

Life Bancassurance in Europe: Investment-Related Life Insurance and Retirement Savings

Report Prospectus

November 2011

Prospectus contents

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What is the research?

Finaccord's report titled *Life Bancassurance in Europe: Investment-Related Life Insurance and Retirement Savings* offers fresh and valuable insights into the distribution by banks and other lending institutions of these types of product across 20 countries: Austria, Belgium, the Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, and the UK.

Drawing on a survey of nearly 1,200 banking entities, the study finds that 48.6% offer at least one form of investment-related life insurance or retirement savings product, giving a total of over 1,000 initiatives. Hence, given that the aggregate market for investment-related life insurance and retirement savings across the 20 countries was worth around EUR 635.9 billion in premiums in 2010, it is clear that banking institutions can intermediate a significant volume of business in these sectors, especially as they are the dominant distribution channel in many countries.

In addition to identifying schemes for the distribution of investment-related life insurance and retirement savings through the bancassurance channel, the research also classifies and analyses these according to the operating model used, distinguishing, for example, between captive, joint venture and external product providers. It also calculates the weighted share of partnerships of the providers involved, thereby specifying not only which competitors hold which partnerships but also illustrating which competitors hold the most significant distribution deals.

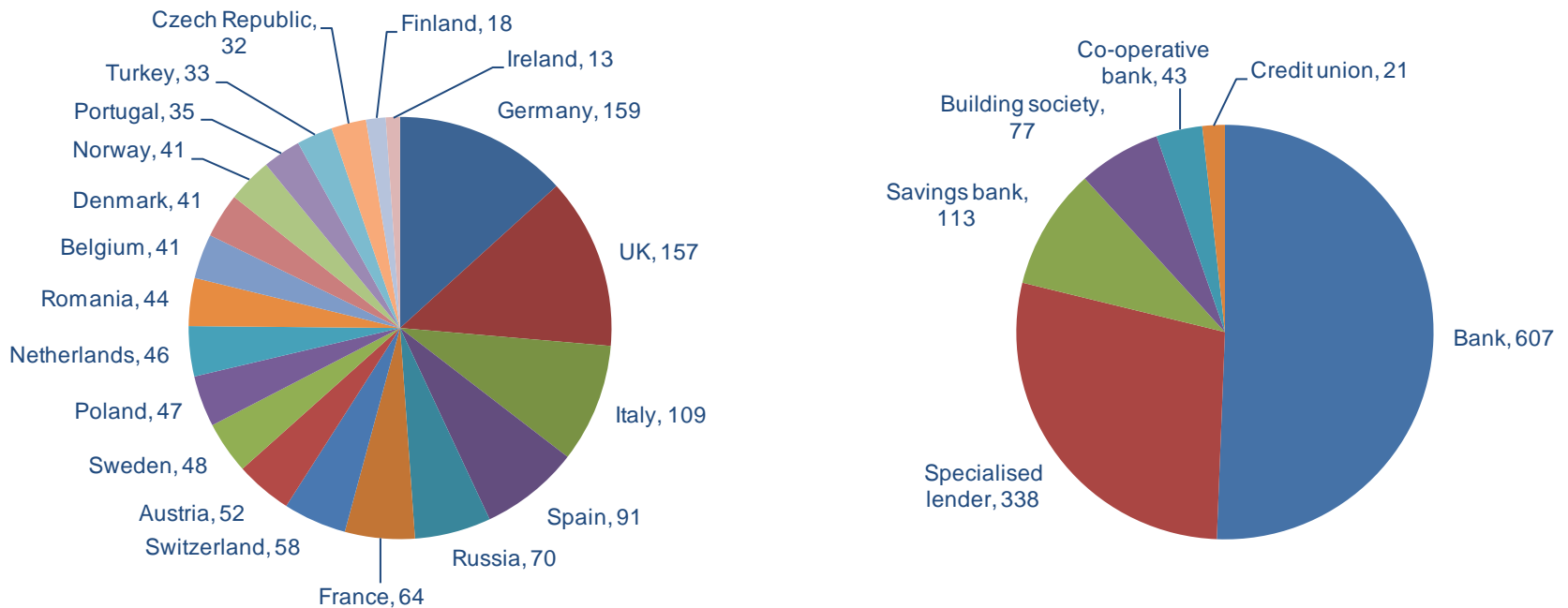
What methodology has been used?

