

Press release
Zurich, 21 March 2024

FinanceScout24 and Toni Digital launch digital loan protection insurance

The comparison portal FinanceScout24 and the Swiss insurtech company Toni Digital are set to collaborate in the loan protection insurance arena under the Belsura brand. Together, the two companies are now offering loan protection insurance that is entirely digital. This allows borrowers to insure the monthly instalments of their consumer finance in the event of redundancy, incapacity for work or death.

At a time when economic uncertainty and accelerated changes to the professional landscape are shaping our everyday lives, insuring financial obligations is of paramount importance. Redundancy or incapacity for work can quickly become a financial ordeal. This is exactly where the new loan protection insurance from the FinanceScout24 comparison portal and the Swiss insurtech company Toni Digital comes in: under the Belsura brand, they are offering a digital shield for borrowers that not only provides security in uncertain times, but also allows convenient, affordable access to instalment protection insurance. Policies are underwritten by the insurance company Hesse Digital.

Improved efficiency and cost benefits thanks to insurtech

Following the successful launch of Belsura car insurance, FinanceScout24 and Toni Digital are launching another product that makes optimal use of the potential of insurtech, namely their new loan protection insurance. The process – from application to signature – is entirely digital. This not only provides a simple user experience, but also sets new pricing benchmarks thanks to digital process efficiency, with an insurance premium of just five per cent of the monthly loan instalment – a price advantage over the higher premiums offered by other providers. In the event of redundancy or incapacity for work, the insurance covers monthly loan instalments of up to CHF 4,000; in the event of death, outstanding liabilities of up to CHF 100,000 are covered. Belsura loan protection insurance is currently only available from FinanceScout24.

Certainty in uncertain times

Jochen Pernegger, Managing Director of FinanceScout24, emphasises the added value of its closer partnership with Toni Digital: 'By using intelligent digital interfaces, we can quickly and easily offer our customers tailor-made loan protection insurance. Our new product is not only efficient and entirely digital, but is also a cost-effective way of mitigating the risk of being unable to repay loans in uncertain times. As an exclusive provider, we regard this as confirmation of our commitment to making life easier for our customers with useful, fully digital insurance products, such as our new Belsura loan protection insurance.'

About FinanceScout24

Over the last four years, FinanceScout24 has established itself as one of the most popular comparison portals in the financial and insurance sector, thanks to its wide range of products and professional, independent advice. Since the SMG Swiss Marketplace Group was founded in November 2021, FinanceScout24 has been undertaking pioneering work in conjunction with other Swiss online marketplaces.

About Toni Digital

Toni Digital is an insurtech startup based in Zurich. The company is now one of the leading providers of B2B2C insurance solutions and works with renowned firms. Its business model is based on an insurance-as-a-service approach and enables the delivery of innovative insurance solutions via a digital, cloud-based platform.

About Hesse Digital

Hesse Digital is a young insurance company based in Liechtenstein. Its vision is to revolutionise the insurance industry. Hesse is digital through and through: its iSure platform enables it to profitably apply AI, data mining and real-time matching of risk and capital.

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.