

TABLE OF CONTENTS

0.0 EXECUTIVE SUMMARY	1
<i>The combined market value across the 20 countries is worth around EUR 138.3 billion.....</i>	<i>1</i>
<i>Four countries account for around 60% of all European premiums for these two products.....</i>	<i>2</i>
<i>Premiums per capita are highest in Switzerland and Norway</i>	<i>3</i>
<i>Bancassurance is far more significant for household insurance than it is for motor policies</i>	<i>4</i>
<i>Provision rates for both types of cover are highest in Turkey, but very low in Switzerland</i>	<i>5</i>
<i>The most common way for banks to organise provision is via a single external underwriter</i>	<i>5</i>
<i>Schemes underwritten on a captive basis are most common in the Netherlands</i>	<i>5</i>
<i>The leading three pan-European bancassurance groups in this field are Allianz, AXA and Aviva</i>	<i>5</i>
<i>The top eight underwriters account for around 30% of all bancassurance premiums.....</i>	<i>6</i>
1.0 INTRODUCTION	7
What is this report about?	7
<i>Distribution partnerships with banks and other lending institutions constitute the focus of this study.....</i>	<i>7</i>
Rationale.....	7
<i>60% of the banking organisations surveyed sell at least one of the products covered by this report.....</i>	<i>7</i>
Methodology	8
Survey of banks and other lending institutions.....	8
Market data	8
Definitions	10
Personal motor insurance	10
Household insurance.....	10
Weighted provider share of partnerships	10
Operating models	11
Abbreviations and exchange rates	11
Finaccord.....	12
2.0 EUROPEAN OVERVIEW	14
Introduction.....	14
Market analysis – personal motor insurance.....	14
<i>Across the region, personal motor insurance generated premiums of around EUR 95 billion in 2010.....</i>	<i>14</i>
<i>Whereas Germany and Italy have the largest markets in absolute terms.....</i>	<i>14</i>
<i>...the most rapid growth is occurring in relatively young markets such as Romania and Russia</i>	<i>14</i>
Market analysis – household insurance.....	17
<i>The combined household insurance market was worth around EUR 44 billion in 2010</i>	<i>17</i>
<i>The UK has the largest, but not the most resilient, household insurance market in Europe</i>	<i>17</i>
<i>Surging underlying mortgage markets lead to strong growth in Romania, Poland and Turkey</i>	<i>17</i>
Bancassurance analysis	20
Provision rates and operating models for personal motor insurance.....	20
<i>The availability of personal motor insurance from banks is highest in Turkey and Russia.....</i>	<i>20</i>
<i>Use of a single external underwriter constitutes the most regularly used operating model.....</i>	<i>20</i>
<i>...although the use of multiple providers is dominant in Russia, and also significant elsewhere</i>	<i>20</i>
<i>Schemes underwritten on a captive basis are most common in Belgium and the Netherlands</i>	<i>20</i>
<i>Within a weighted operating model analysis, captives and joint ventures take on added significance.....</i>	<i>23</i>
Provision rates and operating models for household insurance	26
<i>Banks in Turkey, Spain and Italy are those most likely to distribute household cover.....</i>	<i>26</i>
<i>The single external underwriter operating model is used for more than half of all schemes</i>	<i>26</i>
<i>...and is the dominant operating model in 17 out of the 20 European countries analysed</i>	<i>26</i>
<i>More than half of the programs identified in the Netherlands are underwritten on a captive basis.....</i>	<i>26</i>