Finaccord's survey of the provision of investment-related life insurance and retirement savings by banks and other lending institutions in Europe was carried out in a 12-week period between August and October 2011 and focused on all significant banking entities in each country. The research embraced the following information:

- whether investment-related life insurance and retirement savings products are available to customers;
- if so, how... through an external provider, multiple external providers, an external broker, a captive broker, a joint venture provider, a captive provider or a combination of these approaches?
- if so, who are the product providers?

Combined with Finaccord's unique and proprietary quantification of the size and growth of the market for investment-related life insurance and retirement savings in each of the 20 countries, with accompanying commentaries concerning the constituent product segments, this is the most thorough and comprehensive research into this subject ever published.

How do banking institutions surveyed break down?



Finaccord's universe of banking institutions covers 1,199 entities in total spread across 20 countries in Europe, including mainstream retail banks, specialised lenders, savings banks, building societies, co-operative banks and credit unions. For a full list of the organisations contacted for the research and included in PartnerBASE™, please contact Finaccord.

How does the report fit into the wider series?

Life Bancassurance in Europe: Investment-Related Life Insurance and Retirement Savings fits into a wider series of reports published in November 2011 on the subject of bancassurance in Europe. The specific product and geographical coverage of this report is shown in the grid below.

Product category / type	AT	BE	CZ	DK	FI	FR	DE	IE	IT	NL	NO	PL	PT	RO	RU	ES	SE	CH	TU	UK
Investment-related life insurance and retirement savings																				
<i>comprised of</i>																				
Investment-related life insurance																				
Retirement savings																				
Protection-related life insurance																				
<i>comprised of</i>																				
Risk life insurance																				
Critical illness insurance																				
Income protection insurance																				
Accident and health insurance																				
<i>comprised of</i>																				
Accident insurance																				
Medical expenses insurance																				
Health / hospital cash plans																				
Personal motor and household insurance																				
<i>comprised of</i>																				
Personal motor insurance																				
Household insurance																				
Creditor insurance																				
<i>comprised of</i>																				
Creditor insurance related to mortgages																				
Creditor insurance related to consumer finance																				
Creditor insurance related to credit cards																				

What is the report structure?

Executive Summary: providing a concise evaluation of the principal findings of the report.

Introduction: offering rationale, description of methodology and definitions.

European Overview: this includes quantification of the size and growth of investment-related life insurance and retirement savings across the 20 countries, an analysis of the rates of provision of these products by banking entities, an investigation into the operating models used, and a unique and valuable snapshot of the weighted share of partnerships for these products across Europe as a whole. This latter analysis indicates which providers of investment-related life insurance and retirement savings have established the distribution partnerships with the greatest sales potential.

Specific country chapters (20): an in-depth investigation into the distribution of investment-related life insurance and retirement savings by banking entities in each country including an introduction to the banking sector, national market size and growth data for these product categories, commentary concerning the overall importance of bancassurance as a distribution channel, analyses of operating models used by banks and other lending institutions that are active in these fields, computation of the weighted share of bancassurance partnerships among product providers in these countries, and data illustrating the size and growth of key bancassurance competitors.

What are the key features of the research?

Key features of this report include:

- analysis of a combined total of 1,027 partnerships for the distribution of investment-related life insurance and retirement savings through banking entities across 20 countries in Europe;
- identification of the providers used by the 582 banks and other lending institutions that are active in either or both of these areas;
- a unique computation of the importance of bancassurance partnerships for every country and for Europe as a whole: each partnership is weighted by the number of retail customers that each bank has, to illustrate which competitors hold the most significant relationships;
- discussion of the importance of bancassurance as a channel in each country, with data for the market shares of leading captives, joint ventures and other key bancassurance underwriters;
- quantification of the size, segmentation and growth of gross written premiums for investment-related life insurance and retirement savings in each country across a five-year time frame.

How can the research be used?

