

**ARAG Group now also active in Finland – and thus in a total of 20 countries**

Branch of the Norwegian ARAG subsidiary HELP Forsikring starts business

**HELP Vakuutus, the newly founded Finnish branch of the Norwegian HELP Forsikring, started business at the beginning of 2025. On April 1, it launched its first partnership – with DNA Plc, which is part of the telecommunications group Telenor. HELP Forsikring is a wholly owned subsidiary of the ARAG Group, the world's largest legal insurer. With the start of business in Finland, the Düsseldorf-based insurance group is now active in a total of 20 countries and continues its internationalization course.**

“We are convinced that we can also win over people in Finland to our idea of offering simple and affordable access to the law. As in all of Scandinavia, legal insurance is a largely unknown insurance type there and the business potential is correspondingly large,” emphasizes Dr. Renko Dirksen, Speaker of the Board of Management of ARAG SE.

As in the Nordic countries where HELP is already active, HELP Vakuutus, headquartered in Helsinki, focuses on the core segment of legal insurance. The company specializes in concluding group contracts with specific target groups. These include trade unions and other associations, insurance companies, banks and utility companies. With the first group contract, concluded with the telecommunications company DNA Plc, approximately 200,000 customers were gained. The main areas of law covered here are identity theft and fraud.

“The focus of HELP Vakuutus is on private customers. However, we are already planning additional offers for small and medium-sized companies,” explains Markus Ginman, Country Manager of HELP Vakuutus. “The growth potential in Finland is huge. No other insurance company in our market currently offers independent legal insurance and takes care of customers’ legal problems with its own lawyers.”

A printable press photo of Markus Ginman is available here:

<https://www.arag.com/en/press/pressreleases/group/00737/>

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**ARAG** is the largest family-owned enterprise in the German insurance industry and has positioned itself as a versatile quality insurer. It is the leading legal insurer worldwide. Active in 20 countries – including the US, Canada and Australia – ARAG is also represented by international branches, subsidiaries and shareholdings in numerous international markets in which it holds a leading position as a provider of legal insurance and legal services. Besides legal insurance, it offers its customers in Germany its own unique needs-based products and services covering casualty and property insurance and health insurance. With more than 5,000 employees, the Group generates revenue and premium income totaling over €2,4 billion.

**ARAG SE** ARAG Platz 1 · 40472 Düsseldorf **Chairman of the Supervisory Board** Dr. Dr. h. c. Paul-Otto Faßbender

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