

## **INSER changes its name to Verlingue: a new identity to step up growth in Italy and consolidate the European ambitions of a major independent broker**

Almost two years after becoming part of Verlingue, INSER is changing its name and officially becoming Verlingue in Italy. This change of identity marks a new stage in the strategic development of the Adelaïde Group, which is strengthening its position with the ambition of becoming Europe's leading family brokerage company.

The rebranding follows on from the acquisition of a majority stake in INSER in July 2023 and the central role played by the brand's development in Italy as part of the Better Future 28 plan.

### **A change of name accompanied by a new slogan to embody an ambitious strategic project**

Founded in 1979 in Trento and firmly established in northern and central Italy with eight offices and more than 220 employees, INSER has become one of the country's leading independent brokers in just a few years. Its new identity, Verlingue, combined with the slogan "Proteggiamo il futuro", fully reflects its integration into a European group and its commitment to serving its clients while retaining its Italian roots.

*"This name change symbolises much more than a brand evolution: it embodies our desire to step up our growth in Italy by capitalising on the power of the Verlingue network and on an ambitious long-term strategy. It's an opportunity to unite our teams around a common vision, strengthen our proximity to Italian clients and consolidate our position as a benchmark player,"* says Vincent Harel, CEO of Verlingue.

### **Better Future 28: building a leading broker in Northern and Central Italy**

Backed by the Adelaïde Group, Verlingue will deploy the Better Future 28 strategic plan in Italy with a clear ambition: to become one of the Top 10 insurance brokers in Northern and Central Italy by 2028.

This roadmap is based on four complementary pillars:

- **Targeted organic growth:** strengthen existing locations by expanding customer portfolios and optimising service quality,
- **Strategic external growth:** pursuing an active policy of acquiring high value-added practices to extend geographical coverage and integrate new expertise.
- **Diversification and specialisation of our solutions:** Develop key expertise in high-potential technical lines such as credit, construction and financial guarantees, cyber insurance, health and financial lines, while structuring the mutual protection fund as a strategic lever for



differentiation. This offering will be rounded out by the acceleration of the affinity sector and the strengthening of partnerships in ancillary services (legal, claims management, ESG).

- **Human capital, innovation and appeal:** Consolidate the Verlingue brand's appeal to talent, through high-level professional development plans, a modernised working environment, innovative technologies and new forms of organisation.

*"We are charting a clear course to make Verlingue in Italy a benchmark in insurance brokerage to support our professional customers. Our investments, our expertise and our family business culture are serving a strong ambition: to protect Italian companies against increasingly complex risks,"* says Pierpaolo Ruggeri, CEO of Verlingue in Italy.

### About Verlingue

Verlingue is an insurance broker specialised in protecting businesses, and a subsidiary of the Adelaïde Group. Working alongside entrepreneurs, Verlingue's goal is to harness corporate risk management and employee protection to drive its clients' value creation and performance. With offices in France, Portugal, Switzerland, the United Kingdom and Italy, and through partners in over 100 countries, Verlingue works with its clients over the long term and at every instant to better understand and plan ahead for new risks, and develop simple yet effective solutions to protect their businesses (corporate risks) and their staff (supplementary social protection schemes and pensions).

**1,600 employees, 600 of whom are based outside France**

**€3.2 billion** in premiums brokered on behalf of its clients

**Operating out of 5 countries** in Europe

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