Generali in Deutschland

Munich, April 2021
One of the leading insurers in the world

- 50 countries in the world
- Almost 72,000 employees
- 65.9 million customers
- 664 billion Euro Total Assets under Management
- 70.7 billion Euro in premiums (2020) over 64% from outside Italy
- Among the top 100 most sustainable companies*

* Corporate Knights' ranking “2020 Global 100 Most Sustainable Corporations”
Presence of the international Generali Group

Through Generali Employee Benefits, the Group operates in more than 100 countries.

- Insurance operations of Generali Group
- Branches: United Kingdom, Hong Kong, Dubai, USA
- Other countries in which Global Business Lines or Asset & Wealth Management operate
International Generali Group
Core insurance business

An extensive line of products in the Life and Property & Casualty segments to meet all the clients' needs.

**LIFE AND P&C**

In the Life segment, the offer ranges from private provision products, including unit-linked policies and protection for individuals and families, to complex plans for multinationals.

In the P&C segment, the well-balanced portfolio goes from mass-market coverage such as Car, Home, Accident & Health, to sophisticated commercial and industrial risk coverage.

The Group is committed to achieving the optimal client segmentation and enhancing product innovation in order to deliver a targeted approach to clients.

**PRODUCT INNOVATION**

Generali relies on innovation as a key driver for future growth.

Through innovation we can offer tailor-made solutions and accelerate product development by providing a central platform for the areas of Life, Health an P&C.

In the Life segment, every new product is approved ex-ante by a comprehensive quality assurance. Products are assessed periodically to ensure Group’s standards are met.

In the P&C segment, Generali is committed to enhancing the performance of the P&C offer, by improving the sophistication of its products and services for a better definition of clients' profiles, and its claims management services.

Generali is a leader in the retail segment and it is increasing the contribution of the commercial business, in which it services from small to large companies at international level leveraging the Group’s global reach and its strong ties with international sales partners.
Generali in Germany as part of the worldwide Group

GENERALI IN GERMANY IS THE SECOND-LARGEST COUNTRY UNIT

- 20.4% of the premiums of the Generali Group
- € 14,4 bn premiums in insurance business
- € 905 m operating result (FY 2020)
- 9,500 employees

Branch: United Kingdom

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Generali is one of the largest primary insurer on the German market

- 10 million customers
- 9,500 employees
- No. 1 in unit-linked life insurance
- Pioneer in Smart Insurance Generali Group
- € 14,4 bn premiums in insurance business in 2020
- First-class in corporate pensions

Leading in distribution:
- No. 1 in financial advice (DVAG)
- No. 1 in direct and digital selling (CosmosDirekt)
- Approx. 19,000 independent distribution partners (brokers)
Strong brands and unique distribution landscape

Deutsche Vermögensberatung (DVAG)*
Germany’s largest and most important independent financial consultancy

Online distribution
Biggest direct- and digital-selling insurer

Broker distribution:
Approx. 19,000 brokers

OURS CUSTOMERS

* Deutsche Vermögensberatung Unternehmensgruppe:
  • More than 5,000 head offices and branch offices
  • Over 18,000 full-time financial advisors
  • Approx. 8 million customers

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OUR STRATEGY

Generali Deutschland
2021

Our Pillars

PROFITABLE GROWTH

CAPITAL MANAGEMENT AND FINANCIAL OPTIMIZATION

INNOVATION AND DIGITAL TRANSFORMATION

Our Foundation

EMPOWERED PEOPLE

STRONG BRAND

SUSTAINABILITY COMMITMENT

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– The global Group strategy “Generali 2021” was announced at Investor Day in December 2018. Thanks to the turnaround with SSY and SSYtoLead, Germany is an important driver of this strategy.

– The Generali Group will be a life-time partner to its customers, offering innovative, personalized solutions thanks to its unmatched distribution network.

– Generali is Europe's leading insurer for individuals and aims to expand this position with a focus on freelancers and SMEs.

– Generali will build a focused, global asset management platform and pursue opportunities in high potential markets.
Pioneer in Smart Insurance

With our Smart Insurance solutions we rethink insurance. In addition to helping in the case of a loss, we accompany our customers by means of innovative technologies. We help them to drive better, to live a healthier life or to make their home a safer place – and thereby we contribute to preventing losses.

With its strategic focus on Smart Insurance, Generali in Germany takes the opportunity of social and technological change and is the market pioneer in insurance digitalization.

**VITALITY**

The Vitality Programme helps people to increase their health awareness. Those who participate in the programme, who also take exercise, do not smoke or have regular check-ups and vaccinations get benefits from partner companies and Generali. The programme is voluntary and open to everyone.

**MOBILITY**

Thanks to telematics it is possible to get feedback on your own driving behaviour and to drive more safely in the long term. Users of telematics can thus reduce their accident risk and pay an insurance premium adjusted to their driving behaviour or get a discount. Another advantage of telematics: because of the digital connection, help comes fast if an accident happens.

**DOMOCITY**

Make your own home a safer place: in addition to providing cover for loss events, smart-home solutions ensure that your home is intelligently connected. This means that customers are informed about the status of security systems wherever they are. This minimizes risks, reduces claims and ensures fast help in the case of a loss event.
Board of Management of Generali Deutschland AG