

INSURANCE MARKET IN POLAND, 2013–2015

CEE INSURANCE SERIES

SAMPLE



by Inteliace Research
June 2013

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Number of pages / Liczba stron : 87 (70 slides)

Language / Język/: Angielski / English

Delivery / Sposób dostarczenia/ : (.pdf file by email or recorded on a CD-R)

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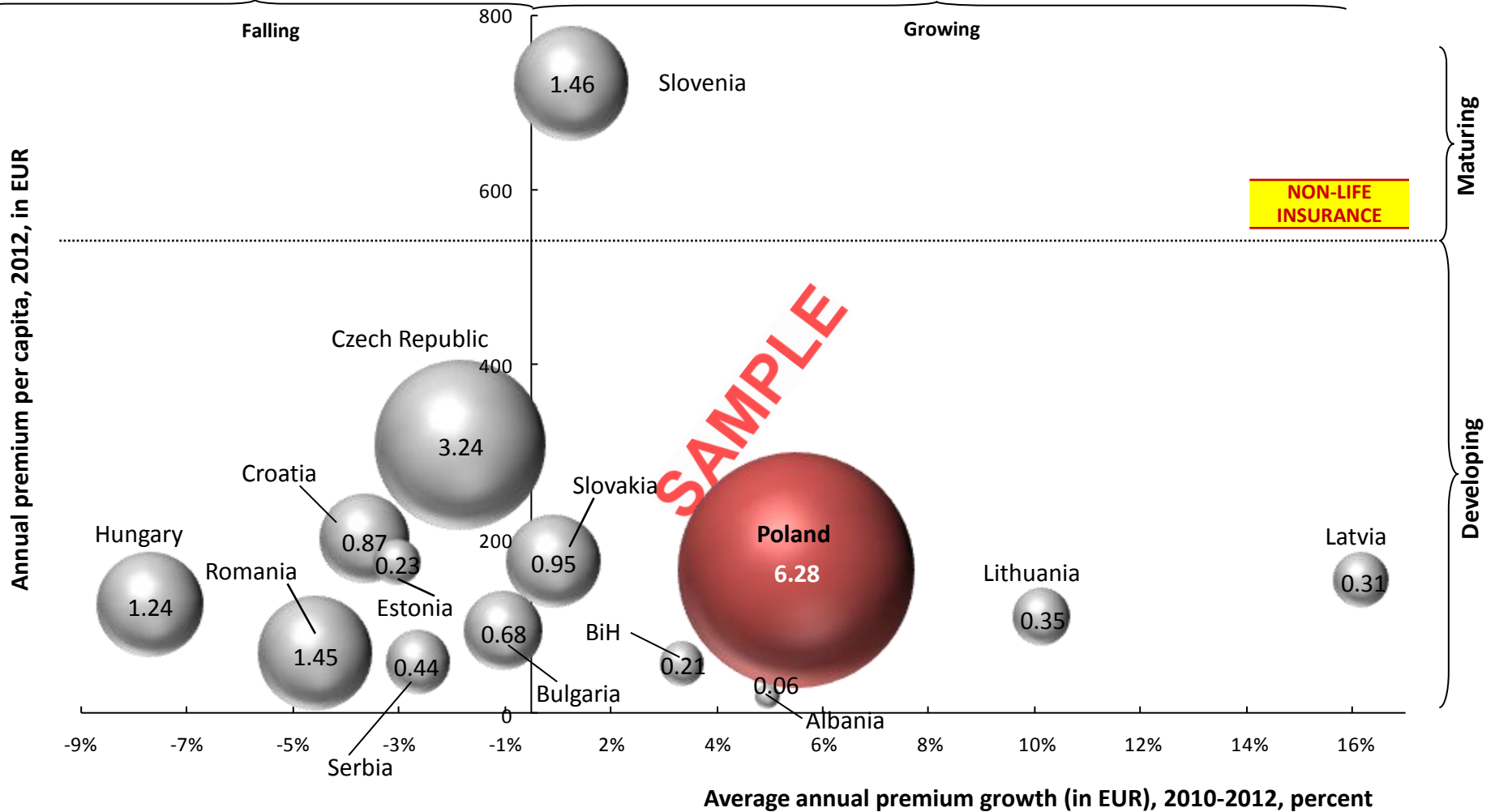
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POLAND HAS THE LARGEST NON-LIFE INSURANCE MARKET IN CEE14*