<i>Weighted analysis reveals the effects of some large retail banks having insurance subsidiaries.....</i>	29
Distribution share of bancassurance for personal motor insurance.....	32
<i>Finaccord's analysis illustrates the influence of bancassurance on a standardised basis</i>	32
<i>European banks do not play a very large role in the distribution of personal motor cover</i>	32
<i>...although the influence of bancassurance on this type of product is quite strong in Russia.....</i>	32
Distribution share of bancassurance for household insurance	33
<i>There is a natural platform for banks to cross-sell household insurance with mortgages</i>	33
<i>...and this is strongest in Russia, where household cover is usually a part of mortgage-related policies</i>	33
<i>Bancassurance is also a major channel for household cover in Portugal, Romania and Spain</i>	34
Pan-European bancassurance groups for personal motor insurance	35
<i>At a European level, the bancassurance market for personal motor cover is fairly unconcentrated</i>	35
<i>Leading provider Allianz is present in more than half of the markets covered by the research</i>	35
<i>...and the bulk of Zurich's weighted share comes from the activities of German subsidiary DA Direkt.....</i>	35
<i>Crédit Agricole is the most significant captive bancassurer at a pan-European level.....</i>	35
Pan-European bancassurance groups for household insurance.....	36
<i>Eight leading groups account for around a third of bancassurance premiums for household cover</i>	36
<i>Aviva ranks first for this type of cover, due mainly to its retail banking partnerships in the UK</i>	36
<i>BGL Group has one of the most valuable distribution partnerships in Europe</i>	37
<i>...in the shape of UK mortgage-lending giant Santander</i>	37
3.0 AUSTRIA.....	38
Banks and other lending institutions covered	38
Introduction to the banking sector	38
<i>The banking system can be divided according to how banks operate at the national, regional and local level</i>	38
<i>Austrian banks are expected to raise EUR 2.9 billion to meet new capital requirements.....</i>	39
Insurance market size and growth	39
<i>Household insurance gross written premiums have continued to grow at a moderate rate.....</i>	39
Distribution share of banks	41
Bancassurance provision rates, operating models and partnerships	41
Personal motor insurance	41
<i>Personal motor insurance is marketed by close to one third of institutions investigated.....</i>	41
<i>UNIQA's Raiffeisen Versicherung is the most prominent underwriter by weighted share of partnerships... ..</i>	41
<i>...followed by a captive and three joint ventures.....</i>	41
<i>Many sizeable Austrian banking institutions do not bother trying to sell motor policies.....</i>	42
Household insurance.....	44
<i>s Versicherung and Raiffeisen Versicherung are the most prominent underwriters used by banks.....</i>	44
<i>Erste Bank's bancassurance partnership was renewed for another 15 years in 2008.....</i>	44
<i>Several banks, including Bank Austria and Hypo Alpe-Adria Bank, utilise captive brokers in this field</i>	44
Performance of key bancassurance underwriters.....	46
<i>The main bancassurers increased their share of total non-life insurance between 2006 and 2010.....</i>	46
<i>...although their combined weighting in motor insurance fell back over the same period of time.....</i>	47
4.0 BELGIUM	48
Banks and other lending institutions covered	48
Introduction to the banking sector	48
<i>Structurally, Belgium's banking and insurance sectors are very closely linked.....</i>	48
<i>Dexia's banking and insurance operations were nationalised in October 2011.....</i>	48
Insurance market size and growth	49
<i>The market for household insurance is growing more rapidly than that for personal motor cover.....</i>	49
Distribution share of banks	50
<i>The distribution share of banks in household insurance has increased steadily in recent years</i>	50
Bancassurance provision rates, operating models and partnerships	51
Personal motor insurance	51
<i>The majority of personal motor policies distributed by banks are underwritten on a captive basis.....</i>	51

