

## ***PRESS RELEASE: SafeSide and easyinsured announce a cooperation in the area of pure life insurance (term life insurance).***

Zurich 15 April 2021 – Today [SafeSide Life AG](#), a company which manages [safeside.life](#) a platform for pure life insurance, and [JC Insurance Brokers GmbH](#), a company with the [easyinsured.ch](#) website announced their cooperation. This initiative seeks to educate about and showcase the advantages of pure life insurance to a wider public.

SafeSide offers an exceptional user experience for people seeking to get life insurance in Switzerland. Clients are empowered to protect their loved ones in less than three minutes. Through continuous innovation and simplification of the underwriting process, SafeSide has thus become the ideal partner for many financial service providers.

*"Our collaboration with easyinsured will further add to the current positive momentum, as we are on a mission to bring transparency, innovation and customer-centricity to the Swiss life insurance market,"* said Michael Klien, CEO and co-founder at SafeSide. *"Our digital experience empowers customers to have a positive experience when purchasing their pure life insurance policy. The pure life insurance is a flexible and affordable financial protection tool. It should be easily accessible by everyone. Our collaboration with easyinsured is yet another step towards our goal."*

JC Insurance Brokers GmbH follows the innovative approach and by offering advice in a completely digital way on their website [easyinsured.ch](#). Users of the website are able to find relevant information on various insurance topics. Customers and prospects are presented with transparent and informative content on the various insurance topics. To further educate the populous, easyinsured runs a popular podcast "[einfach versichert](#)" ([simply insured](#)).

*"SafeSide is an ideal partner for us. Both of our companies seek to deliver more transparency through innovation in the Swiss insurance market. SafeSide's 100% digital approach coincides with our philosophy of offering advice in a completely digital way. SafeSide is a perfect match for us,"* says Christian Jetzer CEO of JC Insurance Brokers GmbH.

The cooperation between SafeSide and easyinsured is a great example of how two startups are changing the Swiss insurance landscape in a positive and innovative way for the benefit of all Swiss people.

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**About SafeSide:** SafeSide.life is an innovative digital platform that is revolutionising the way life insurance is purchased. The platform provides easy-to-understand language for an insurance product that is often seen as complex. SafeSide provides much needed price transparency by using various modern technologies in a user-friendly way.

[Experience SafeSide today.](#)

**About easyinsured:** easyinsured.ch is operated by JC Insurance Brokers GmbH. The aim of the website is to present insurance topics in a lively and innovative way to an interested Swiss target audience. With this in mind, easyinsured has a strong social media presence. The advice provided by easyinsured is 100% digital and appeals largely to a digitally affine clientele. [Experience easyinsured today.](#)