

SOS International

Introduction

SOS International is the leading assistance organisation in the Nordic region. From our emergency centres in Denmark, Sweden, Norway and Finland, we provide acute personal assistance all over the world. SOS International is owned by the largest Nordic insurance companies and has 24 offices around the world. The company delivers medical assistance, security services and preventive work for international companies all over the world. SOS International employs more than 750 staff, 700 doctors, psychologists and nurses and processes more than 670,000 Nordic claims annually. Over the last ten years, the leading international travel insurance magazine ITIJ five times voted SOS as the world's best assistance organisation.

Concepts/business areas (for additional information, please see <http://www.sos.dk/en/Corporate/Forretningsomraader/>):

1. **Travel Assistance:** Travel Assistance is designed to meet the needs of people travelling anywhere in the world, whether for business or leisure.
2. **Vehicle Assistance:** Professional vehicle assistance via SOS International helps with the full spectrum of needs for acute vehicle assistance, both in your own country and abroad. We provide assistance for all types of vehicles 24 hours a day, 365 days a year.
3. **HealthCare Service:** Providing quality care and support to your employees and policy holders is not only good for their well-being and health. It is also good for business. Employers, health administrators and insurance companies require cost-effective, quality solutions in order to manage their health plans, employee assistance services and benefit programmes.
4. **Self-Care:** Personal assistance services to deal with all kinds of acute or urgent issues regarding property and business or personal assets. Whatever kind of assistance may be needed, SOS International can provide acute damage control 24 hours a day, 365 days a year.
5. **Business process and Outsourcing:** Cost Control, Claims Management, Call Center, Service level agreements, Fraud Control and Customer Service 24/7.
6. **Crisis Risk & Security:** This package of services is designed to help responsible companies undertake preparation, planning and care regarding people affected by all kinds of unforeseen events associated with crisis, risk and security situations.
7. **Expatriate Assistance:** Expatriate Assistance services are designed to meet the needs of organisations whose staff – and their families – have to live and work abroad for extended periods.

8. **Medical Assistance:** We provide specialised medical services crucial to management, employees, policyholders, passengers and patients when they are staying, travelling and working away from home or abroad, even offshore or in remote locations, and during patient transport.
9. **Home & Property:** Personal assistance services to deal with all kinds of acute or urgent issues regarding property and business or personal assets. Whatever kind of assistance may be needed, SOS International can provide acute damage control 24 hours a day, 365 days a year.

Milestones

SOS International was established in **1957** by The Royal Danish Automobile Club and Zone Ambulance Service. SOS International provided services to the members of KDAK and shortly after also assistance abroad to motorists, members and non-members alike. The area of cover was extended to Western Europe just as personal assistance abroad was started.

In **1961** SOS International was established as a private limited liability company with KDAK, Räddningskåren AB, Stockholm and the insurance company Thule, Stockholm as owners. Over the next four years Thule introduced its first travel insurance with worldwide SOS-cover and all Swedish, most Finnish and Norwegian insurance companies and the Danish Europæiske Vare- og Rejsegodsforsikring A/S entered into a joint Nordic agreement to use SOS International as Nordic assistance organisation.

In **1970** most Danish motor insurance companies joined the agreement which is known as Det Røde Kort (the Red Card) today. Here SOS administers assistance in connection with engine failure and accidents abroad for vehicles with comprehensive insurance cover. 30 years later, in 2004, SOS International's status as cooperatively owned changed to a 100% market-operated company, directly owned by 24 Nordic insurance companies.

In **2006** SOS bought the Swedish assistance company Skade och Räddningsalarm AB, which is now called SOS International AB. A network of 26 SOS-service offices at the most important travel destinations is established and a year later an independent unit in Helsinki was established under the name of SOS International Oy.

In **2008** SOS International took over the administration of the Offentlige Rejsesygesikring (the public travel health insurance scheme) in Denmark and later on the Danish assistance organisation Euro-Alarm A/S was acquired. In addition, the Norwegian Global Medical Support (GMS) specialising in medical response, assistance and advice was acquired.

Social responsibility (for additional information, please see <http://www.sos.dk/en/Corporate/AboutSOS/SOSinbrief/SocialResponsibility/>)

SOS Smile is a charity project with a number of experienced hospital clowns who travel around to bring smile and joy to sick and lonely children. The hospital clowns visit children's hospitals and children's homes in Eastern Europe where they bring the children amusement and joy for a while. The concept was introduced in 2009 as part of SOS International's overall strategy of social responsibility. The initiative was called SOS Smile because its purpose was to spread joy to children who need it the most.

Group management

Group management consists of 11 people headed by Bo Uggerhøj, CEO. The board consists of representatives from the circle of owners. A general meeting is held in April every year. The board members are elected among the companies that own SOS International i.e. the Nordic insurance companies. 4 employee representatives are elected by the employees from Denmark, Norway, Sweden and Finland.

Sources

[SOS Corporate brochure:](#)

http://www.sos.dk/export/sites/default/resources/corporate_brochure/SOS_Corporate_brochure_EN.pdf

SOS International's website: www.sos.eu

SOS International's annual report: [Download rapport 2010 \(PDF 3,35MB\)](#)