



BAM!

THE SOUND OF AI DISRUPTION

Belfius joins forces with European leaders in artificial intelligence, Alan and Mistral AI, to revolutionise the banking and insurance sector. Belfius and Alan: a strategic partnership serving collective healthcare

An approach which goes beyond traditional health insurance

It is a fact: mental health and absenteeism represent one of the biggest challenges for businesses. Between 2017 and 2022, cases of burnout in Belgium rose by 43%¹. More than ever, staff health and wellbeing are essential. According to a survey carried out by Alan², nine out of ten employees believe that wellbeing is the company's responsibility.

Faced with these current social challenges in terms of collective healthcare, the ambition of Belfius Bank and Insurance is clear: to go beyond traditional health insurance offers in order to provide concrete and relevant solutions to employers. With this in mind, a privileged partnership with Alan was an obvious choice.

A true pioneer of the holistic approach, Alan has developed an all-in-one solution combining health insurance, prevention (including mental health and physical exercise) and cutting-edge personalised support provided by health professionals hand-picked and accessible via a dedicated application.

Through the use of advanced artificial intelligence tools, Belfius aims to provide Belgian companies and institutional customers with a health insurance offer and service which really makes a difference and allows each employee to feel not only supported, but also fully valued by their employer.

¹ Source: INAMI

² Source: www.alan.eu, Survey on mental wellbeing in the workplace, 2023.



It includes:

- the possibility of talking to doctors, psychologists, sports coaches, sleep experts, dieticians and so on, seven days a week, from 09.00 to 21.00, via a chat available in the Alan app,
- teleconsultations with a doctor or psychologist at the staff member's convenience,
- for any question, help from an Alan staff member within three minute³,
- personalised prevention plans,
- medical expenses reimbursed within 72 hours: all you need is a photograph of the care certificate and the AI does the rest. By virtue of this technological advance, Alan is able to process administrative tasks more accurately and efficiently, resulting in faster reimbursements,
- for companies with more than 50 staff members, reporting tools and anonymous surveys to measure the level of wellbeing of teams and, where necessary, to reinforce it with recommendations from health experts and work psychologists;
- and so on.

This is proof that change is not only possible, but essential, in order to give a positive boost to staff support for greater efficiency and less absenteeism. It is a unique and innovative offer which will help companies fully to assume their role in terms of wellbeing and to stand out in a competitive labour market.



Medical chat
7/7, 9.00 to 21.00

Teleconsultations
by appointment
7/7

Care programmes

³ During business hours from 09.00 to 17.00, seven days a week. The three-minute turnaround time is achieved in 95% of cases.



The collaboration agreement between Belfius Insurance and Alan is a key step in the development of Belfius⁴ activities in the field of health insurance, while contributing to its desire to be meaningful and inspiring for the whole of Belgian society.

For its part, Alan plans to strengthen its local team with more than 25 strategic recruitments in Belgium over the coming months.

This unprecedented agreement reflects a shared vision to transform the insurance industry and redefine the standards of health and wellbeing in the workplace, for a healthier and more successful future.

Belfius acquires a stake in Alan

In parallel with this commercial agreement, Belfius is participating in Alan's new € 173 million Series F fundraising alongside existing investors (OTPP, Temasek, Coatue, Lakestar) and a number of leading French and international entrepreneurs.

With this transaction, Belfius becomes a shareholder of the European health pioneer allied with the strength of artificial intelligence. This round of financing brings Alan's valuation to € 4 billion.

Jean-Charles Samuelian, CEO of Alan:

“This privileged partnership with Belfius Bank and Insurance, the transformation of which over the last ten years has been particularly inspiring, paves the way for a new era for Alan in Belgium. Belfius' participation will enable us to accelerate our development and broaden our capacity to offer cutting-edge healthcare products and services adapted and accessible to a very wide audience. We would like to thank Marc Raisière, its CEO, and all the teams for their confidence and commitment. We are convinced that our shared vision “Love your people, boost your business” will enable us positively to transform the healthcare system in Belgium.”

Belfius and Mistral AI: greater accessibility for Belfius customers

Constantly on the lookout for inspiring solutions to meet its customers' needs ever better, Belfius is clearly convinced that artificial intelligence will push back the boundaries of customer experience with ever better, faster and more personalised services.

