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## Nordea signs new insurance partnerships with Tryg and If

**General insurances for Nordea's customers will during 2013 be offered by Tryg in Denmark and Norway and by If in Sweden, Finland and the Baltic countries.**

The current agreement on distribution of general insurances between Nordea and Tryg terminates in the summer of 2013. To ensure efficient partnerships and competitive offerings to customers, Nordea has used external international expertise to support it in a thorough business analysis and benchmark study of all markets. The analysis has resulted in a deepened and further developed cooperation with Tryg in Denmark and Norway, where Tryg will also continue to offer Nordea Life & Pensions solutions to its customers. In Sweden, Finland, Estonia, Latvia and Lithuania a new partnership agreement has been entered into with If.

The new partnerships will enable further integration of insurance solutions into Nordea's comprehensive advisory concept covering a customer's total financial needs. Customers will also get more simplified access to buying Nordea general insurances.

- We are very pleased to be able to offer our customers competitive solutions from the best possible partners in our various home markets. Both companies are solid and dedicated partners with strong and attractive offers in their markets, says Michael Rasmussen, Head of Retail Banking at Nordea.

### **For further information:**

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*Nordea's vision is to be a Great European bank, acknowledged for its people, creating superior value for customers and shareholders. We are making it possible for our customers to reach their goals by providing a wide range of products, services and solutions within banking, asset management and insurance. Nordea has around 11 million customers, approximately 1,000 branch office locations and is among the ten largest universal banks in Europe in terms of total market capitalisation. The Nordea share is listed on the NASDAQ OMX Nordic Exchange in Stockholm, Helsinki and Copenhagen.*