

[HBX Group Teams Up with battleface to Revolutionise Travel Insurance](#)

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Palma, 5 September 2024 - [HBX Group](#), a leading independent B2B travel technology marketplace, announces today its partnership with battleface, a global leader in travel insurance. This collaboration marks a significant milestone in HBX Group's Fintech and Insurtech journey, as both companies join forces to deliver cutting-edge solutions tailored to the evolving needs of travellers worldwide.

The partnership with battleface will allow HBX Group to provide its clients and partners tech-driven insurance products that are highly customisable and available to residents in over 180 countries. The collaboration aligns with HBX Group's strategic goal to provide flexible and innovative insurance solutions that cater to the modern traveller's unique needs.

HBX Group will offer battleface insurance products in phases to its clients and partners, such as travel agencies, tour operators, online travel agencies and other travel distributors, starting with EU markets, United Kingdom, United States, Canada, Mexico and Australia, followed by Latin America and Asia.

Daniel Nordholm, Chief Product and New Business Officer at HBX Group, comments: "Our partnership with battleface is a pivotal moment in our mission to transform the travel landscape and a major step forward for our Fintech and Insurance business, as we continue to drive innovation and expand our offerings. By merging battleface's tech-first approach with our expansive reach worldwide, we are building a unified platform that will greatly enhance the customer experience, making travel insurance more relevant, seamless, and effective for the modern traveller."

Sasha Gainullin, Chief Executive Officer of battleface, added: "At battleface, our personalised approach is made scalable by our embeddable tech, enabling us to create travel insurance products that people and partners truly need and want. With HBX Group, we have a global platform to accelerate our reach and deliver best-in-class support to travellers worldwide. This partnership will advance the travel industry positively at the intersection of product relevancy and technology, intending to optimise the partner and customer experience."

battleface is a renowned global travel insurance provider, registered in the United States, Belgium, the United Kingdom, Australia, and Canada. Their products are underwritten by prestigious insurers including Lloyd's of London and Crum & Forster, ensuring robust and reliable coverage for customers around the globe.

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About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

About battleface

battleface, Inc. is a full-stack global company enabling customers and partners to easily select travel insurance products and services that perfectly fit their needs. Access to custom built embedded products, relevant benefits and responsive customer service from any device, any time, any place - welcome to a better insurance experience.

More information:

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