/she will have to answer two more simple questions relating to the property's claims history and its current insurance policy. Based on the information provided, the policy will then be completed online or the client will be referred to KBC Live or his/her local KBC Bank branch or KBC Insurance agency for personal advice.

The insurance proposal comprises cover for the home and its contents (including theft). A couple of proposals are also made for extending the insurance to cover free-standing annexes, swimming pools or pollution caused by a leaking fuel oil tank.

When someone applies to take out insurance via the website, they can view the general and special conditions, as well as the needs analysis. The client may download these documents. KBC also provides a template for cancelling the policy at the other insurance company, if required. After concluding the contract, the client receives a confirmation e-mail with details of his/her contact at KBC. When the policy comes up for renewal each year, the then prevailing prices are communicated and automatically applied.

By working in this way, KBC provides not only a transparent, accessible and easy-to-use facility, but also a quality service... all in a couple of clicks.

** As of 21 June, clients/non-clients living in Flanders use the KBC-website (www.kbc.be) and those living in Brussels use the KBC Brussels website (www.kbcbrussels.be). Clients/non-clients living in Wallonia will be able to take out high-quality home insurance after answering three simple questions on the CBC website (www.cbc.be) in the Autumn.*

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