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## **French insurer Wakam is joining the ITHM community**

**InsurTech Hub Munich (ITHM) continues its growth-story in 2022 with French newcomer Wakam, a leading digital B2B European white-label insurer. Focusing on bespoke and embedded insurance, Wakam will enlarge ITHM’s international community know-how on innovation and digitalization. With this new partner ITHM will further strengthen the hub’s position as a leading network with a strong German footprint for the insurance industry in Europe and beyond.**

Wakam, formerly La Parisienne Assurances, was founded in 1829 and over the past six years it has successfully reinvented itself. In 2015, Wakam adjusted its business model and became a digital-first insurer that designs tailor-made insurance solutions shared under white-label by its distribution partners - insurance specialists (brokers and insurtechs) as well as non-insurance companies who wish to embed insurance in their products and services. Today, Wakam supports over 370 partnerships across Europe, and is the white-label insurer of companies that are leading change in their sectors, such as Deliveroo, Uber, Dott or Getir.

“We are thrilled to join the ITHM community. This new partnership will help us to better understand the German insurance market and the expectations of its consumers. Wakam’s ambition side by side with ITHM is to support the German startups and insurtechs in their development by providing them with innovative and bespoke insurance solutions in just a few weeks. We are always very excited to forge real and strong partnerships with those who want to lead change,” comments Olivier Jaillon, CEO and CPO of Wakam.

Christian Gnam, Managing Director of ITHM, adds: “Wakam has undergone such a fundamental change from a traditional insurer to a digital company that our community will benefit a lot from their experiences gained. The previous year has shown that exchanging industry relevant know-how within our national and international community, enriched with in-depth topic programme sessions, is key for our digital innovation hub. Starting the new year with this announcement makes us proud and excited for the upcoming year.”

### **About Wakam:**

Wakam is an insurance company that creates white-label, tailor-made and embedded insurance solutions for its distributor partners and clients via its high-tech “Play & Plug” platform. With a foothold in 32 European countries and turnover on current year of €417 Mio. in 2020, Wakam is one of the top 20 P&C insurers in France. In 2021, Wakam has been included in the world’s top 100 Insurtechs by Sønr, ranking 9th. Strongly committed to its social engagements, Wakam has become a mission-driven company.

**About InsurTech Hub Munich:**

InsurTech Hub Munich (ITHM) is a non-profit innovation platform uniting international insurance and cross-industry partners, startups, investors, academia and governmental entities in their quest to make the industry future-proof. It is ITHM's mission to foster the advancement of innovation and create value for our partners. With successful eight batches under its belt, the team guides founders through a variety of programmes every year, connecting them with industry decision-makers, field experts, world-class mentors and investors.

Furthermore, through a multi-step methodology in business development and unique concierge services, ITHM boosts startups' growth journey, creates business opportunities with leading insurance and technology corporates and gets them ready for their next funding round.

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