

Zurich revamps website around customer needs

Zurich, September 9, 2019 – Zurich Insurance Group (Zurich) has refreshed its zurich.com website to better serve the needs of the rapidly growing number of visitors to its flagship portal.

In accordance with Zurich's strategy to put customers first, the most important changes will make it easier and quicker for them to find services, products, contacts and locations. Customers are the largest group of visitors to the website.

The changes mark the start of a process of continual and data-driven improvement. However, the overall architecture of the site and organization of the information remains unchanged, so regular visitors will quickly find what they are looking for.

In other changes, articles and press releases are easier to read on desktop computers as well as mobile devices, and have a more dynamic layout. Video galleries are part of a multimedia storytelling approach and cleaner pages allow content to flow smoothly. Documents for download are easier to identify, and the jobs search in the careers section of the website has been redesigned.

Further information

Visit Zurich's refreshed website at www.zurich.com

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With about 54,000 employees, it provides a wide range of property and casualty, and life insurance products and services in more than 210 countries and territories. Zurich's customers include individuals, small businesses, and mid-sized and large companies, as well as multinational corporations. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.



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