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NORTH acquires Ensure International Insurance Broker (West) and strengthens its market position among companies in Jutland and on Funen

NORTH, which is Denmark's first independent consulting firm in the fields of commercial insurance, corporate pensions, financial procurement, and mortgage credit, has today acquired Ensure International Insurance Broker (West). They offer impartial and expert-based advice, as well as selection and evaluation of insurance providers for businesses in Jutland and Funen in the western parts of Denmark. The parties have agreed not to disclose the purchase price.

Ensure International Insurance Broker (West), now transitioning to NORTH, currently represents one of three business segments within Ensure, while the other two segments, Ensure International Pension Broker and Ensure International Insurance Broker (East), will continue under the Ensure brand. Ensure International Insurance Broker (West) is led by its founders, Eva Madsen and Mogens Rohde, who also established Ensure back in 2013. Eva and Mogens are now looking forward to continuing the strong growth trajectory as part of NORTH.

"Ensure International Insurance Broker (West) is a well-regarded and well-managed company with deep advisory expertise and long-standing customer relationships. I am pleased that they are now joining the NORTH community, allowing us to strengthen our market position in Jutland and Funen. We have been considering enhancing our presence in western Denmark for some time, as we already have a dozen employees residing in the Aarhus area, and we can now consolidate our efforts by joining forces in a mutual office space," says Group CEO Lars Gundorph of NORTH.

The turnover at Ensure International Insurance Broker (West) amounted to 35 million DKK in the last fiscal year. Ensure International Insurance Broker (West) serve its corporate clients from two locations in Aarhus and Odense, where founders Eva Madsen and Mogens Rohde work alongside 17 employees and 13 associated partners. The entire organization, including the management, will continue with NORTH.

"We had a good feeling right from the moment NORTH knocked on our door, and the dialogue confirmed that we are a good fit with their setup and customer approach. We see many opportunities going forward," says CEO and Managing Partner Eva Madsen, Ensure International Insurance Broker (West).

Managing Partner Mogens Rohde adds: "We now have a broader range of services that we can bring to our customers, especially with new offerings in financial procurement and mortgage advice for both businesses and employees."

Both NORTH and Ensure International Insurance Broker (West) are members of the prestigious Worldwide Broker Network, ensuring that customers can receive the same high-quality service from competent employees across national borders.

NORTH significantly expanded its business last year, with gross profit, which is revenue after expenses, growing by 125% to 174.5 million DKK due to strong organic growth and several acquisitions. The primary operating profit increased by 88% to 75.4 million DKK, while the balance sheet grew by 16% to 602 million DKK.

NORTH was established two years ago when the companies Contea, Jysk Pension, Status, and FinPro joined forces with a shared ambition to set a new standard for financial advisory services in the Danish market and provide confidence in businesses' decisions through 360-degree risk advisory and widespread use of digital tools. NORTH offers advisory services to private and public companies either as an independent broker or through a cost-effective agency model based on industry agreements, ensuring that smaller companies can secure favorable deals at attractive prices.

For further information

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NORTH is Denmark's first independent consulting firm in the fields of commercial insurance, corporate pensions, financial procurement, and mortgage credit. Within these four business areas, NORTH has over 200 dedicated employees. NORTH assists clients as an independent advisor, impartial broker, or through a cost-effective agency model based on industry agreements, providing smaller companies with optimal coverage at an attractive price. This way, NORTH addresses various needs and ensures financial and advisory solutions of high value and quality at the right price. NORTH is owned by the Nordic investment company Polaris and key employees. Please find more at www.northrisk.dk.