You may be able to use this report and the PartnerBASE™ dataset that accompanies it in one or more of the following ways:

- gain access to a source of information that provides a comprehensive overview of the provision of investment-related life insurance and retirement savings by a majority of significant banking entities in Europe;
- identify partnership opportunities for investment-related life insurance and retirement savings that may arise either because a banking institution is not currently active or because there is scope for replacing an existing initiative;
- understand which product providers have been successful in establishing distribution relationships with the most important banking entities;
- assess the background to the most significant bancassurance deals, differentiating between those that originate from long-term or strategic objectives and those that are more transient;
- appreciate the magnitude of the opportunity to sell investment-related life insurance and retirement savings through banks and other lending institutions in Europe.

How can the PartnerBASE™ be used?

Name of organisation	Country	Estimated number of retail customers (000s)	Product type	Product offered?	Operating model	Partner(s)
Getin Bank	Poland	1,861.9	Investment-related life	Yes	Captive underwriter	Europa
Glarner Kantonalbank	Switzerland	183.4	Investment-related life	Yes	External underwriter	Schweizerische Mobiliar
Glarner Kantonalbank	Switzerland	183.4	Retirement savings	Yes	External underwriter	Swiss Life
Globexbank	Russia	495.2	Retirement savings	Yes	Captive underwriter	NPF Globex
GLS Bank	Germany	55.5	Retirement savings	Yes	External underwriter	oeco capital Lebensversicherung

Select country (points to Poland)

Choose product type (points to Investment-related life)

Identify insurance providers (points to Europa, Schweizerische Mobiliar, Swiss Life)

Look up specific organisations (points to Getin Bank)

See the estimated number of retail customers for each organisation (points to 1,861.9)

Choose operating model (points to Captive underwriter)

Note - The PartnerBASE™ also includes fields showing the category of organisation, its UHC (ultimate holding company, where part of a major group) and the UHCs that own (or co-own, in the case of joint ventures) the partners used for each product type.

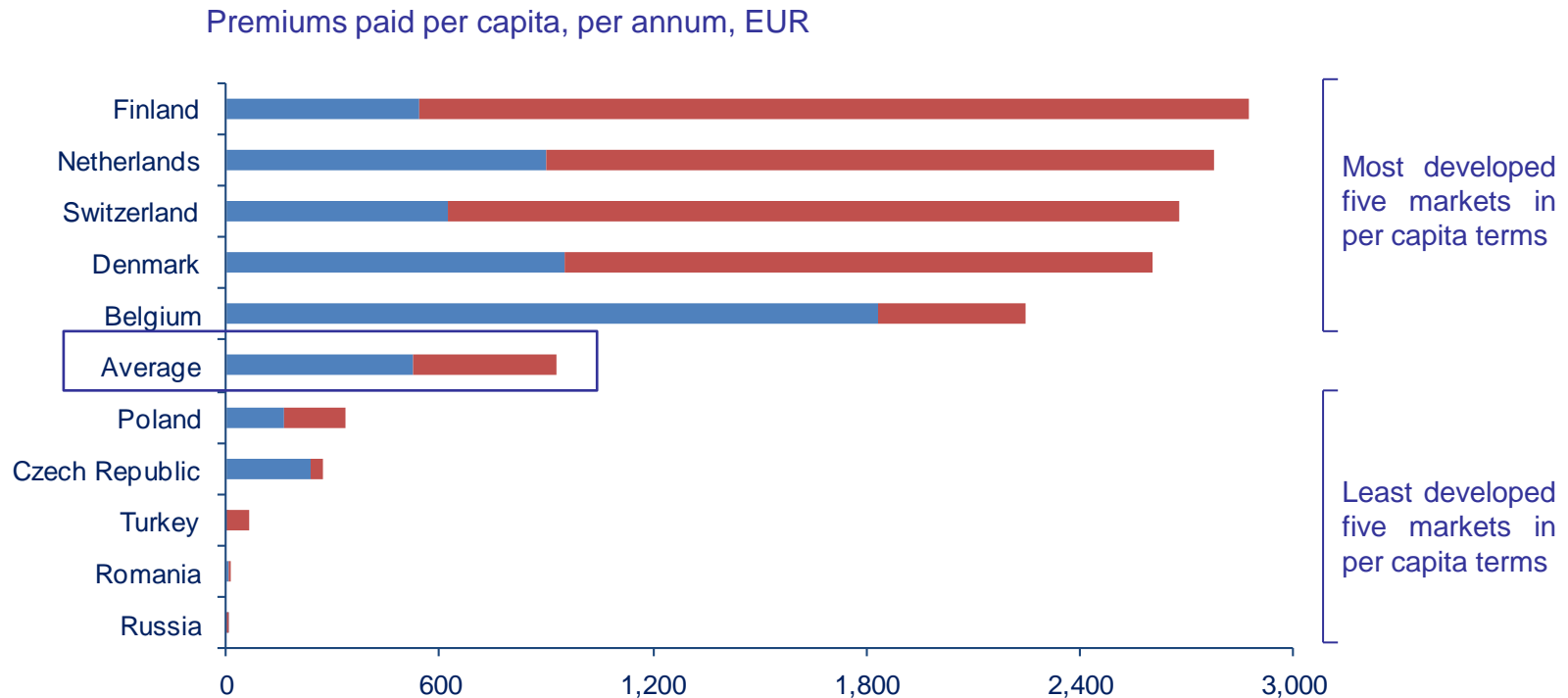
Source: Finaccord European Bancassurance PartnerBASE

