

PRESS RELEASE

Achmea en de Persgroep have completed the sale of Independer

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Today, comparison and advisory platform Independer has become part of de Persgroep. Achmea and de Persgroep have completed the sale of the company announced in October. The transaction has been approved by regulatory authorities ACM (Autoriteit Consument & Markt) and AFM (Autoriteit Financiële Markten) and a positive advise has been received from the works councils. More than 300 employees will join the new owner.

Independer is the largest digital comparison and advisory platform in the Netherlands for insurance, banking products, mortgages and energy. The Hilversum based company makes small and large financial decisions transparent and easy to understand, enabling consumers to make their own choices. The website is visited 17 million times a year and approximately six million comparisons are made annually.

The Persgroep is publisher of news media such as AD, Trouw and de Volkskrant. Moreover online services such as the Nationale Vacaturebank, Tweakers and Autotrack helps consumers to make difficult choices easier. The mission and vision of Independer fit seamlessly with the philosophy and brands of de Persgroep. This makes Independer a valuable reinforcement to the company's digital path.

Independer has developed strongly in recent years under the share ownership of Achmea. At the same time, Independer has also contributed a great deal to Achmea to become a leader in mobile and online services in the Dutch insurance market. For Achmea, this means that the main goal of the strategic alliance with Independer has been achieved. The strategic choice has now been made for an even sharper focus on online customer service via its own distribution channels. For Achmea, the sale will lead to a transaction result of approximately €150 million.

More information

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