

INSURANCE MARKET IN POLAND, 2012–2014

CEE INSURANCE SERIES

SAMPLE



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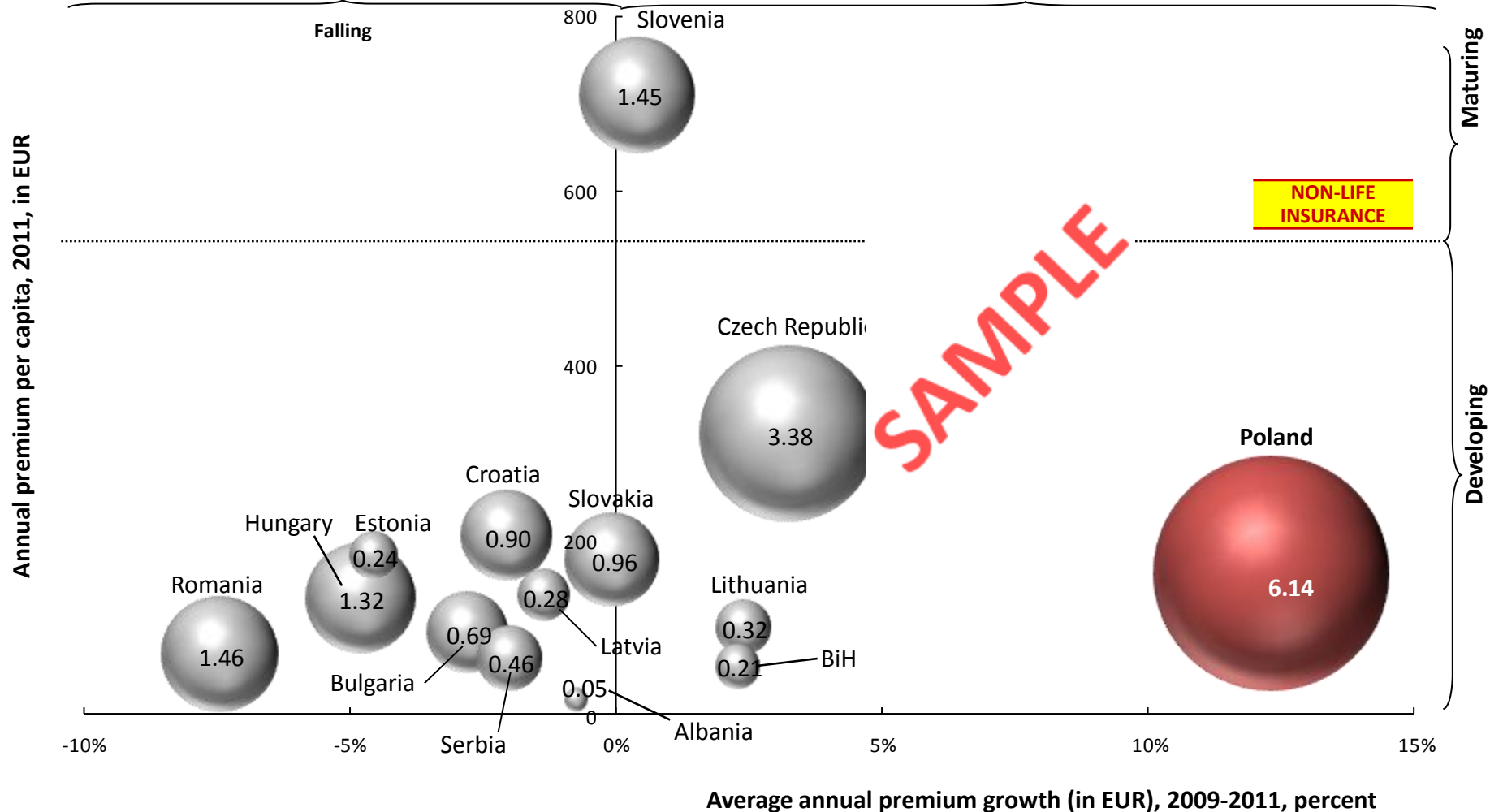
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POLAND HAS THE LARGEST NON-LIFE INSURANCE MARKET IN CEE14*

CEE14* non-life insurance markets - Size vs. growth matrix, 2009-2011

Growing

Total 2011
premium
(in billion
EUR)