Who can use the research?

1. *Insurance providers and investment managers:* this study is a uniquely comprehensive guide to a major segment within Europe's bancassurance market that can be used to identify partnership opportunities and to monitor competitor activity;
2. *Banks and other lending institutions:* the research will help banking entities to understand how their bancassurance strategy compares to that of other comparable institutions both in their domestic market and across Europe as a whole;
3. *Management consultancies:* are you helping an insurance company, investment manager or bank with its bancassurance strategy in the specific field of investment-related life insurance or retirement savings? Understand the current status of bank distribution of these two product categories in Europe, saving time and effort on researching the subject yourself;
4. *Investment banks and private equity companies:* with banking institutions under financial pressure in many European countries, this research may be useful to understanding where there is scope for them to divest captive or joint venture providers in order to raise capital.

What are some of the key findings?

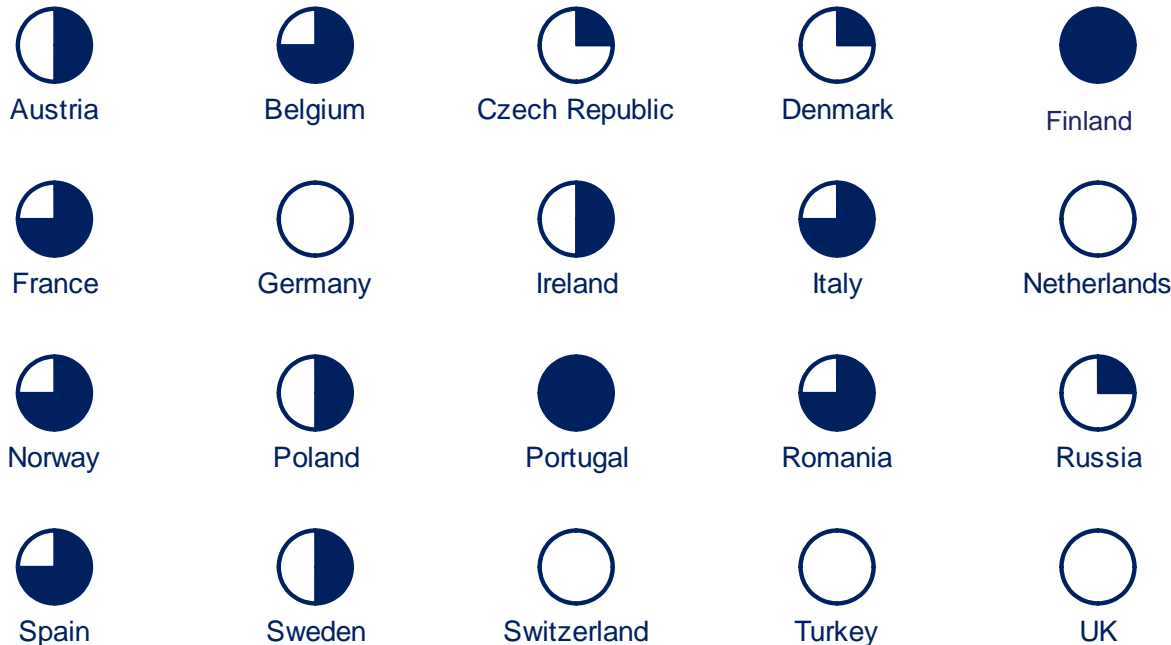
1. The value of premiums per capita paid annually into investment-related life insurance and retirement savings products ranges from EUR 6 in Russia to EUR 2,874 in Finland








