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Big Insurance Deals: Aviva, Howden, Ageas, BMS Expand

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Major players in the insurance industry are making bold moves globally, with Howden expanding in Japan, Ageas acquiring Saga's underwriting arm, BMS entering Australia, and Aviva sealing its takeover of UK-based Direct Line.

Howden has acquired Holos, a retail insurance broker in Japan with over 400 employees across 20 offices. Founded in 2001 by former Sony Life exec Kei Horii, Holos brings strong local expertise to the table.

The deal boosts Howden's Japan team to over 450 people, just a year after the company launched in the country. It also strengthens the company's reach across life and non-life insurance for individuals, SMEs, and large firms.

This follows a busy year for Howden Japan, including launching Howden Re, partnering with

Keystone ILS Capital, and buying Foresight Group.

“Holos adds local knowledge and reach, letting us offer full insurance services in Japan,” said CEO David Howden. Holos CEO Kei Horii added that the partnership will help them grow and stay ahead in a shifting market.

Ageas Finalizes £67M Saga Deal.

After getting the green light from regulators, Ageas UK has completed its £67 million purchase of Saga’s underwriting business, Acromas Insurance Company Ltd. (AICL). The deal starts a 20-year partnership with Saga Services to provide motor and home insurance for its over-50s customer base.

Ageas says the move supports its Elevate27 growth strategy and strengthens its presence in the UK’s personal lines market. AICL, based in Gibraltar, also underwrites for the AA and RAC.