

Ageas UK
Closing remarks

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**INVESTOR DAY 2012** 

## Insurance environment

## UK Non-Life Insurance: present challenges & opportunities



Austerity impacting customer household spend

Weather events

Competitor activity: IPOs/sell offs

Low i-income

Economic environment

**Distribution** 

Customers

More knowledgeable & demanding

Value driven: price dominates but factors such as brand also important

Retention key: internet increases shopping around

 Increasing use of social media to share and compare brands

Multi-distribution key

Brokers dominate
 Commercial Lines

 Aggregators dominate Personal Lines

Direct players influence
 Personal Lines market

Market share affinities stable

Regulation

- Lord Jackson
- New flood insurance arrangements
- OFT/Competition
   Commission focus on pricing motor
- Solvency II

## Conclusions



Diversified distribution meeting customer need



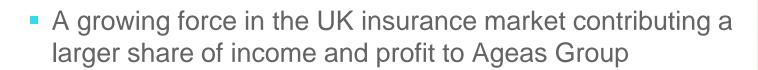
Strong reputation with brokers, clients and partners

WELL BALANCED
PORTFOLIO
LIFE & NON-LIFE

 Above market norms in terms of claims, service and underwriting performance



 Strong position in the insurance value chain where we work with rather than compete against partners





Disclaimer

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