

17.03.2023 – 10:37 Uhr

Allianz and Oscar winner Christoph Waltz create new series to help people prepare for their financial future



Munich (ots) -

- Allianz partners with actor Christoph Waltz to create social media series “Start Making Cents”
- The six-part series simplifies financial and insurance topics in an entertaining and engaging format.
- It also aims to broaden the understanding of Allianz beyond insurance by highlighting its investment and asset management expertise.

Allianz has teamed up with award-winning actor Christoph Waltz to help people better prepare for their financial future through its new “Start Making Cents” social media series.

With rising prices and higher costs top of mind, Allianz aims to make financial literacy topics more accessible and relatable, with the series providing valuable tips for managing personal finances.

The six-part social media series shows Waltz performing seemingly random actions, which just so happen to be visual, easy-to-understand metaphors for financial topics. With this new series, Allianz aims to help people become better prepared to enter the world of investing by simplifying a topic that’s often seen as unapproachable and complicated.

Chairman of the Board of Management (CEO) at Allianz Oliver Bäte, said, “At Allianz, we want to help people manage their money, so that it goes further, lasts longer, and enhances their quality of life. We believe financial literacy is critical in this effort.

We are excited to partner with Christoph to raise awareness of this important issue and bring the topics to life through his insights and humor.”

In his unique, characteristic way, Waltz eats Spaghetti Bolognese in a white suit, builds DIY furniture, packs a suitcase, patiently shaves wool sweaters, follows a strict skincare routine, and deals with bees. All to help understand the basics of investing.

Christoph Waltz says: “It’s very useful and important to know how to handle money. If you are like me starting a degree in business is not really an option. Thankfully there are other means to acquire some of the necessary knowledge. Far more accessible, easier to approach and relate to. Our little series for Allianz seems like an ideal platform. After all - the story of your money is about you.”

Without advertising any products, the series focuses on financial literacy education, and thus Allianz is assuming its responsibilities as one of the leading financial services companies.

The full series launched in early February and can be accessed by visiting [Allianz.com](https://www.allianz.com) and Allianz’s social media channels.

Financial Literacy

Financial literacy means the skills and knowledge needed to make important financial decisions. The [OECD/INFE 2020 International Adult Financial Literacy Survey](#) suggests that “on average the surveyed individuals do not consider their financial situation to contribute positively to their well-being, but rather to add stress and worry.” Therefore, there is plenty of room for improvement.

In contrast, current issues such as inflation and rising electricity and gas prices mean that a large proportion of the population would like to catch up on this knowledge to safeguard their own finances. And how could it be easier to get started than with the entertaining short films “Start Making Cents” with the quirky and enigmatic characteristics of Christoph Waltz?

About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with 126 million* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 716 billion euros** on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage nearly 1.8 trillion euros** of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are among the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2021, over 155,000 employees achieved total revenues of 148.5 billion euros and an operating profit of 13.4 billion euros for the group.

These assessments are, as always, subject to the disclaimer provided below.

Cautionary note regarding forward-looking statements

This document includes forward-looking statements, such as prospects or expectations, that are based on management's current views and assumptions and subject to known and unknown risks and uncertainties. Actual results, performance figures, or events may differ significantly from those expressed or implied in such forward-looking statements.

Deviations may arise due to changes in factors including, but not limited to, the following: (i) the general economic and competitive situation in the Allianz's core business and core markets, (ii) the performance of financial markets (in particular market volatility, liquidity, and credit events), (iii) adverse publicity, regulatory actions or litigation with respect to the Allianz Group, other well-known companies and the financial services industry generally, (iv) the frequency and severity of insured loss events, including those resulting from natural catastrophes, and the development of loss expenses, (v) mortality and morbidity levels and trends, (vi) persistency levels, (vii) the extent of credit defaults, (viii) interest rate levels, (ix) currency exchange rates, most notably the EUR/USD exchange rate, (x) changes in laws and regulations, including tax regulations, (xi) the impact of acquisitions including and related integration issues and reorganization measures, and (xii) the general competitive conditions that, in each individual case, apply at a local, regional, national, and/or global level. Many of these changes can be exacerbated by terrorist activities.

No duty to update

Allianz assumes no obligation to update any information or forward-looking statement contained herein, save for any information we are required to disclose by law.

Privacy Note

Allianz SE is committed to protecting your personal data. Find out more in our [privacy statement](#).

Contact:

Edelman
Patricia Mohr
E-Mail: patricia.mohr@edelman.com

Medieninhalte



Actor Christoph Waltz for the social media series "Start Making Cents" by Allianz. Photo credits: Allianz / Benedict Renc. / More information via ots and www.presseportal.de/en/nr/9223 / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.

Original content of: Allianz SE, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/9223/5465779> abgerufen werden.