

## Mondial Assistance puts people at the heart of its new logo

*Caring – Professional - Connected - Proactive*  
*Mondial Assistance announces and asserts its values*



Prague, 1 March 2007

From today, Elvia Assistance s.r.o. changes its name to adopt the new **Mondial Assistance** identity unveiled recently by the international leader in travel insurance and assistance. This new graphic signature maintains several of the original logo's essential elements from 1974, the year the Mondial Assistance brand was created.

While the red colour, symbolic of the emergency nature of the Group's business, and the essential graphic style were preserved, the new logo now incorporates a humanlike figure at its centre, a reminder that people are more than ever at the heart of all of the Group's activities. Moreover, a new letter font both energises and modernises the « Mondial Assistance » signature.

This new logo will serve as the Group's first building block on which it intends to develop its international identity in the future.

### **Asserted values**

Trust in Mondial Assistance is based on the professionalism of its staff members - their proactiveness, their network and connections, and the care with which they deliver top quality services. The Mondial Assistance brand conveys these values, all simultaneously shared by staff, clients, service providers and shareholders, and applied coherently throughout the world and in all Group entities.

All Mondial Assistance group companies around the world will gradually use the new logo in their different communication materials.

«Our new logo fully reflects the human nature of our business, which is above all about serving people. Our corporate values reflect the unique character and personality of our company, a culture which powers all the services and capabilities we bring to our customers», declares Miroslav Dolezal, Managing Director.

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**Mondial Assistance:** an intervention every 3 seconds, anywhere in the world.

Worldwide leader in assistance, travel insurance and personal services, today Mondial Assistance group counts nearly 8,000 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population, benefit from the Group's services, which it proposes on 5 continents in over 25 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access.

Mondial Assistance group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake. [www.mondial-assistance.cz](http://www.mondial-assistance.cz)