Total 2012 premium (in billion EUR)
 X.X

CEE14* non-life insurance markets - Size vs. growth matrix, 2010-2012



Insurance Market in Poland, 2013-2015

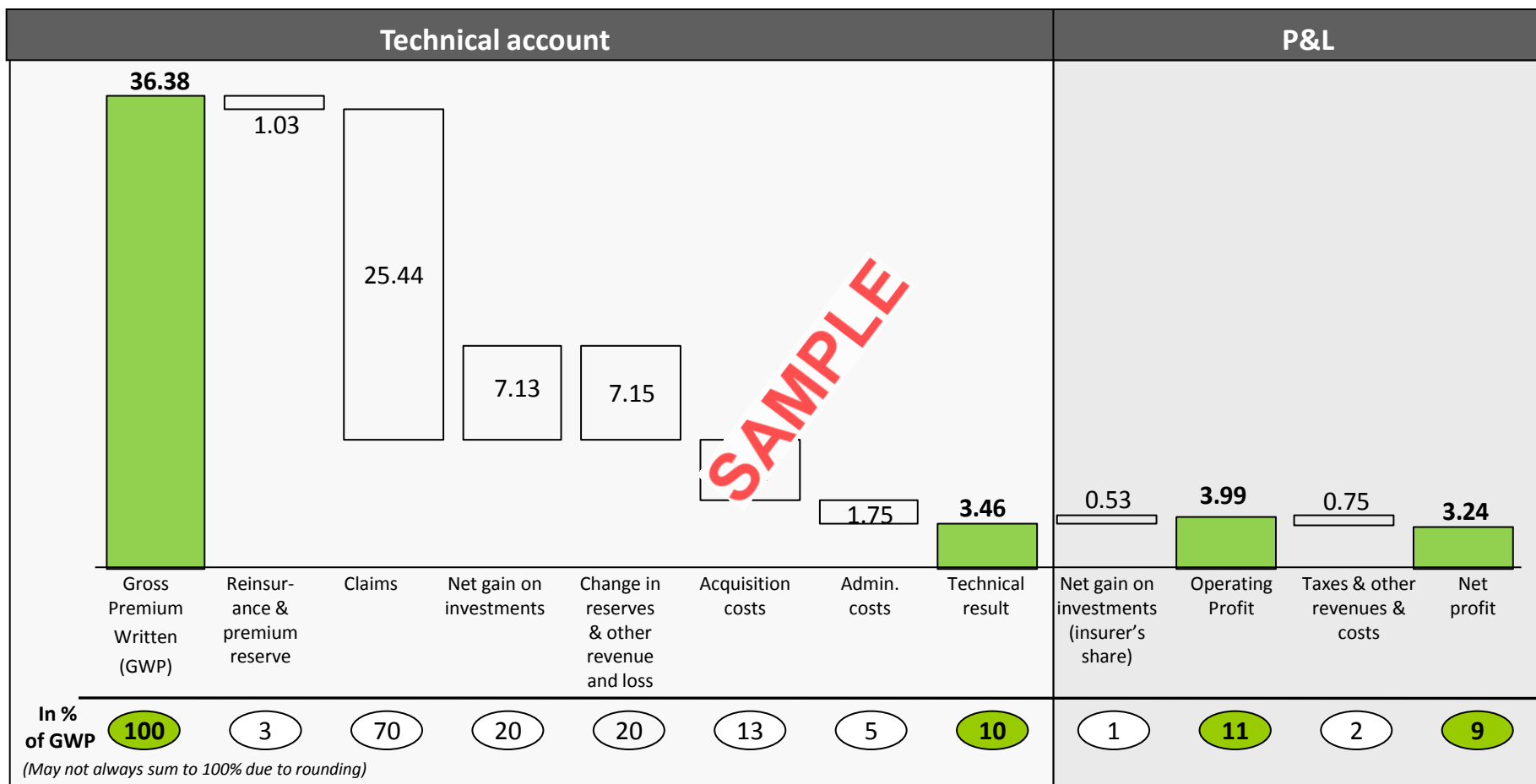
*Major 14 CEE countries. Russia, Ukraine, Belarus and Macedonia not included
 Source: National supervision authorities, IMF, Inteliace Research