This conviction has prompted Belfius to create the new Belfius AI Lab, a team of more than 50 Belgian talents, all specialists in AI, with a clear mission: to use AI to make life

⁴ Belfius Bank, acting as tied insurance agent in the name and on behalf of Belfius Insurance SA.



even easier for its customers. Initially they are focusing on their banking solutions, but with the ambition of moving towards specific solutions based on their activities in a second phase.

This is also why Belfius decided last June to invest in the French start-up Mistral AI⁵, the generative AI models of which are already considered to be among the best in the world. Through this strategic investment, Belfius fully intends to support the growth and development of this European flagship in the AI race.

By virtue of La Plateforme and Mistral AI's new models, Belfius is developing a latest-generation digital assistant for the Belfius Mobile application in order to offer its customers the best service in natural language. With this brand new assistant, which will be available in 2025, Belfius will be able to answer its customers' questions better and move from simple transaction management to real interactive conversations. Above all, Belfius aims to improve its digital accessibility further and to facilitate the autonomous use of its banking and insurance services by the more than two million active users of Belfius Mobile.

Arthur Mensch, Co-founder & CEO of Mistral AI:

“Our new partnership with Belfius, which shares our vision of making AI accessible to everyone, will play a key role as a beta tester of La Plateforme and our new models. Their digital assistant project is just the beginning of our collaboration. Together, we are committed to pushing back the boundaries of what AI can achieve in the financial sector.”

These two strategic collaborations with leading digital pioneers - Alan and Mistral AI - demonstrate Belfius' commitment to being at the forefront of harnessing the enormous potential of AI for the benefit of its customers.

Marc Rasière, CEO of Belfius:

“AI is no longer just a buzzword; it is a genuinely transformative force shaping industries and driving operational excellence, allowing us to focus on what really matters - people. At Belfius, we are confident in the power of European AI talent and the revolutionary potential of this technology for banking and insurance, as well as society as a whole.

Following our investment last June in Mistral AI, with whom we are collaborating to develop a brand new digital assistant, I am delighted to announce this strategic partnership with Alan, a pioneer in the European healthcare sector. Together with

⁵ See : [Belfius is proud to announce its participation in the Series B funding round of Mistral AI, one of Europe's leading AI and Technology flagships](#)



Jean-Charles Samuelian and the Alan team, we are ushering in a new era of staff wellbeing and business success. By combining their cutting-edge technology with our commitment to innovation, we are investing in the happiness, productivity and growth of our most precious asset - people. This is what it means to us to be meaningful and inspiring for Belgian society – together.”

About Alan

Founded in 2016 and the first new accredited health insurance provider since 1986, Alan is a French insurer with insurance distribution activities, particularly in Belgium. Alan has rapidly become a key health partner, providing insurance, prevention and support on a daily basis. Offering a unique service focused on prevention and physical and mental wellbeing, Alan uses technology to simplify access to care, achieving an exceptional level of customer satisfaction (NPS of 70), by virtue in particular of an average response time of two minutes and 80% of reimbursements processed in less than an hour. With 600 staff members, Alan operates in France, Spain and Belgium, serving over 650,000 members and 23,000 businesses. In addition to its insurance offering, Alan provides innovative services such as personalised prevention plans, a virtual clinic accessible seven days a week, an online optical centre, and numerous ongoing innovations. Valued at € 4 billion, Alan is experiencing strong growth in its annual recurring revenues (€ 450 million by 2024).

About Mistral AI

Mistral AI is an international company based in Paris, specialising in generative artificial intelligence. It was co-founded in mid-2023 by Timothée Lacroix, Guillaume Lample and Arthur Mensch. The company develops new models of generative artificial intelligence for businesses, combining scientific excellence, an open approach and a responsible vision of technology. For more information, mistral.ai.

About Belfius

Belfius Bank and Insurance is a major player in the financial sector in Belgium, with 160 years of experience in the public sector and 60 years in the private customer segment. Belfius is a solid bank-insurer, owned by the Belgian Federal State, with more than 10,000 staff members dedicated to customer satisfaction. With more than 450 branches throughout Belgium, Belfius is deeply rooted in the Belgian economy and society. In 2023, Belfius achieved a net result of € 1.115 billion.

Belfius is a trusted partner for one third of the Belgian population, i.e. 3.8 million private individuals, self-employed people and SMEs, and is a leading player in the Corporate and Business market. Belfius is the leader in the public and non-profit

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sectors, and is also a major brand in Life and Non-Life insurance and a reference bank for Private and Wealth Management.

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