*Major 14 CEE countries. Russia, Ukraine, Belarus and Macedonia not included

Source: National supervision authorities, IMF, Inteliace Research

Inteliace Research

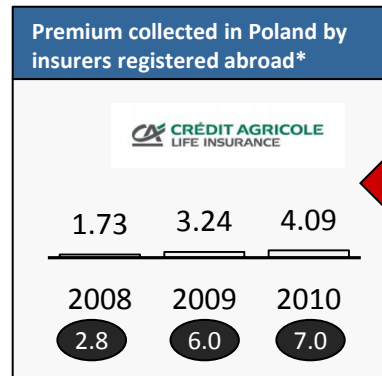
THE TOTAL VALUE OF THE POLISH INSURANCE MARKET IS EVEN HIGHER IF ADDING PREMIUMS COLLECTED BY FOREIGN INSURERS OPERATING IN POLAND

CAGR*

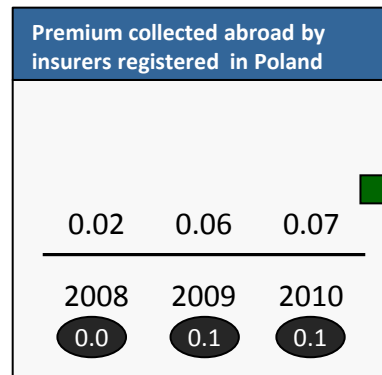
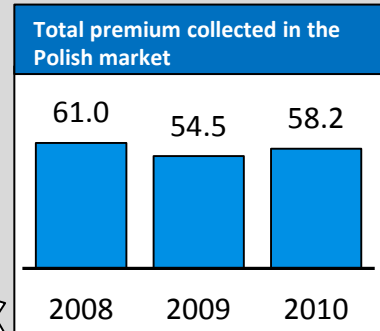
Gross premium written (GWP) in Poland and international flows, 2008-2010

In PLN billion

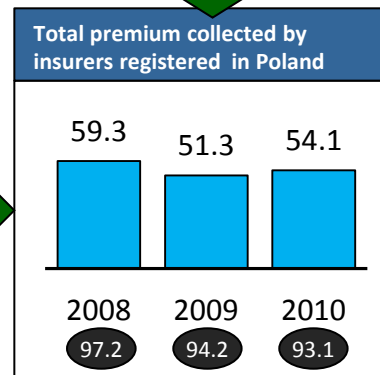
PARTIALLY
ESTIMATES



outflows



inflows



- Insurance premiums collected by foreign insurers operating in Poland through branch or selling directly is growing quickly.
- As of 2010, insurers registered abroad collected over 4 billion PLN in premiums, which is roughly 7% of the total premium written in the Polish market. The most active players in the Polish market have been subsidiaries of insurers registered in Luxembourg and UK
- In contrary, insurers registered in Poland are still not active in foreign markets.

Insurance Market in Poland 2012-2014

*Including premium collected by branches of foreign insurers in Poland and cross-border sales

** Estimates

ONLINE SALES OF INSURANCE BY BANKS: PROPRIETARY PLATFORM: BRE – mBANK “SUS - Centrum Ubezpieczeń”

OFFER FEATURES

Associated insurers

- Cooperation with 4 insurers:
- BRE Ubezpieczenia (own)
- HDI
- Benefia
- Hestia

Products

- car insurance
- travel
- property
- life
- supplementary (cards, loans)

Clients

- Access not restricted to clients (premium calculation)
- Payment for the policy possible only from mBank account

Results (2011)

- ~141 m PLN in gross premium written in 2011 (+61% yoy premium growth)
- 321 thousand car policies
- 43 thousand travel policies

SAMPLE



mUBEZPIECZENIA

Ubezpieczenia

Samochodowe

Supermarket Ubezpieczeń Samochodowych to pierwsza w Polsce platforma, gdzie przy pomocy jednego wniosku możesz poznać i porównać oferty kilku firm ubezpieczeniowych w zakresie OC, AC i ubezpieczeń dodatkowych.

Sprawdź jak tanie może być ubezpieczenie Twojego samochodu!

WIECEJ **OBLICZ SKŁADKĘ**

Nieruchomości

Ubezpieczając coś tak cennego jak dom, mieszkanie, czy dom w budowie musisz mieć pewność, że Twoja polisa posiada szeroki zakres ubezpieczenia.

