

Zurich wins "Best of Swiss Web Award 2014"

Zurich, April 4, 2014 – The new website of Zurich Insurance, www.zurich.ch, has won the "Best of Swiss Web Award 2014" in three categories.

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Yesterday's award ceremony for the "Best of Swiss Web Award 2014" saw Zurich Switzerland recognized thrice over for its website www.zurich.ch. The insurance company clinched the **Silver Award in the Usability category**, the **Bronze Award in the Mobile Web category** as well as the **Bronze Award in the Move - Moving Image On The Web category**. The top-class expert jury thus acknowledged the innovativeness in terms of both technology and content demonstrated by Zurich Switzerland in its web offer, which was fully revamped in 2013.

Positive resonance on the customer side

"We are delighted with these awards and are proud that our website enjoys such recognition in industry circles", says Christoph Gaus, Chief Marketing Officer at Zurich Switzerland. The main focus of www.zurich.ch is the needs of its visitors. Thanks to clear structures, a few clicks are all it takes to find the most important information – whether visitors are seeking a quote, want to report a claim or want to request advice.

Zurich is also the first insurance company in Switzerland to make use of "responsive web design", thanks to which the presentation of the content is adapted to the relevant end device of the user. "The huge amount of positive feedback shows that with this new web offer, we are on the right track in the dialogue with our customers", says Christoph Gaus.

One of the best Swiss online projects

Best of Swiss Web is an initiative by the Swiss Interactive Media & Software Association (Simsa) in cooperation with industry magazine "Netzwoche". The award ceremony in Zurich on April 3, 2014, marked the fourteenth time the awards had been presented to Switzerland's best online projects. A total of 396 projects were submitted for judging in eleven categories. Further information is available at: www.bestofswissweb.ch



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Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With more than 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich's customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.