

INSURANCE MARKET IN POLAND, 2018–2020

CEE INSURANCE SERIES

Demo version



by Inteliace Research
June 2018

Version: 2018/4

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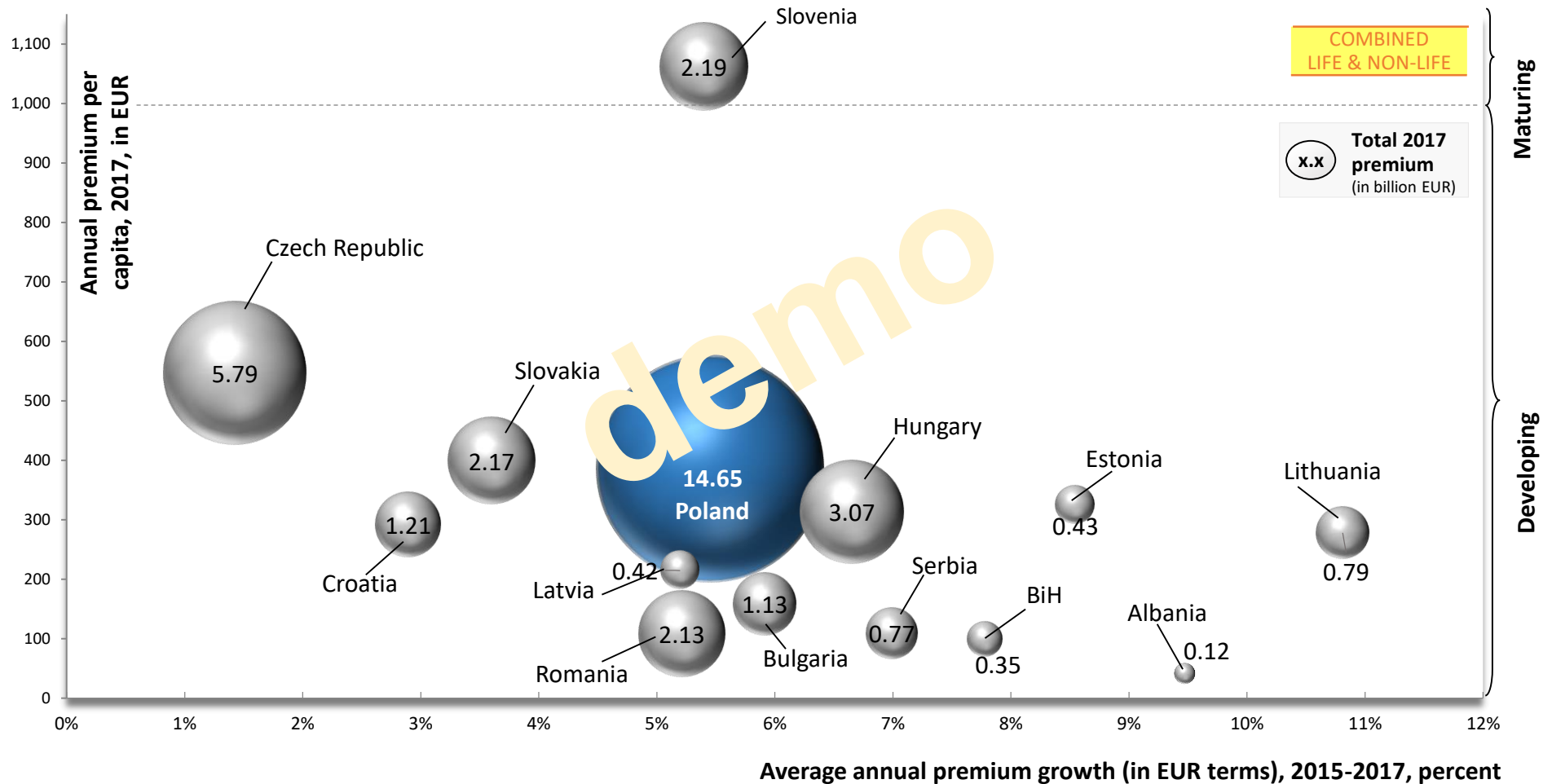
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Poland has the largest insurance market in CEE14*. However, it has still a big upside potential if measured by premium per capita

