# Ageas UK
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# Distribution & Customers

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INVESTOR DAY 2012

Profile

Distribution in the UK market & at Ageas

Conclusions

# Profile
## Key market positions

- Brokers
- Aggregators
- Over 50s
- Affinity Partnerships

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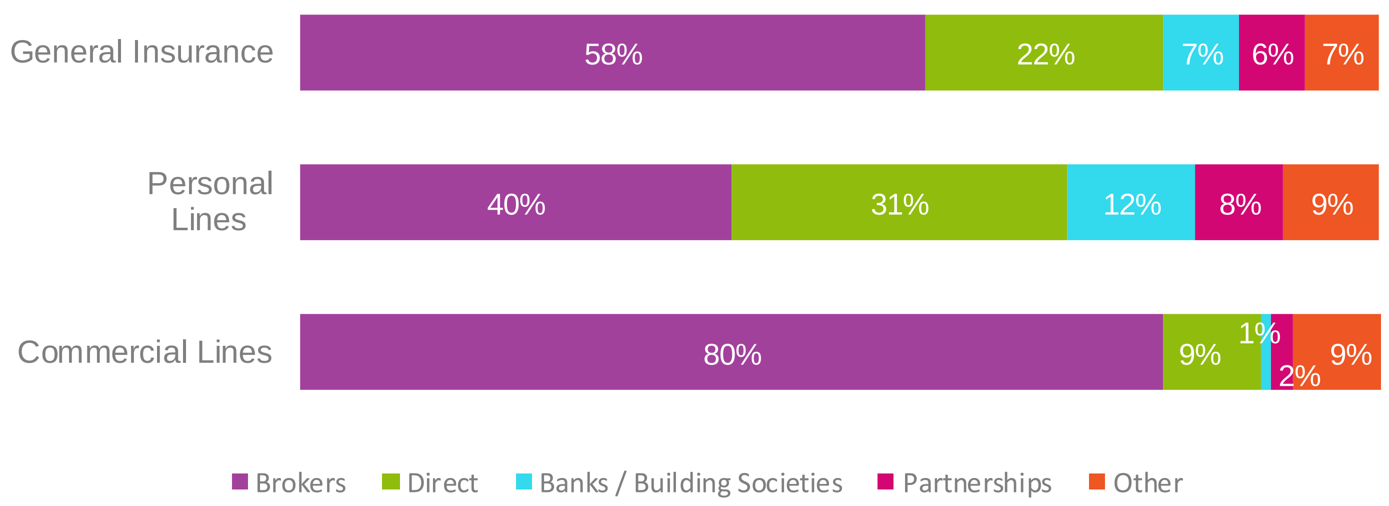
# Distribution in the UK market & at Ageas

## Personal & Commercial lines have very different distribution mixes




### Personal Lines

- Brokers & Direct dominate
- Household : significant proportion distributed through banks & building societies.
- Growth in Direct & use of internet
- Aggregators strongly influence private car market

### Commercial Lines

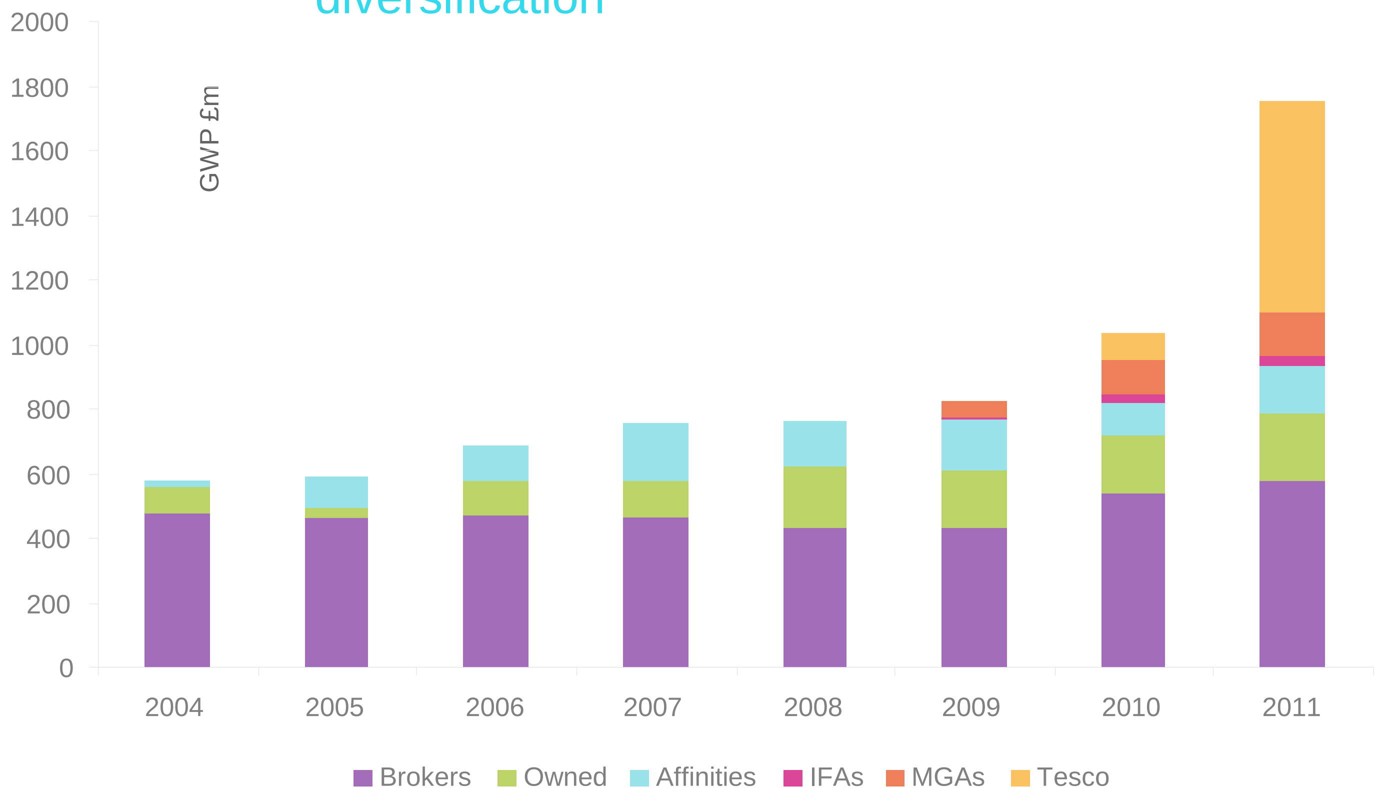
- Market shares stable in recent years
- Brokers remain largest channel (80% of GWP in 2010)
- Only 1% distributed through banks & building societies despite large portfolio of small business customers

