

TODAY ANNOUNCES PARTNERSHIP WITH HEYME

to distribute DROOKY.COM pet insurance

PARIS, 2 June 2022,

The Today startup has entered into a long-term distribution partnership with HEYME, the mutual insurance company for students and young workers, to accelerate the distribution of its dog and cat insurance, DROOKY.COM.



HEYME and Today are two structures anchored in the present, but oriented towards the future, with the same development ambitions and social values. This partnership was made possible thanks to the innovative management tool created by Today - which allows the commissioning of partners and the deployment of its B2B2C distribution strategy from any marketplace, physical or digital.

Today and HEYME are both firmly convinced that animals have a positive impact on our well-being and that they are part of the family! As a result, HEYME will propose the DROOKY.COM product to its members, which includes a new life insurance coverage that protects pets in case of death of their owner and includes pet care insurance. This collaboration will allow HEYME to expand its range of products by further protecting its members and their families ;)

Students and young professionals who are members of HEYME can now insure their pets in a few clicks. If their veterinarian accepts it, they will also benefit from the third-party veterinary payment system so that they do not have to advance the costs covered by this guarantee.

For more information: drooky.com

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