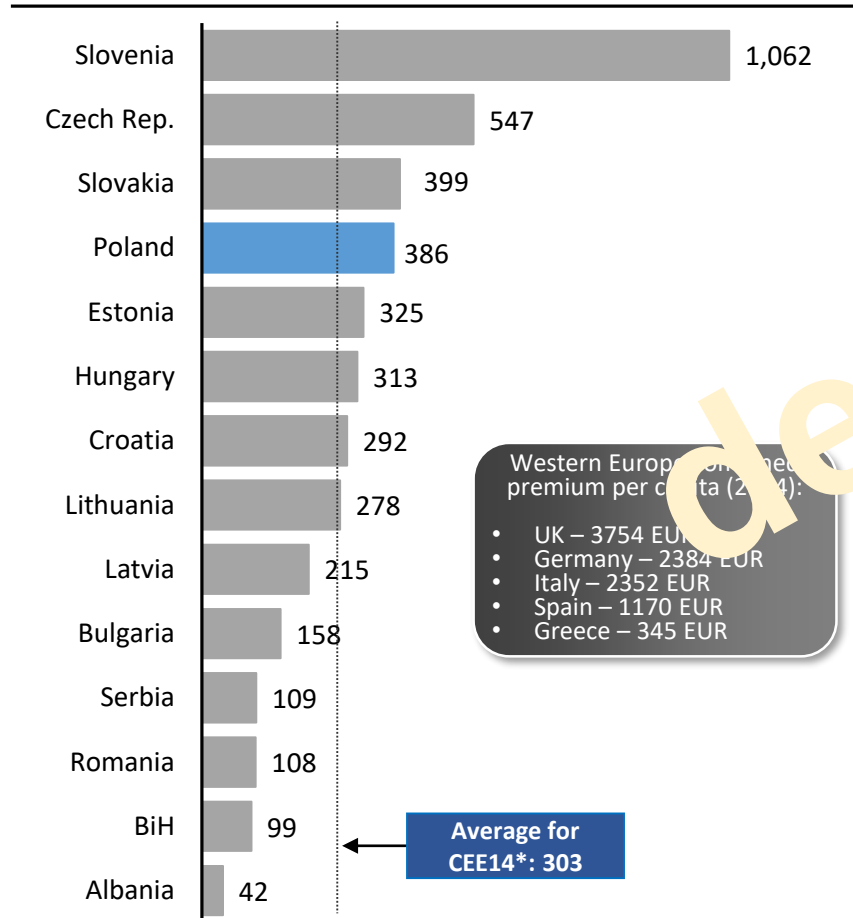
CEE14* insurance markets - Size vs. growth matrix, 2015-2017



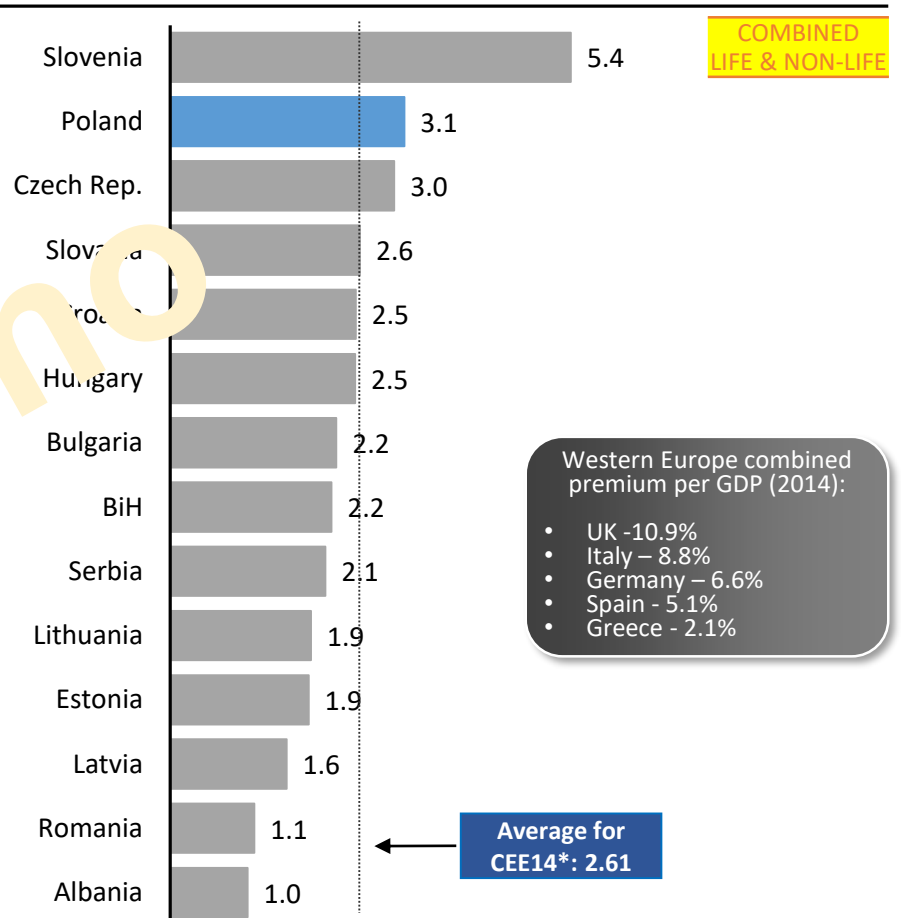
*Major 14 CEE countries. Russia, Ukraine, Belarus and FYR Macedonia not included
 Source: National supervision authorities, IMF, Inteliace Research

