

PRESS RELEASE

UK, 6 December 2011

Ageas to headline sponsor Salisbury International Arts Festival

Ageas is delighted to announce its headline sponsorship of the prestigious Salisbury International Arts Festival.

The sponsorship will see the Festival rebrand to the 'Ageas Salisbury International Arts Festival', commencing with the 2012 event, Friday 25 May – Saturday 9 June.

The Festival presents a wonderful array of spectacular events. Classical and world music share the limelight with international theatre, dance, film, visual arts, children's events, free outdoor events and a full literature programme. The Festival brings the best artists from around the world, commissioning and creating work unique to the region. Highlights for the 2012 programme include the vibrant culture of Brazil, celebrations of Olympic themes and the Queen's Diamond Jubilee Celebrations.

Barry Smith, CEO at Ageas UK commented: "We are delighted to be partnering with the Festival team to launch the Ageas Salisbury International Arts Festival. It has been a momentous year for us under a new brand and this sponsorship deal provides us with an excellent platform to raise the profile of the Ageas brand in our local area and internationally through alignment with this world-renowned arts festival. We very much look forward to continuing to work with the Festival team on what will prove to be a very exciting partnership."

Ageas is a leading insurer of Personal and Commercial lines insurance and Protection solutions, insuring around 8 million customers in the UK. As a result of its growth strategy, Ageas now employs over 5,500 people nationally, with over 1000 employees at both its offices in Eastleigh and Bournemouth, and almost 800 at its office in Gloucester.

Maria Bota, Festival Director adds: "We are delighted to welcome Ageas as the new Principal Sponsor of what will now be known as the Ageas Salisbury International Arts Festival. They join us at a time when the Festival is on the move. Audiences have doubled over the last three years and the majority of attendees experience the Festival for free through our outdoor events and free installations. Our Principal Sponsor plays a major part in enabling us to sustain the success of the Festival. We are really enjoying working with Ageas."



The full event programme for the Ageas Salisbury International Arts Festival will be announced in February 2012.

-ENDS-

Notes to editors

Ageas UK (formerly Fortis UK) is a leading provider of award-winning Personal, Commercial and Protection insurance solutions in the UK. Ageas UK distributes both its Non-Life and Life products through a range of channels including brokers, IFAs, intermediaries, affinity partners and the Internet, as well as through its retail strategy via its wholly or partially-owned companies (Ageas Insurance Solutions, Ageas Protect, Castle Cover, Kwik Fit Insurance Services, RIAS, Tesco Underwriting and Text2Insure).

Insuring around 8 million customers and working with a range of partners, Ageas is recognised for delivering consistent and high-quality customer experiences. It employs over 5,500 people with a head office based in Eastleigh and others based in Belfast, Birmingham, Bournemouth, Glasgow, Gloucester, London, Reigate and Stoke-on-Trent.

Ageas is an international insurance company with a heritage spanning more than 180 years. Ranked among the top 20 insurance companies in Europe, Ageas has chosen to concentrate its business activities in Europe and Asia, which together make up the largest share of the global insurance market. They are grouped around four segments: Belgium, United Kingdom, Continental Europe and Asia. It is an undisputed leader in the Belgian market for *individual life* and *employee benefits*, as well as a leading *non-life* player, through AG Insurance. Internationally Ageas has a strong presence in the UK, where it is the third largest player in private car insurance. The company also has subsidiaries in France, Germany and Hong Kong. Ageas has a track record in developing partnerships with strong financial institutions and key distributors in different markets around the world and successfully operates partnerships in Luxembourg, Italy, Portugal, China, Malaysia, India and Thailand. Ageas employs more than 13,000 people and has annual inflows of almost EUR 18 billion.

PRESS CONTACTS

Angie Williams, Ageas Press office, Tel: 023 8031 3320, E-mail: press.uk@ageas.co.uk