



MasOrange works on new business areas in which combines technology, Artificial Intelligence and the use of big data and advanced analytics with great growth prospects

MasOrange and Zurich Seguros reach the largest insurance distribution agreement in Spain

- More than **32 million customers** of both companies will benefit from best-in-class cross-offerings of insurance and telecommunications products and services.
- The agreement, with an **initial duration of 10 years and which makes Zurich the unique provider of +O insurance for all its brands**, expects to reach **more than 7.5M policies** among MasOrange customers, with a target cumulative sales volume of **more than €1,500M in 10 years**.
- The alliance will allow **MasOrange customers to benefit from personalized insurance offers, 100% digital, and with the best user experience**, thanks to advanced data analytics and proprietary tech stack.
- The agreement with Zurich Seguros **will revolutionise the insurance sector in Spain thanks to the use of the technology and Artificial Intelligence from MasOrange**, which has the largest telco customer base and the largest volume of analysed data in Spain.
- **MasOrange leads the sale of devices in Spain**, which represents a **great growth opportunity** for the marketing of insurance associated with this segment.

Madrid, July 16, 2025. - [MasOrange](#), the leading operator in Spain by number of customers, and [Zurich Seguros](#) have reached a **strategic alliance that represents the largest distribution agreement in the insurance sector in Spain in recent years**.

Thanks to this alliance, which has an **initial extent of 10 years and makes Zurich the unique insurance provider of MasOrange**, more than **32 million customers of both companies** will benefit from **personalized offers and high value-added services** that will allow them to enjoy the **best commercial proposals in insurance and telecommunications**.



Zurich's project has been selected for its **ability to offer a complete solution, adapted to MasOrange's needs** and with a **clear innovative vocation**. In addition, Zurich's quality of service and high levels of customer satisfaction **have been particularly valued** and decisive in the award process.

With more than 30 million customers, a network of more than 1,500 exclusive stores – the largest in Spanish telco industry – and efficient digital channels, MasOrange offers an unprecedented platform for the distribution of insurance among its customers.

The alliance will leverage this extensive commercial network to **market Zurich's most comprehensive and innovative offer of insurance for devices, home, travel, health, cybersecurity, payment protection, automobile and life, as well as for businesses and self-employed, among others, for customers of all MasOrange brands.**

Both companies estimate that this agreement will reach more than 7.5M policies among MasOrange customers, with a cumulative sales target of more than €1,500M in 10 years.




**+ 32M de clientes** telco & seguros
La oferta de seguros **más completa y personalizada**
Con la **mayor satisfacción de cliente**
**Calidad premium** y 100% **digital**
Para clientes de **todas las marcas de MasOrange**

Personalised insurance for MasOrange customers

The insurance alliance between MasOrange and Zurich Seguros will revolutionise Spanish insurance sector in Spain with the development and launch of **new 100% digital services for its customers, in very attractive and personalised conditions thanks to Artificial Intelligence, to offer the best experience to customers.**

MasOrange, as a leading company in number of customers and data volume in Spain, takes advantage of the potential of advanced analytics to identify patterns of behaviour and anticipate the needs of its users.

Thanks to intelligent **policy comparison models and real-time analysis of interactions**, the Company will be able to offer the right protection and services to each customer at the right time.



In addition, MasOrange is a leader in Spain in the marketing of smartphones and other devices that cover a wide range of categories (video, gaming, audio, computing, home appliances, beauty, sports, entertainment...), which **represents a great growth opportunity for the marketing of insurance associated with this segment**, such as payment protection, screen protection, theft, etcetera.



"We are very pleased to announce today a very important alliance with a premium insurance partner like Zurich that will allow us to unify our insurance proposition with extensive benefits for our customers so that they continue to be the most satisfied in the market," said Meinrad Spenger, CEO of MasOrange.

"We are very pleased of this agreement with MasOrange. The project is remarkably attractive due to its ability to reach millions of customers and its technological leadership. In addition, it highlights the work carried out in recent years and reflects our commitment to long-term agreements, supported by our insurance capabilities, our



experience in multi-channel distribution and a business unit specialized in strategic alliances to meet the needs of the customer throughout their lifecycle," said Vicente Cancio, CEO Zurich Spain and member of the Board of Directors of ZZFoundation.

Finally, Víctor del Pozo, General Director of Innovation, Alliances and New Services at MasOrange, said: *"The combination in the use of technology, Artificial Intelligence and big data, together with our advanced analytics, will be able to change the perspective of any business and boost its growth. These are MasOrange's unique strengths as the operator in Spain with the largest customer base".*

A milestone that will drive the transformation of the industry

The insurance market, which moves more than €75,000M a year in Spain and is undergoing a complete transformation, is characterised by being a sector with profitable growth and high customer loyalty. In this context, **the alliance between**



MasOrange and Zurich Seguros represents a great opportunity for growth for both companies and for the development and launch of new proposals with great added value.

About MasOrange

MasOrange is the largest telecommunications operator in Spain by number of customers, with around 39M lines between broadband and mobile. In addition, it offers TV, insurance, energy, alarms, consumer finance, health, cybersecurity, private 5G networks and cloud services for private customers and companies.

The Company has 8 main national brands (Orange, Yoigo, Jazztel, MASMOVIL, simyo, Pepephone, Lebara, and Lyca) and 5 regional brands (Euskaltel, R, Telecable, Guuk and Embou) with which it will cover all the needs of customers in Spain.

MasOrange has more than 31 million marketable homes with its fibre optic offer and covers 99% of the Spanish population and more than 90% with the new 5G technology with its 4G mobile network, connecting more than 3,700 municipalities throughout Spain.

On the other hand, MasOrange has the ambition to be the operator with the most satisfied customers, consolidate itself as a driver of talent and lead the economy of purpose in Spain, being respectful of people and the planet. In addition, it works on accessibility to technology for all (with a focus on the emptied Spain), the protection of minors in the digital field and the development of products and services that improve the experience of all customers.

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