

MAPFRE ASISTENCIA participates at the annual ABTA conference

MAPFRE ASISTENCIA participated at the annual conference of the Association of British Travel Agents (ABTA), the most important event for the British tourist sector, which was held last week in Las Palmas de Gran Canaria (Spain).

MAPFRE ASISTENCIA, which has been present in the United Kingdom since 1999, was at this trade fair to promote its range of travel insurance products, a segment in which the company is specialised. This MAPFRE subsidiary offers its personalised products in the UK to meet the needs of both individuals and groups.

Coinciding with the changes to the regulations governing the sale of travel insurance in the United Kingdom due in 2009, whereby the Financial Services Authority will make it mandatory for tourist companies commercialising this product to provide its employees with specific training, MAPFRE ASISTENCIA presented its new tools for both online training and travel insurance claims handling, both of which will prove essential for distributing this product from next year onwards.

"We are delighted to be able to offer the British travel industry a wide variety of tailor-made travel insurance products, including some of the most innovative solutions available, fully prepared for the upcoming market regulation in 2009. The success of our stand, which was one of the most visited at the conference, clearly shows the sector's interest in our offer", declared Gregorio R. Santos, CEO of MAPFRE ASISTENCIA's Business Unit in the United Kingdom.

The Association of British Travel Agents is an institution set up in 1950 as an umbrella organisation for nearly 1,500 members belonging to all areas of the British tourist sector. It is the sector's principal association in the UK, whose travel insurance market is one of the most developed and competitive in the world.

MAPFRE ASISTENCIA, present in 43 countries around the world, is the company within the MAPFRE Group that specialises in travel insurance, assistance, specialty risks and senior citizens. Its portfolio of international clients now numbers over 1,200 and its business strategy stands out because of its capacity for anticipating – and adapting to – the needs of the



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market. With over 65 million insured and 120 million beneficiaries all over the world, its volume of premiums now exceeds 430 million euros.

Madrid, 17th October 2008.

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