AG Insurance holds the highest weighted share of partnerships	51
AXA is active in this market, as both a captive (to AXA Bank) and an external insurance partner	51
Fidea Assurances and Mercator Verzekeringen each partner with one Crédit Agricole subsidiary	52
Banque de la Poste - Bank van De Post is the largest banking institution with no arrangement in this field	52
Household insurance	54
The provision of household insurance by Belgian banks is similar to that for personal motor insurance... ..	54
...although ING Belgium utilises both its captive underwriter plus Mensura, an external partner.....	54
...and Banca Monte Paschi Belgio is active in this field, but not in personal motor insurance.....	54
Performance of key bancassurance underwriters	56
On a combined basis, the market share in total non-life insurance of key Belgian bancassurers is stable.....	56
...and is somewhat higher for total motor liability insurance.....	57
...close to the aggregate for total non-life insurance for total motor damage insurance... ..	58
...and significantly higher for total property insurance	59
5.0 CZECH REPUBLIC	60
Banks and other lending institutions covered	60
Introduction to the banking sector	60
The Czech banking sector has remained stable during and in the aftermath of recent financial crises... ..	60
...although the rate of foreign ownership could lead to significant restructuring	61
Insurance market size and growth	61
As in most countries, household insurance is growing much faster than personal motor insurance	61
Distribution share of banks	63
Bancassurance provision rates, operating models and partnerships	63
Personal motor insurance	63
Most of the larger banks have elected not to distribute personal motor insurance.....	63
...although Komerční Banka does, which is to the benefit of its partner, Česká pojišťovna	63
Three captive brokers and one captive underwriter are active in this bancassurance field.....	63
Household insurance.....	66
All larger banks and mortgage lenders in the Czech Republic have an arrangement for household cover	66
Kooperativa is used in this context by Česká Spořitelna and two other networks	66
Allianz benefits from distribution partnerships with four banking entities for this type of cover.....	66
Two major relationships are determined by international bancassurance agreements.....	67
Performance of key bancassurance underwriters.....	69
Underwriters with a focus on bancassurance gained ground in total non-life policies between 2006 and 2010.....	69
Only two bank-owned underwriters are active in motor insurance	70
The growth of bancassurance is also evident in an analysis of total non-motor, non-life insurance.....	70
6.0 DENMARK	72
Banks and other lending institutions covered	72
Introduction to the banking sector	72
Seven of the largest ten banking institutions are indigenous to Denmark.....	72
The Danish banking sector has changed significantly as a result of the financial crisis... ..	72
...and the number of lending institutions is expected to decrease further.....	73
However, the four largest Danish banks remain comparatively healthy.....	73
Insurance market size and growth	73
Denmark's market for household insurance has expanded at a comparatively rapid pace in recent years.....	73
Distribution share of banks	75
Bancassurance provision rates, operating models and partnerships	75
Personal motor insurance	75
A significant proportion of banking entities have an arrangement in place for motor insurance	75
The strategic partnership established between Nordea and Tryg in 2002 is still in force.....	75
...and Codan also benefits from a long-standing distribution arrangement with local savings banks	75
Smaller deals are held by a range of other captive and non-captive underwriters	76
Household insurance.....	78
The main partnerships in this market were found to be fairly similar to those for personal motor insurance.....	78

...although Privatsikring picks up an extra deal (with Ringkjøbing Landbobank)	78
A number of quite significant banking institutions have no arrangement in place for household insurance	78
Performance of key bancassurance underwriters	80
The two underwriters with a close focus on the bank distribution channel are relatively minor players	80
7.0 FINLAND	81
Banks and other lending institutions covered	81
Introduction to the banking sector	81
Finland's banking sector is relatively concentrated and dominated by OP-Pohjola and Nordea	81
...albeit with competition from a range of other foreign-owned and co-operative / savings banks	81
...plus S-Pankki, the banking arms of the S-Group retailing co-operative	82
The Finnish banking system has a very low exposure to troubles elsewhere in Europe	82
Insurance market size and growth	82
Finland's markets for both personal motor and household insurance continue to expand	82
Distribution share of banks	84
Bancassurance provision rates, operating models and partnerships	84
Personal motor insurance	84
Personal motor insurance is sold through six lending institutions in Finland	84
...with six different underwriters used as providers in this context	84
Nordea's partnership with Tryg is driven by an agreement originally forged in 2002	84
Household insurance	86
Exactly half of the banks and other lending institutions surveyed distribute household insurance	86
Several distribution partnerships exist that are unique to this type of insurance	86
Performance of key bancassurance underwriters	88
Pohjola increased its market share in total motor insurance in every year from 2006 to 2010	88
...and in each year from 2006 to 2009 for total property insurance	89
8.0 FRANCE	90
Banks and other lending institutions covered	90
Introduction to the banking sector	90
Insurance market size and growth	91
Household insurance continues to outgrow personal motor insurance in France	91
Distribution share of banks	92
French banks continue to make steady progress in the distribution of non-life insurance	92
Bancassurance provision rates, operating models and partnerships	93
Personal motor insurance	93
Captive and joint venture underwriters account for over a half of all partnerships identified	93
Leading underwriters distributing through banks include BPCE Assurances, Pacifica and AVANSSUR	93
ACM is used by both the CIC and Crédit Mutuel networks	93
La Banque Postale Assurances IARD is a relatively new entrant to the market	93
The research also identifies three insurance brokers, including a captive, as being active in this area	94
Household insurance	96
Household insurance is available from a third of the banking organisations surveyed	96
Most banks use the same distribution partnerships for both household and motor insurance	96
...although Cetelem uses a separate underwriter for its household insurance proposition	96
Performance of key bancassurance underwriters	98
All bank-owned underwriters increased their share of total non-life insurance in France during 2010	98
...with most also making progress in both motor and household insurance	99
In these fields, insurers belonging to Crédit Agricole and Crédit Mutuel are the largest	100
9.0 GERMANY	101
Banks and other lending institutions covered	101
Introduction to the banking sector	102
In spite of some consolidation, Germany's banking sector remains comparatively fragmented	102
Many of the regional public sector banks have suffered during the financial crisis	102

