

Emilios Markou

Hellas Direct



COUNTRY	Greece
INDUSTRY	Consumer
YEAR SELECTED	2012
PARTNER	Alexis Pantazis
WEBSITE	www.hellasdirect.gr

COMPANY SNAPSHOT

In these trying times, Greeks need to save money on all of their bills, including car insurance. However, they face an inefficient insurance market dominated by brokers who charge up to 25% in commissions. Enter Hellas Direct, Greece's first direct-to-consumer online car insurance company, founded in 2011 by Emilios Markou and Alexis Pantazis. With premiums rising by a third over the past two years due to a series of company closures, these entrepreneurs saw an opportunity for an innovative, affordable entrant in the US\$2.6 billion Greek car insurance market. By cutting out commissions and adopting the latest web technology, Hellas Direct offers safe drivers policies at a 15-35% discount to comparable coverage options and superior customer service.