THE NET PROFIT OF LIFE INSURERS EXCEEDED PLN 3.2 BILLION IN 2012

Life insurers - financial accounts, 2012

PLN billion

LIFE INSURANCE



Insurance Market in Poland, 2013-2015



CAGR**

NON-LIFE INSURANCE

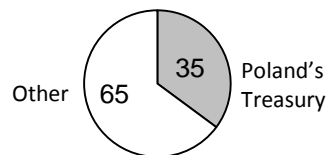
Background

- PZU is the largest traditional local insurer in Poland with very high brand awareness (93%).
- PZU's previously dominant position is consistently eroding in favor of smaller competitors. However, it is still over 3 times bigger than its closest competitor.

History

- 1991: State-owned insurer PZU converted to public joint-stock company.
- 1999: Partial privatization of PZU holding – 30% share in the mother company PZU SA sold to Eureko & Big Bank Gdański.
- 2003: Claims handling centralization
- 2004: Launch of repair-shops network.
- 2009: Restructuring: focus on operations and distribution.
- 2009: Shareholders conflict resolved
- 2010: IPO on the WSE
- 2010/2011 cost /employment restructuring
- 2012 New Strategy: „PZU 2.0” adopted
- 2012/2013 entry into new markets: Latvia, Estonia; eyeing Croatia.

Shareholders, 2013 (share in %)



Products

- PZU offers ~80 various products in the non-life retail business. Products offered cover all 18 non-life insurance classes.
- Car insurance (MTPL+Casco) is dominating within non-life business with >60% share in the total GWP.
- „PZU Pomoc” – proprietary assistance service company is rounding up the traditional product offer.

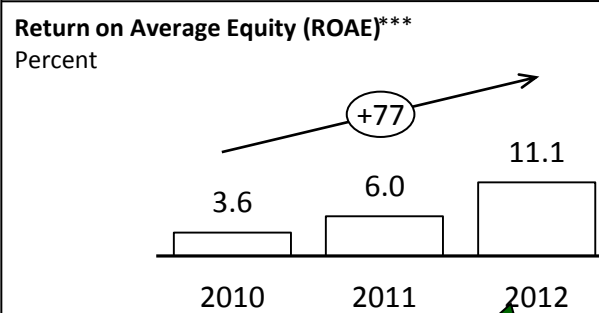
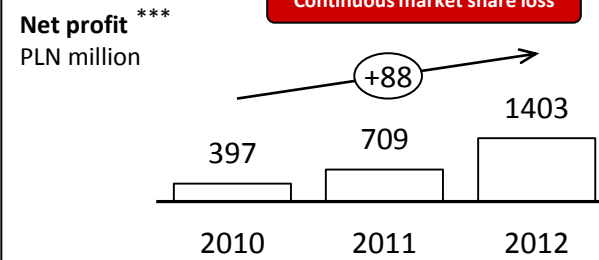
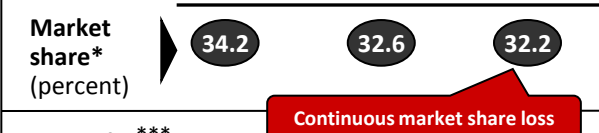
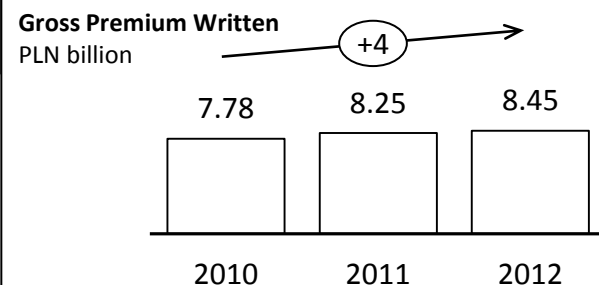
Channels

