

The insurance comparator website develops a growth plan for the next two years

Isalud.com obtains a one million euro investment in a media for equity operation with Mediaset España and public funding of CDTI

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Isalud.com, the leading health insurance portal in Spain, has received one million Euros, through a combination of a media for equity deal with **Mediaset España** and the public funding from the CDTI (Centre for the Development of Industrial Technology) which will allow it to develop a growth plan for the next two years which includes the consolidation of its leadership in the Spanish health insurance market along with the main insurance industry (Adeslas, Sanitas, DKV, Asisa, Mapfre, Fiatc y Asefa), and that is involved with the development of its own technology platform and investing in media to reach all potential customers.

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As part of the agreement with Mediaset España through its subsidiary Ad4Ventures, from October 13th **Doctor i** will be seen on Telecinco, Cuatro, FDF, Energy and Divinity channels, he is the main character of the advertising spot and image of the company, explaining to viewers how, through Isalud they can find better medical insurance, hire and easily save on the entire process.

Isalud.com aims to remain the reference of a sector with over 16 million members and has a volume of over 6,000 million Euros, the Internet penetration is still less than 5%. If the revolution of online car insurance already happened, now it is health insurance's turn. iSalud.com has been responsible for changing the habits of Spanish internet users in relation to the purchases of this type of online service providing a clear comparison with a range adapted to their real needs.

Albert Castells and Jose Lopez, founding partners from the insurance and financial sector, Isalud.com backed by the leading and prestigious company Mediaset España "it is an important backing and gives the ability to access a much wider audience, reinforcing national presence and brand awareness beyond the realm of the Internet, where we were positioned so far as reference mark "and added that" the entry of an audiovisual leader such as Mediaset España through a media for equity operation (investment TV advertising in exchange for equity participation) will provide the knowledge, tools and experience to optimize campaigns and get the **Doctor i** health at the best price to reach the homes of thousands of Spaniards".

In 2013, iSalud has already been endorsed by venture capital group with an investment Inveready abling it to position itself as the clear leader in the online segment of the sector, and is looking for new and broader objectives with this operation.

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