

Ad hoc announcement pursuant to Art. 53 LR

Basel, 5 February 2026

Helvetia Baloise presents new brand identity

Helvetia Baloise has decided to adopt a new, unified brand identity across all country units. This merges the established “Helvetia” wordmark with the Baloise pictorial mark that was modernised as part of a rebranding in 2022 and uses Baloise’s colour and font. The new brand will be gradually rolled out across the various markets from 2026, forming the basis for a successful and modern market presence. Under the applicable IFRS regulations, the word mark “Baloise” must be capitalised and amortised over time. The IFRS amortisation expense will now be accelerated with CHF 1,000 million to CHF 1,100 million after tax being recognised for the 2026 financial year.

Helvetia Baloise’s group-wide brand identity is very important for the perception of the company that was formed through the merger in December 2025. It defines its identity across eight international markets. The Board of Directors and the Group Executive Committee have therefore decided to provide clarity on the company’s future brand identity shortly after completion of the merger. The new logo merges the established “Helvetia” wordmark with the Baloise pictorial mark as well as its colours and fonts, modernised through a rebranding in 2022. As Switzerland’s largest multi-line insurer and one of the ten leading listed insurance providers in Europe, Helvetia Baloise is committed to continuing to successfully combine the tried-and-tested with the new.



Visualisation of the new brand identity of Helvetia Baloise.

A print template of the new logo (JPG, 1.31 MB) can be downloaded by clicking on the Image above.

Group CEO Fabian Rupprecht emphasises: “With the name Helvetia, we have a sign of quality that can be used universally across our country units and language regions. Combined with Baloise’s modern figurative mark, which features a stylised basilisk as a symbol of protection and vigilance, we communicate our values and the quality of our services and products as a leading international insurance provider.”

Launch of the new brand already this year

The new brand identity will be officially launched later this year in Switzerland and Germany, the countries in which both the Helvetia and Baloise brands have been represented to date. The remaining countries will follow in the coming years. By adopting the combined logo, the Board of Directors and Group Executive Committee reaffirm their commitment to implementing a merger of equals. The name of the group organisation Helvetia Baloise will not be changed as part of the new brand identity.

Accelerated IFRS amortisation charge

Under the applicable IFRS regulations, the word mark “Baloise” is considered a corporate asset which is capitalised and amortised over time. Following the decision to introduce a new brand identity, the relevant useful life for the brand is reduced to one year in Switzerland and Germany, and up to five years in Belgium and Luxembourg.

This will result in an accelerated amortisation charge after tax of CHF 1,000 million to CHF 1,100 million for the 2026 financial year in connection with the new brand identity. This represents approximately two thirds of the total amount to be amortised in respect of the Baloise brand value including logo. For the financial years 2027 to 2030, this expense is expected to be between CHF 75 million and CHF 125 million after tax per year. For the subsequent years until the brand is fully amortised in 2040, Helvetia Baloise expects annual amortisation expenses of just under CHF 10 million per year.

For the IFRS opening balance sheet, the value of the “Baloise” brand is expected to be broadly in line with the amount reported in the pro forma financial information (PFFI) as at half-year 2025. Of the total CHF 3,378 million of intangible assets before tax according to the PFFI, around 50% related to the brand value including logo.

The amortisation charges outlined above have no impact on the IFRS opening balance sheet, underlying earnings, SST, Solvency II, local accounting or dividend capacity.

Various important milestones have been reached in the weeks since the completion of the merger, of which one is the presentation of the new brand identity. As part of the presentation of the annual results at the Capital Markets Day on 15 April 2026, Helvetia Baloise will provide a comprehensive update on the wider merger progress.

Further information

- This ad hoc announcement can also be found at www.helvetia-baloise.com/media.

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About Helvetia Baloise

Helvetia Baloise is Switzerland's largest multi-line insurer and one of Europe's leading insurance groups. Every day, more than 22,000 employees work hard to support around 13 million customers with insurance, pension, and financial solutions. These customers range from individuals and small to medium-sized enterprises (SMEs) through to international customer groups, which also benefit from areas such as specialty insurance and reinsurance. Headquartered in Basel, Switzerland, Helvetia Baloise operates in eight European markets and in global specialty markets, combining its strong Swiss roots with a clear international focus. Helvetia Baloise creates safety and security and opens up opportunities, both today and in the future. Through profitable growth and business operations that are geared to long-term stability, we create tailored solutions for our customers, provide an attractive and reliable investment for our shareholders, promote strong partnerships and offer rewarding career prospects for our employees. Helvetia Baloise Holding Ltd shares (HBAN) are listed on the SIX Swiss Exchange.

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