



Ageas UK  
-  
Closing remarks

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INVESTOR DAY 2012

- Austerity impacting customer household spend
- Weather events
- Competitor activity: IPOs/sell offs
- Low i-income



- 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

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

- Diversified distribution meeting customer need
- Strong reputation with brokers, clients and partners
- 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
- A growing force in the UK insurance market contributing a larger share of income and profit to Ageas Group



MULTI-CHANNEL  
DISTRIBUTION



WELL BALANCED  
PORTFOLIO  
LIFE & NON-LIFE



COMBINED  
RATIO  
<100%



>11%  
ROE  
RETURN ON EQUITY

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