Source: Finaccord European Insurance Market Model (chart shows top and bottom five countries plus average, for 2010)

What are some of the key findings? (cont.)

2. The distribution share of banks of investment-related life insurance and retirement savings varies by country from below 20% to above 80%



Key: % share of premiums distributed by bancassurance channel

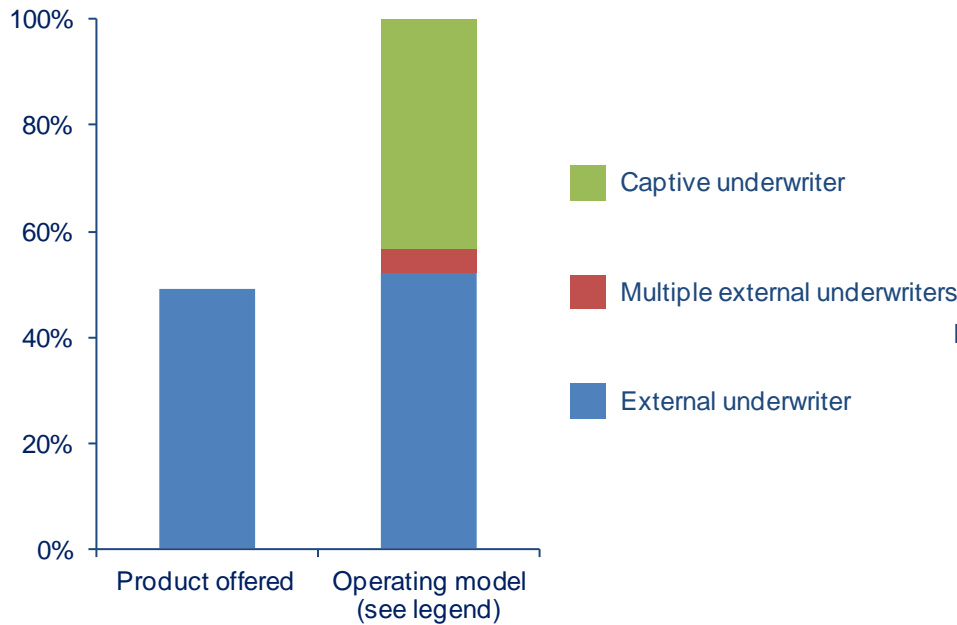
-  = under 20%
-  = 20% to 40%
-  = 40% to 60%
-  = 60% to 80%
-  = 80% or more

Source: Finaccord

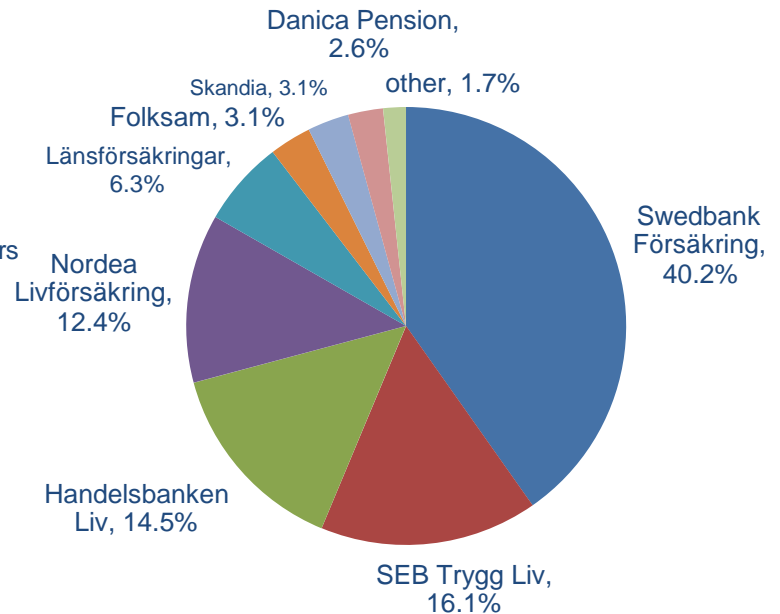
What are some of the key findings? (cont.)