...although the savings banks are largely perceived by consumers to be safe institutions.....	102
Taken as a whole, the co-operative banks possess the most retail branches in Germany.....	103
Insurance market size and growth	103
Gross written premiums for personal motor insurance rose in 2010 for the first time in four years	103
Distribution share of banks	105
The most recent evidence suggests the distribution share of banks in motor and household policies is rising	105
Bancassurance provision rates, operating models and partnerships	105
Personal motor insurance	105
Around a half of German banks surveyed have an arrangement in place for personal motor insurance.....	105
HUK24, Allianz and DA Direkt lay claim to the partnerships with the most apparent potential	105
Several insurers distribute personal motor policies through subsidiary banks or building societies	106
ERGO Direkt's partnership with Valovis Bank originates from a previous joint venture	106
19 banks with more than one million retail clients have no scheme for personal motor insurance.....	106
Household insurance	108
The provision rate for household insurance is somewhat higher than that for personal motor cover	108
By weighted share of partnerships, ERGO is ranked fourth thanks to its deal with HypoVereinsbank	108
DEVK holds five partnerships, but all are with relatively small banking institutions	108
Household insurance is absent from the product portfolio of several significant retail banks.....	108
Performance of key bancassurance underwriters.....	110
10.0 IRELAND.....	111
Banks and other lending institutions covered	111
Introduction to the banking sector	111
Six major Irish banks have been reduced to three by the financial crisis.....	111
...with foreign-owned banks making up the field.....	111
The Irish League of Credit Unions has the largest customer base, spread across 400 entities	112
Insurance market size and growth	112
Ireland's market for personal motor insurance has declined sharply since 2006	112
Distribution share of banks	113
Bancassurance provision rates, operating models and partnerships	114
Personal motor insurance	114
Three underwriters possess banking sector partnerships for personal motor insurance	114
Household insurance.....	114
All the main banks and mortgage lenders offer household insurance.....	114
AXA has an opportunity to increase its position if it can win EBS's business following the merger with AIB	114
Performance of key bancassurance underwriters.....	117
11.0 ITALY.....	118
Banks and other lending institutions covered	118
Introduction to the banking sector	118
Four, or arguably five, retail banking groups lay claim to a genuinely nationwide network... ..	118
... although these are being challenged by an array of ambitious regional competitors... ..	119
... including the banche di credito cooperative and casse Raiffeisen	119
... as well as several insurer-owned banks and banks falling under foreign ownership.....	119
Italy also plays host to a considerable number of specialised lending institutions	119
Italy's banking groups typically encapsulate a number of local or regional banking brands.....	120
Insurance market size and growth	120
Gross written premiums for personal motor insurance have been declining since 2007	120
Distribution share of banks	122
Banks manage progress in property insurance, but struggle to make an impact in motor insurance.....	122
Bancassurance provision rates, operating models and partnerships	123
Personal motor insurance	123
50 of the banking institutions surveyed are active in the distribution of personal motor insurance	123
By weighted share of partnerships, a captive and three joint ventures rank among the top five underwriters	123
Other providers with important relationships include Assimoco, Aviva Assicurazioni and Direct Line.....	123

