

Boulogne-Billancourt and Evry, 11 September 2020

## Press release

### **ACTIVE ASSURANCES STRENGTHENS ITS HEALTH DIVISION WITH THE ACQUISITION OF THE PORTFOLIO OF CABINET WILHELM SA**

**One year after the acquisition of AFI Assurances, Active Assurances, the specialist digital insurance broker, is pursuing its development strategy and announces the acquisition of the healthcare insurance portfolio of Cabinet WILHELM SA. This transaction enables the Group to accelerate its development in the healthcare market.**

Cabinet WILHELM is a French broker based in Lons (Southwestern France), specialised in the digital selling of health, accident and life insurance products to B2C customers.

The Company was created and managed by its founder, Gilbert Wilhelm, and developed with the support of its main shareholder, the Swiss Life Group. The firm was a pioneer in the distribution of health insurance policies via the internet and quickly built up a strong reputation and recognized know-how in this field.

With this operation, Frédéric Bacmann, Chief Executive Officer and founder of AFI Assurances, consolidates the Group's healthcare portfolio by exceeding 35,000 policies in its portfolio.

This operation is financed by equity from Active Assurances, backed by Activa Capital, BPIfrance and Idinvest Partners. This operation underlines once more Activa Capital's ability to support entrepreneurial managers in the transformation of growing SMEs and the structuring of external growth operations.

**Thomas Riottot, Co-founder of Active Assurances Groupe**, declared: *« We are delighted with this operation, which will strengthen AFI Assurances' development in its market. We remain on the lookout for other build-ups operations that will enable us to accelerate our development. »*

**Frédéric Bacmann, Founding Director of AFI Assurances**, stated: *« With this operation, we are integrating new sales staff motivated by the Group's development project and by our know-how in the distance selling of health insurance policies. »*

#### **Participants**

##### Buyers

Active Assurances Groupe : Didier Naccache, Thomas Riottot, Denis Salmoiraghi, Frédéric Bacmann, Nolwenn Oreal

Activa Capital : Alexandre Masson, David Quatrepoint, Timothée Héron

Lawyers : Jean-Baptiste Le Jariel – FORTEM Avocats

##### Vendors

Gilbert Wilhelm, Founder

Lawyers : Xavier Perinne – AFFINA Legal

**About Active Assurances**

Active Assurances is an insurance broker specialised in the on-line sale of automotive insurance policies. Based in Boulogne-Billancourt, in autonomous partnership with leading insurance companies, Active Assurances develops, distributes, and manages automotive insurance policies. For further information, visit [activeassurances.fr](http://activeassurances.fr)

**About AFI Assurances**

Founded in 1996 by Frédéric Bacmann, AFI Assurances is an insurance broker specialised in health and life insurance. The company selects for its customers the best insurance contract amongst the 200 insurance or mutual products available on line. To know more about AFI Assurances, please consult the website [afiassurances.fr](http://afiassurances.fr)

**About Activa Capital**

Activa Capital is an independent private equity firm, owned by its partners, characterized by a proactive build-up strategy. It currently manages more than €300 million on behalf of institutional investors by investing in French SMEs and ETIs with high growth potential and an enterprise value of between €20 and €100 million. Activa Capital assists them to accelerate their development and international presence. To find out more about Activa Capital, visit [activacapital.com](http://activacapital.com)

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