Overall insurance penetration in Poland is above CEE* averages

Total insurance premium per capita 2017, in EUR



Total insurance premium/GDP penetration 2017, Percent of GDP

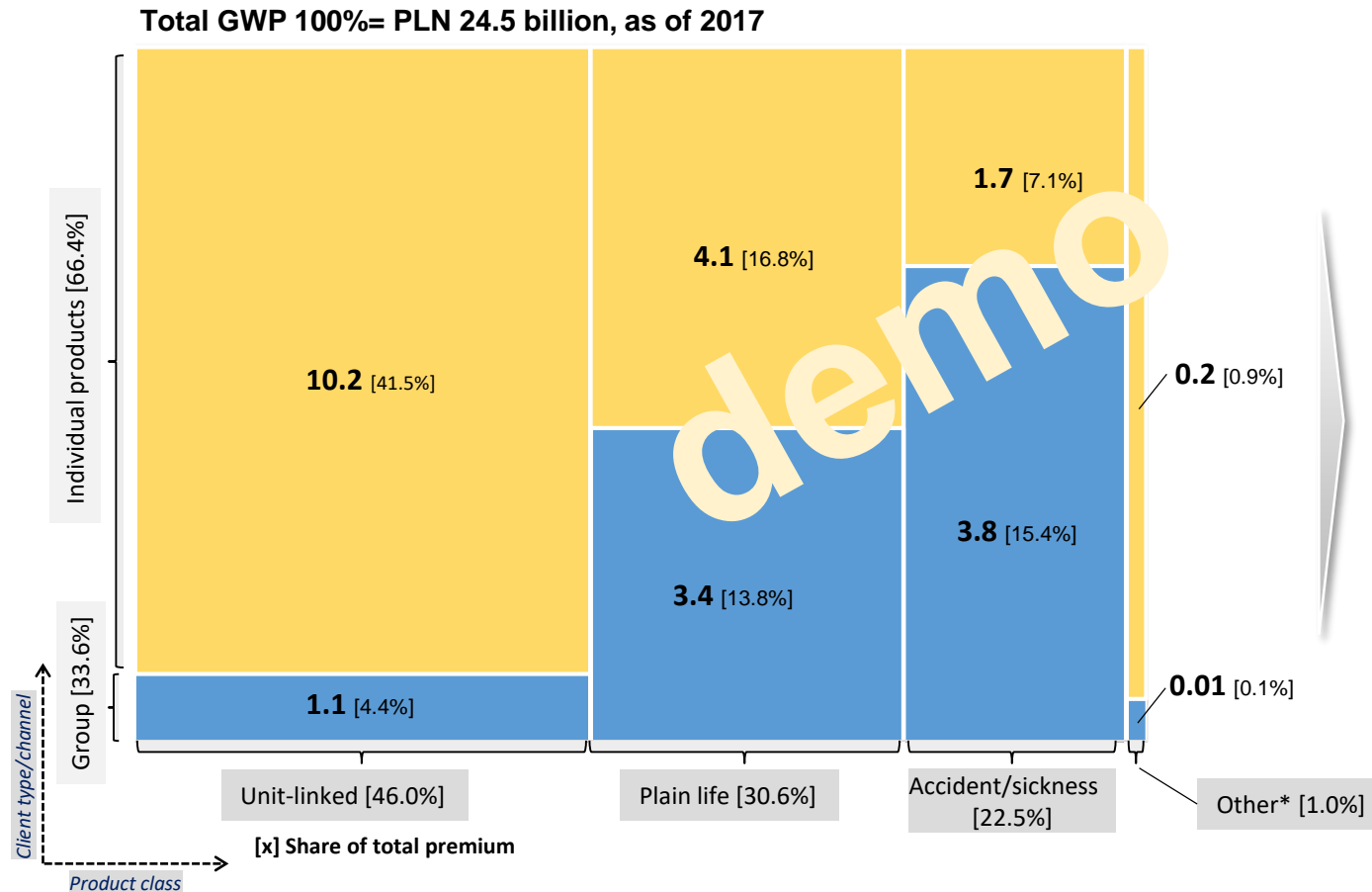


*Major 14 CEE countries. Macedonia, Russia, Ukraine and Belarus not included
Source: National supervision authorities, IMF, CEA, Inteliace Research

Individual life contracts and unit-linked products dominate in the life premium

LIFE INSURANCE

Premium written in life insurance business by insurance class and segment, 2017
in PLN billion, [share of total in%]



- Individual insurance contracts dominate in new sales, in particular in case of unit-linked products.
- Group contracts account for nearly 34% of life premium and they prevail only in case of accident/sickness products.

* e.g. Endowment, disability etc.
Source: KNF, Inteliace Research

Notes on methodology

FX rates:

- For the purpose of conversion from local currency (PLN) into EUR for most values presented in this report, including premium written, annual results, etc., **average** exchange rates have been used
- Exchange rates used in the report:

EUR / PLN	2010	2011	2012	2013	2014	2015	2016	2017
Average	3.99	4.12	4.19	4.20	4.19	4.18	4.36	4.26
End of period	3.96	4.42	4.09	4.15	4.26	4.26	4.42	4.17

Estimates and Forecasts:

- In some cases, recent or verified data was not available. Therefore, necessary short-term estimates have been calculated to fill the gaps. Estimates are always indicated with the letter “E”