Source: ABI

# Distribution in the UK market & at Ageas

## Recap of Ageas's distribution mix

Implementation of the UK's multi-channel strategy has delivered significant diversification




Source: Ageas UK

# Distribution in the UK market & at Ageas

## Ageas meeting customer need: UK broker & IFA distribution

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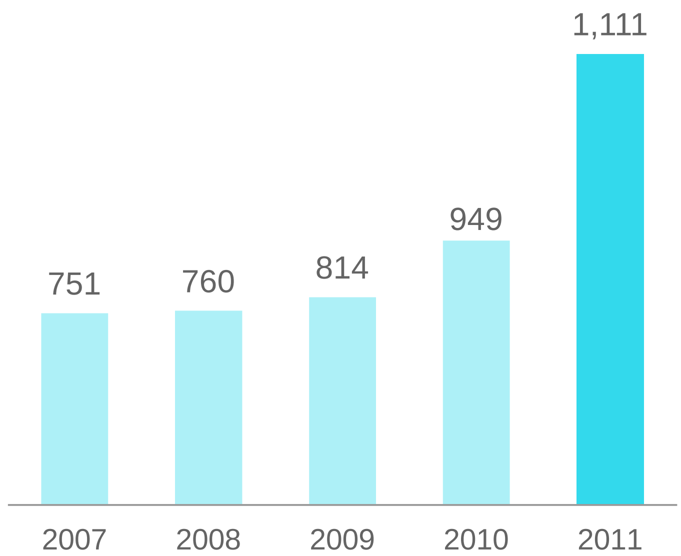
### Broker and IFA inflows

in £ mio

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- Growing our book in UK broker market; work with 2,000 brokers
- Over 7% IFA market share working with over 14,000 advisers

# Distribution in the UK market & at Ageas

## Ageas meeting customer need: growth of aggregators

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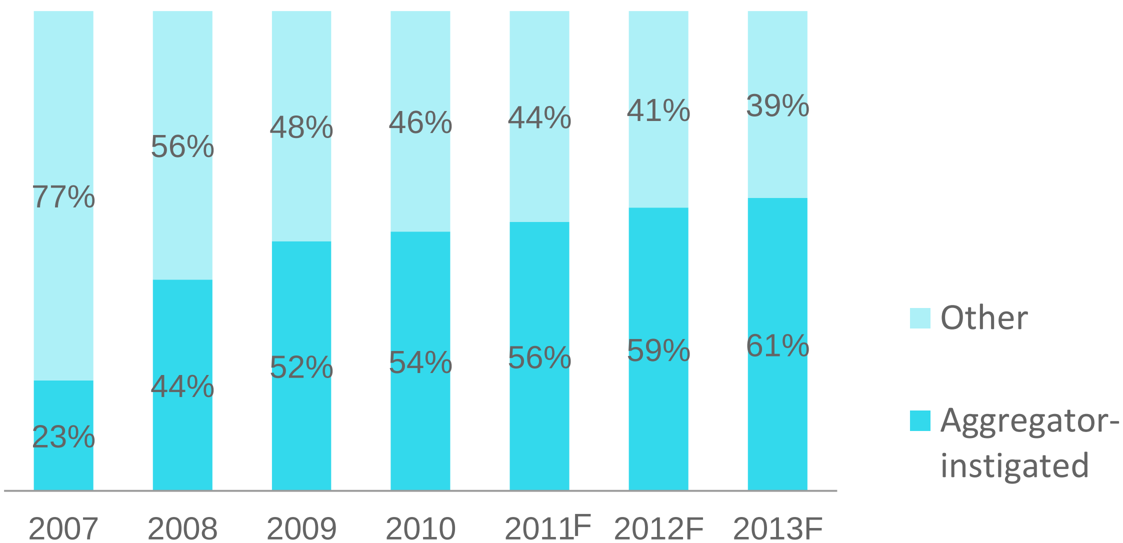
Estimated aggregator-instigated motor insurance sales (%)




