



## **GuestToGuest raise 4 million euro from MAIF, their insurance partner, in order to reach 1 million members in 3 years.**

Paris, April 24<sup>th</sup> 2015 – GuestToGuest strengthened their partnership with MAIF by raising €4 million. An innovator in the home exchange market, GuestToGuest propose a free housing exchange service between individuals without reciprocity. The offer is based on three values: hospitality, freedom and trust. *«The fundraising that was done with MAIF enables us to accelerate our growth and achieve our goal: to allow millions of people around the world to stay for free on their holidays»* consider Emmanuel Arnaud and Charles-Edouard Girard, co-founders of GuestToGuest.

Already involved in the sharing economy and in favor of a collaborative society, MAIF confirmed their commitment to the new patterns of consumption. Convinced that the rising power of the collaborative economy is a trend, *« MAIF intends to be the insurer of reference to young actors in this economy whose values we share »* reveals Pascal Demurger, Director of MAIF. *«Our wish is to be the closest with these market evolutions, whether they concern the digital world, mobility or other services».*

In this context, MAIF created, in January 2015, a team dedicated to the collaborative economy and emerging trends in insurance. Its role: to facilitate and develop interactions between the Mutual insurer and collaborative economy start-ups.

In 4 years, GuestToGuest has become the world's leader for apartment and home exchanges with more than 115,000 homes in 187 countries. Unlike the competition, GuestToGuest offers a system of non-reciprocal exchange using a virtual currency, GuestPoints. With this innovation and the free registration, GuestToGuest aims to put home exchange within everyone's reach.

By partnering with MAIF, GuestToGuest have created even more support for their members. From now on, every member of GuestToGuest can subscribe to optional insurance, which covers both the host and guest on different types of risk (liability or cancellation). This insurance equally includes financial protection from 50€/day to 1000€/day and offers an assistance guarantee.

### **About GuestToGuest**

Launched in 2011, and chaired by Emmanuel Arnaud and Charles-Edouard Girard, GuestToGuest is a member of Réseau Entreprendre Paris and Start-up Leadership Paris. GuestToGuest offers an innovative system; a free home exchange service between individuals without reciprocity. The concept is based on three values which structure the service: hospitality, freedom and trust. [www.guesttoguest.com](http://www.guesttoguest.com)

### **About MAIF**

4th automobile insurer and 1st insurer of the voluntary sector, MAIF covers every need of its 3 million members (property insurance, welfare, health, support, savings and credit). The mutual society is often highly ranked in terms of customer relationship. In 2013, the MAIF group had a turnover of 3 billion euro. [www.maif.fr](http://www.maif.fr)

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