

## *Note*



### **Name change from Zurich Financial Services Group to Zurich Insurance Group**

Zurich, April 4, 2012 – Zurich Financial Services Group (Zurich) today announced that the name change from Zurich Financial Services Ltd to Zurich Insurance Group Ltd has become effective upon entry in the commercial register of the canton of Zurich. The name change had been approved at the Annual General Meeting on March 29, 2012.

Over the last years Zurich has streamlined its business portfolio to concentrate on insurance. In recognition of this strategic focus, the reference to financial services in the company name has been replaced by indicating the insurance activity of the Group instead and to specify the purpose accordingly.

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**Zurich Insurance Group (Zurich)** is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services 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 program which is traded over-the-counter on OTCQX. Further information about Zurich is available at [www.zurich.com](http://www.zurich.com).



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