3. On an unweighted basis, captive providers account for over 40% of bancassurance partnerships for investment-related life insurance in Sweden

**INVESTMENT-RELATED LIFE INSURANCE IN SWEDEN:
BANK PROVISION RATE AND OPERATING MODELS**



**INVESTMENT-RELATED LIFE INSURANCE IN SWEDEN: WEIGHTED
PROVIDER SHARES OF BANCASSURANCE PARTNERSHIPS**



Source: Finaccord European Bancassurance PartnerBASE

What are some of the key findings? (cont.)

4. Key findings from the executive summary include:

- an analysis of the share of ultimate holding companies of bancassurance partnerships for investment-related life insurance and retirement savings, weighted by customer numbers and by the approximate value of premiums distributed through the bank channel in each country, reveals that CNP Assurances, Crédit Agricole, Crédit Mutuel, BNP Paribas and Intesa Sanpaolo are the leading European groups by this measure;
- given that AXA and Société Générale also rank among the top eight groups, the success of French bancassurers both in their domestic market and elsewhere in Europe is apparent;
- the fastest growth in the underlying markets for investment-related life insurance and retirement savings between 2006 and 2010 came in Turkey, where premiums rose by 37.1% a year on average, followed by Romania and Russia, with compound annual increases of 18.5% and 15.6%, respectively;
- more than 75% of the banking institutions researched in Spain were distributing investment-related life insurance at the time of the research, but this figure fell to below 5% in Russia.

What is the cost and format?

Life Bancassurance in Europe: Investment-Related Life Insurance and Retirement Savings is available as a standard *Adobe Acrobat* PDF document and / or hard copy. The PartnerBASE™ dataset that accompanies it at no further charge is in *Microsoft Excel* format. Prices for this title and other multi-country and country-specific titles in the wider series are as follows:

REPORT	PRICE *
Life Bancassurance in Europe: Investment-Related Life Insurance and Retirement Savings	GBP 2,995
Bancassurance in Austria, Belgium etc.: Life, Non-Life and Creditor Insurance *	GBP 795
Bancassurance in China: Life, Non-Life and Creditor Insurance	GBP 995
Creditor Insurance in Northern, Central and Eastern Europe	GBP 2,495
Creditor Insurance in Southern and Western Europe	GBP 2,495
Life Bancassurance in Europe: Protection-Related Life Insurance	GBP 2,995
Non-Life Bancassurance in Europe: Accident and Health Insurance	GBP 2,995
Non-Life Bancassurance in Europe: Motor and Household Insurance	GBP 2,995

** Titles focused on single territories are available for all 20 countries covered by this series.*

For UK-based clients, VAT at the prevailing rate will be added to the basic price.

Costs quoted are for a single site user licence only.

For a corporate user licence, please see the next slide for further details.

Invoices can be paid in EUR, at the prevailing exchange rate, if preferred.

How can the research be purchased?

Simple. Just go to the relevant area of the Finaccord web site available at www.finaccord.com/order_eu_br.htm and fill in the online order form, clearly indicating:

- report required
- type of corporate user licence, if required *
- billing name
- address and e-mail address
- purchase order number, if applicable

Please allow up to one working day for the delivery of electronic copy by e-mail.

* For the **corporate user licence** please choose one of the following options:

1. One office, one country: no supplement over and above basic cost of reports ordered
2. Multiple offices, one country: additional 20% over and above basic cost of reports ordered
3. Multiple offices, two to ten countries: additional 50% over and above basic cost of reports ordered
4. Global (unlimited offices in unlimited countries): additional 100% over and above basic cost of reports ordered

VAT at the prevailing rate will be added to the price of any corporate user licence acquired by UK-based buyers.