Przekonaj się sam, że atutem naszych produktów jest nie tylko zakres, ale i cena ubezpieczenia.

WIECEJ **ZŁÓŻ WNIOSEK**

Podróże

Planujesz podróż?

Oferta

W ramach ubezpieczenia oferujemy m.in.:

- OC,
- AC,
- Opcje dodatkowe:
 - NNW,
 - Assistance,
 - Samochód zastępczy,
 - Ochrona prawna,
 - Ubezpieczenie życia,
 - Trwała niezdolność do pracy,
 - Pobyt w szpitalu.

Co nas wyróżnia?

- Najtańsza oferta na rynku.
- Stala wysoka suma ubezpieczenia - 150 tys. na wyposażenie.
- Niskie i wygodne miesięczne raty.
- Polisa wysyłana w ciągu doby od zakupu ubezpieczenia.

Oferta

W ramach ubezpieczenia oferujemy m.in.:

- ubezpieczenie elementów stałych,
- ubezpieczenie ruchomości domowych,
- szeregi pakiet ubezpieczeń dodatkowych.

Co nas wyróżnia?

Oferta

W ramach ubezpieczenia oferujemy m.in.:

- OC+AC
- 59,08 zł

Opel Astra Classic 2002

Logo of partner insurers: mDirect, BRE Ubezpieczenia, BENEFIA VIENNA INSURANCE GROUP, ERGO, HESTIA, HDI A SEKURACJA, europ assistance.

Call to action: kliknij i zamów rozmowę. Nasz ekspert obliczy Twoją składkę.

About this report

This report has been prepared using Inteliace Research proprietary research and publicly available sources, including: financial reports, press publications, industry magazines, directories, financial databases and expert opinions.

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

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About Inteliace Research

Inteliace Research is an independent and privately owned research firm based in the heart of Eastern Europe in Warsaw/Poland.

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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NOTES ON METHODOLOGY

FX rates:

- As a general rule all “end of year” balances like: assets, deposits, loans and similar volumes have been converted from the local currency into Euro using **end of year** exchange rate
- All results achieved during a period of time like: profits, revenues, new sales etc. have been converted from the local currency into Euro using **average** exchange rate
- Exchange rates used in the report:

EUR / PLN	2004	2005	2006	2007	2008	2009	2010	2011
End of period	4.08	3.86	3.83	3.58	4.17	4.11	3.96	4.12
Average	4.53	4.03	3.90	3.78	3.52	4.33	3.99	4.42

Estimates and Forecasts:

- In some cases, recent or verified data was not available. Therefore, necessary short-term estimations have been done to fill the gaps. Estimates are always indicated with the letter “E”
- When preparing forecasts “F” 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 by contacting the authors.

INSURANCE FIRMS AND RELATED COMPANIES MENTIONED IN THE REPORT

PZU ŻYCIE S.A.
AVIVA - TUnŻ S.A.
AEGON TU na ŻYCIE S.A.
METLIFE AMPLICO LIFE S.A.
TU ALLIANZ ŻYCIE POLSKA S.A.
ING TUnŻ S.A.
TUnŻ EUROPA S.A.
SKANDIA ŻYCIE TU S.A.
NORDEA POLSKA TU na ŻYCIE S.A.
TUnŻ WARTA S.A.
GENERALI ŻYCIE TU S.A.
AXA ŻYCIE TU S.A.
COMPENSA TUnŻ S.A. Vienna Insurance Group
BENEFIA TUnŻ S.A. Vienna Insurance Group
UNIQA TU na ŻYCIE S.A.
STUnŻ ERGO HESTIA S.A.
LINK4 TUS.A.
TU ALLIANZ POLSKA S.A.
AXA TU S.A., AVANSUR SA Oddział w Polsce
BENEFIA TU S.A. Vienna Insurance Group
BRE UBEZPIECZENIA TU S.A.
TU COMPENSA S.A.
STU ERGO HESTIA S.A.
TU EULER HERMES S.A.
TU EUROPA S.A.
GENERALI TU S.A.
HDI ASEKURACJA TU S.A.
MTU Moje Towarzystwo Ubezpieczeń S.A.
PZU S.A.
UNIQA TU S.A.
TUIR WARTA S.A.
Liberty Direct – Liberty Seguros
iPolisa, Inseco, wygodnie.pl, iPKO, mUbezpieczenia, rankomat