- When preparing forecasts/estimates, we have built models using latest observed trends, available forecasts of main economic indicators, seasonal changes observed in the past and other specific factors considered important.

Multiple sources:

- In some cases, multiple sources of similar data exist. In this situation we always try to select the most appropriate one in our view. The source is indicated in the footer area of each slide. Nevertheless, in specific cases, before interpreting the data, it is recommended to get a good understanding on the methodology of data collection.

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

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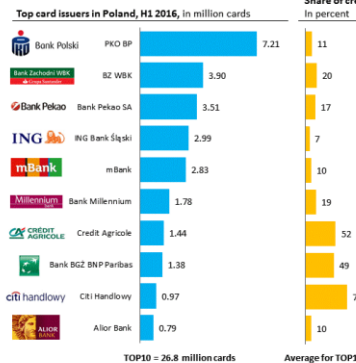


Since no leading market standard has been set yet, banks bet on partnerships and develop own solutions at the same time

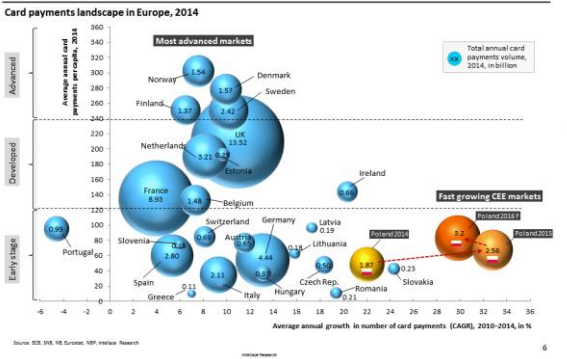
Key players in payment applications/wallets, 2016

Bank	Number of retail accounts (ROA) As of Q3 2016 in million	Key payment applications (mobile, wallets, etc.)					
		HCE	Proprietary HCE*	BLIK	Android Pay	MasterPass	Visa Checkout
Bank Pekao / Inteliace	5.8	✓	✓	✓	✗	✓**	○
Bank Pekao	3.8	✓	✗	✗	✗	✓**	○
mBank	3.2	✗	✓	✓	✗	✓**	○
BZ WBK	3.1	✓	✓	✓	✓	✓**	○
ING Bank Śląski	2.6	✗	✓	✓	✗	✓**	○

PKO Bank Polski is by far the largest card issuer in Poland



The volume of card payments in Poland is expected to exceed 3 billion in 2016



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