



Insurance that fits you: LOUD insurance broker GmbH launches on July 1, 2025

Hamburg, July 1, 2025 – Whether it's a festival, tour, film production or club night: anyone working in the entertainment industry knows how much passion, planning and risk goes into every project. You may already know us – from past collaborations, conversations, or the times we've supported your work. Now we're opening a new chapter: **LOUD insurance broker GmbH** – the new specialist insurance broker for music, events, culture and entertainment – officially launches on July 1, 2025.

LOUD. was founded by us, three young entrepreneurs **Anna-Lena Schönberger, Peter Grischke and Florian Heidenreich**, who bring real industry experience and a shared vision of rethinking insurance. We're staying true to your industry – with the same commitment that has always driven us: finding solutions that truly fit. For event organizers, artists, agencies and everyone who manages creativity. We understand your daily challenges – and how important it is to rely on a trusted insurance partner.

With **Martens & Prah**, a renowned broker group, as our partner, **LOUD.** combines stability, expertise and reliable structures – with fresh energy, clear communication and genuine understanding of the creative world.

We offer more than just insurance. **LOUD.** isn't standing on the sidelines – we're in the thick of it. We know what happens backstage, behind the camera and behind the scenes – and we speak your language: fast, straightforward and solution-driven.

"Many people see insurance as dry and complicated. We do things differently – clear, direct, on equal footing and with a focus on what really matters to you," says co-founder Peter Grischke.

#WeAreLOUD – that's our promise: a brand with attitude, one that listens, understands and delivers. For everyone who brings ideas to life with creativity, responsibility and passion. We're excited to reconnect with familiar faces – and to meet new ones.

About LOUD insurance broker GmbH

LOUD insurance broker GmbH is a specialist insurance broker for the entertainment and event industry, based in Hamburg. As a partner company of the Martens & Prah Group, **LOUD.** offers tailored insurance solutions for artists, event organizers, agencies and cultural institutions – clear, creative and customer-focused.

About Martens & Prah

The Martens & Prah Group is one of Germany's leading owner-managed insurance broker networks. Today, more than 90 medium-sized insurance brokers with around 1,000 employees operate as independent entrepreneurs under its umbrella. For over 125 years, Martens & Prah has combined entrepreneurial freedom with the strength of an international network – delivering independent advice, deep expertise and customized insurance solutions.

The owner-managed Martens & Prah Group, which has continuously welcomed new companies in recent years, continues to grow as a group of independently operating, entrepreneur-led insurance brokers.