

TODAY ANNOUNCES A PARTNERSHIP WITH MUTUALP AND UMS

to distribute the DROOKY.COM product

PARIS, June 7th, 2022,

Today has entered into a long-term distribution partnership with health insurers Mutualp and UMS, which aims to make it easier to sell its Pets insurance, DROOKY.COM.



Mutualp and UMS are respectively present in Metropolitan France and on Reunion Island (Indian Ocean). Both Mutualp and UMS are aware of the technical, regulatory and competitive developments in the insurance business and the challenges of social protection. They also consider that it is in the interest of their members to have a global and diversified insurance offer. Mutualp and UMS are convinced that animals have a positive impact on our well-being and that they are part of the family! Therefore, Mutualp and UMS will offer DROOKY.COM to their members, which includes a unique insurance coverage that protects pets after the death of their owners.

This partnership with Today was made possible thanks to Today's own tool - JUNO - which allows the commissioning of partners and the deployment of its B2B2C distribution strategy from any marketplace, physical or digital.

Mutualp and UMS members 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 set up by DROOKY.COM allowing them not to advance the expenses insured by this guarantee.

For more information: drooky.com
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