

OVB plans market entry in Slovenia

OVB Holding AG is planning to enter the Slovenian market in 2022. Although the population is relatively small at 2.1 million, the market offers “interesting framework conditions,” said CEO Mario Freis at the annual press conference. From OVB’s point of view, this means that insurance premiums in Slovenia in 2020 amounted to 5.0% of the gross domestic product, insurance premiums per capita to €1,251, per capita income in 2021 to €19,702 and net financial assets (2020) per capita to €23,011.

Slovenia would be the sixteenth market in which OVB is active. The company last entered the Belgian market in 2018 ([our report](#)). OVB has been active in Ukraine since 2007. The number of employees there is stated at around 500, and the number of customers at 15,000.