

Press release

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Allianz Worldwide Partners introduces comprehensive internet protection to Chinese customers by launching Cyber Shield

Whether in cars or in homes, on wrists or in pockets, digital technology has become an inevitable touchpoint of everyday life. And yet ever-increasing digitalization goes hand in hand with potential incidents such as data breach, malware, phishing, etc. These are ranked among the top global risks for people as well as organizations.

As the world leader in the integration of services, insurance and technology, Allianz Worldwide Partners is broadening its offer in digital assistance to include digital risks by introducing Cyber Shield in Greater China.

The Cyber Shield offer spans five fields of expertise - online shopping, online banking, e-reputation & cyberbullying, data recovery and legal advice. Offering a seamless and integrated assistance experience including some distinctive features, Allianz Worldwide Partners' global provider network is already equipped to cover E-reputation and Data Loss for customers in China:

- With the E-reputation scheme, customers can easily monitor online exposure of their personal data; Allianz Worldwide Partners will assist to remove inappropriate contents about the customers and their families.
- As part of Data Loss option, Cyber Shield can also help customers to restore their lost data in case their devices are broken.

For Chinese customers who prefer accessible products and services, Cyber Shield offers a clear and intuitive product design: accessed through one simple call, customers have one exclusive point of contact to answer their questions and provide solutions, with the help of the best experts in the market.

"Driven by technological innovations and new consumer behaviors, the assistance industry has definitely shifted. With the development of advanced warning and predictive systems, cyber risks will become a fundamental pillar of most insurance offers. And as connected devices become more central to our lives, online protection will be our entry point to providing coverage for our customers anytime, anywhere. We are fully ready and engaged in supporting our business clients on this matter in the near future", states Sylvie Ouziel, Member of the Board, in charge of Assistance and the Asia-Pacific region, *"moreover, facing these new challenges, Allianz Worldwide Partners is working closely with major partners from the mobile device and online retailer sectors to help better protect customers' digital life. These partnerships materialize our positioning on this market, granting Chinese consumers access to more comprehensive online protection."*

"Cyber risks have been an important and recurring subject for quite some years in greater China, as Chinese people are among the heaviest internet users in the world. According to a 2016 CIGI-IPSOS survey on internet security and trust 87% of Chinese users are concerned that their information may be bought or sold. In terms of solutions, cyber risks is nonetheless still an emerging market, since the global Internet remains relatively immature and unregulated. Cyber Shield illustrates both our*

customer focus and our intent on making it possible to enjoy peace of mind when connected,” adds Christophe Aniel, CEO Greater China.

* 2016 CIGI-Ipsos Global Survey on Internet Security and Trust
See <https://www.cigionline.org/internet-survey-2016>