56% of motor policies sold via aggregators
market estimated at 6.4 mio private motor policies a year worth £5.4bn in GWP

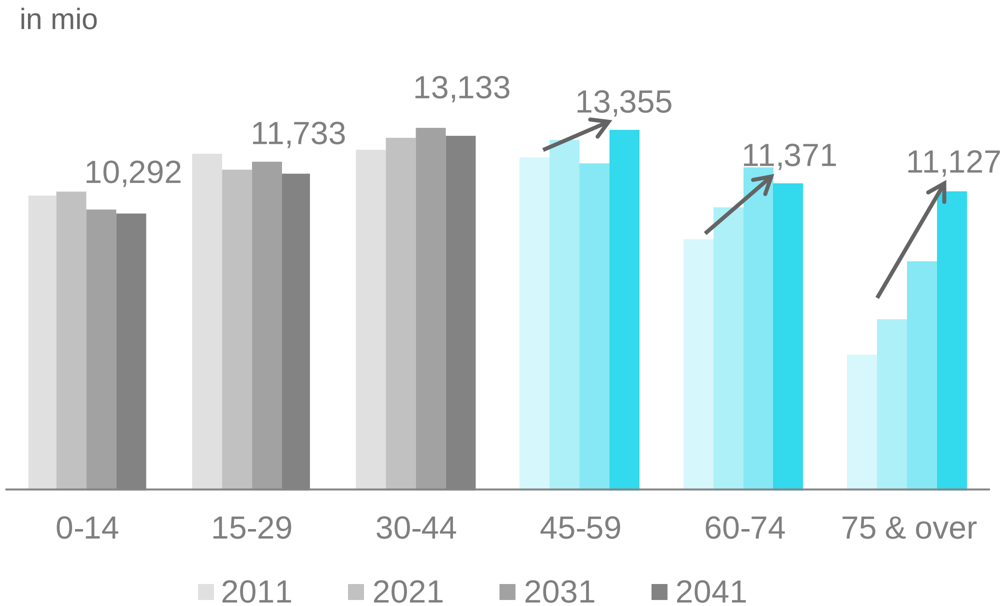
Enhanced aggregator capability
through acquisition of Kwik Fit Financial Services

Source: Datamonitor UK Insurance Aggregators 2011

# Distribution in the UK market & at Ageas

## Ageas meeting customer need: over 50s market

### Long term outlook of UK population by age




Over 50's market will organically grow by 14% over the next 10 years

### Strong combined over 50s presence

- Nº 3 Household player
- Nº 4 in Motor market

RIAS Where insurance gets better with age

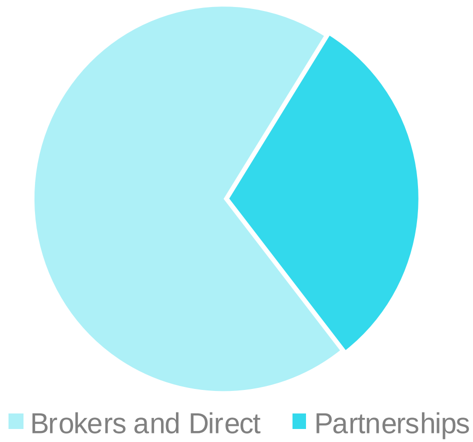
Castle Cover The 50+ Insurance Specialists

Source: ONS population estimates for United Kingdom

# Distribution in the UK market & at Ageas

## Ageas meeting customer need: UK affinity partnerships

### Total Personal GI market £26.4 bn (2010)




Partnership distribution, including bancassurers, represents circa 30% of market

### Partnerships GWP including banks and lenders

GWP (in £ bn)

| | |
|---|---|
| Home | 3.4 |
| Motor | 1.9 |
| Travel | 0.27 |
| Pet | 0.05 |

Working with the UK's leading brands

John Lewis Insurance

TOYOTA · age UK · AA · POST OFFICE

Source: Datamonitor and Ageas internal commentary

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# Conclusions

## Reaching more customers through our distribution strategy

- Continued organic growth in broker & intermediary market
- Strongly placed in growing over 50s broker & intermediary market
- Enhanced aggregator capability
- Wide portfolio of affinity partnerships with UK's most trusted brands

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