- Exclusive agents: 5710 agents, office based agents, 23 partner offices.
- Multi-agents: 2514 agents
- Brokers: 850 brokers
- Employees: 470 employees dedicated to sales - mainly corporate segment.
- Bancassurance cooperation with 9 banks

Customers

- PZU traditionally serves mass-market clients in retail business (mostly car and property) and all segments in corporate business.
- Total number of clients in the whole PZU Group (life + nonlife) exceeds 16 million or half of the whole adult population in Poland.

Results



*Non-life insurance share by gross premium written

**Compound Annual Growth Rate

*** Estimated net profit excluding dividend payments received from PZU Życie (life subsidiary)

Source: Company, Press, Inteliace Research

Improving profitability in the non-life business

About this report

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Views presented in this report reflect solely independent and unbiased opinion of Inteliace Research and the authors.

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Our company specializes in value-added research services and tailored business intelligence solutions.

Through our customized research services we help our clients to better understand their consumers, competitors and overall market dynamics.

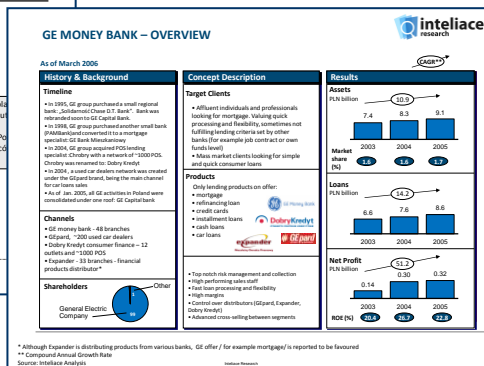
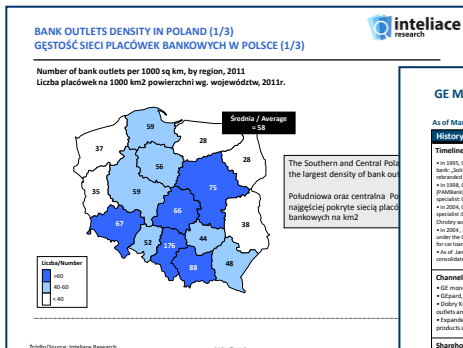
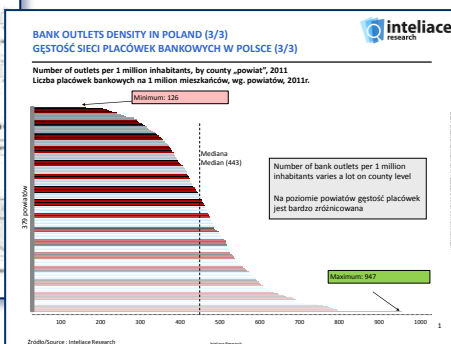
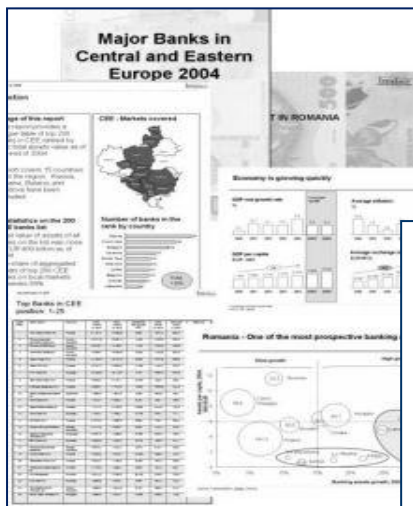
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