NON-LIFE BANCASSURANCE IN EUROPE: MOTOR AND HOUSEHOLD INSURANCE

...plus the three underwriting brands belonging to the Reale Mutua grouping.....	124
Entities not distributing motor insurance include 17 with more than 250,000 retail customers	124
Household insurance.....	126
Most banking institutions offering household cover do so in conjunction with a single, external underwriter	126
UniCredit persists with two bancassurance joint ventures for non-life insurance	126
Other joint ventures are ABC Assicura, Avipop, AXA MPS, Credem Assicurazioni and UBI Assicurazioni	126
As many as 25 different underwriters hold the status of an exclusive, non-captive provider	126
Lending institutions that do not sell household insurance are mainly those that do not offer mortgages	127
Performance of key bancassurance underwriters.....	129
Carige Assicurazioni holds the highest market share of the bank-owned underwriters in motor insurance.....	129
...and also in total property insurance	130
12.0 NETHERLANDS.....	131
Banks and other lending institutions covered	131
Introduction to the banking sector	131
The Dutch state exerts a greater influence on the retail banking sector than foreign institutions.....	131
...and is likely to continue to do so until 2014 at least.....	131
ING has reshaped itself greatly in recent years.....	131
Several lending institutions have closed to new business	132
Insurance market size and growth	132
The Dutch market for personal motor and household insurance delivers virtually no growth	132
Distribution share of banks	134
Bank sales account for in excess of 20% of the total personal non-life insurance market	134
Bancassurance provision rates, operating models and partnerships	135
Personal motor insurance	135
A dozen Dutch banks distribute personal motor insurance.....	135
...mainly by means of captive or joint venture underwriters	135
Household insurance.....	137
A very similar picture emerges for household insurance	137
Performance of key bancassurance underwriters.....	139
Underwriters owned wholly or in part by banks account for well over 20% of total motor insurance.....	139
... and in excess of 30% of total property insurance.....	140
13.0 NORWAY	141
Banks and other lending institutions covered	141
Introduction to the banking sector	141
Four, or arguably five, of the ten lending institutions are owned by foreign parents	141
Two savings bank groups play an important role in Norway's banking sector.....	141
International financial crises have had a limited impact on Norway's banking market	142
Insurance market size and growth	142
Norwegian insurers have pushed through higher prices for both personal motor and household insurance.....	142
Distribution share of banks	144
Bancassurance provision rates, operating models and partnerships	144
Personal motor insurance	144
Three out of the five leading underwriters selling policies through banks are captive entities.....	144
Tryg continues to benefit from its long-term strategic alliance with Nordea	144
Frende Forsikring is a joint venture established in 2007 by four independent savings banks.....	144
Several independent savings banks are found to collaborate with Gjensidige	145
Household insurance.....	147
Partnerships in this area are almost identical to those used for personal motor insurance.....	147
Performance of key bancassurance underwriters.....	149
Underwriters with a strong bancassurance exposure see a rise in their combined market share... ..	149
...for both motor and property insurance.....	150
14.0 POLAND	151

Banks and other lending institutions covered	151
Introduction to the banking sector	151
<i>Eight of the top ten banking institutions (by number of retail clients) are owned by foreign parents.....</i>	<i>151</i>
<i>...and the Polish government maintains a significant stake in the largest bank, PKO Bank Polski.....</i>	<i>151</i>
<i>Poland's banking sector is characterised by significant merger and acquisition activity.....</i>	<i>151</i>
<i>...with further changes in market structure likely to occur in future years</i>	<i>152</i>
<i>Whilst comparatively strong, Poland's banks are not immune to factors in the wider eurozone.....</i>	<i>152</i>
Insurance market size and growth	152
<i>The smaller market for household insurance grows far more quickly than that for personal motor cover.....</i>	<i>152</i>
Distribution share of banks	154
<i>From a very low base, Polish banks are establishing a foothold in non-life insurance.....</i>	<i>154</i>
<i>...and this trend is particularly relevant in relation to property insurance</i>	<i>154</i>
Bancassurance provision rates, operating models and partnerships	155
Personal motor insurance	155
<i>Personal motor insurance is available from a significant number of banks and other lending institutions.....</i>	<i>155</i>
<i>Blue Media runs online aggregation platforms for four banks.....</i>	<i>155</i>
<i>Seven distributor banks collaborate with more than one underwriter for this form of insurance</i>	<i>155</i>
<i>A number of sizeable banking institutions have no arrangement for personal motor cover.....</i>	<i>155</i>
Household insurance.....	157
<i>A wide range of operating models is used for the provision of household cover in Poland.....</i>	<i>157</i>
<i>Europa holds several valuable bancassurance partnerships in this field</i>	<i>157</i>
<i>Excluding captives and joint ventures, 11 underwriters compete for household insurance mandates.....</i>	<i>157</i>
<i>Bank Zachodni WBK's joint venture with Aviva was established in 2008</i>	<i>158</i>
<i>At least one distribution relationship is determined by an international bancassurance alliance</i>	<i>158</i>
<i>Europa's gross written premiums expanded rapidly between 2006 and 2010</i>	<i>158</i>
<i>Organisations not offering household insurance are mainly specialised lenders</i>	<i>158</i>
Performance of key bancassurance underwriters.....	160
<i>Europa grew its share of total non-life insurance consistently between 2006 and 2010</i>	<i>160</i>
15.0 PORTUGAL	161
Banks and other lending institutions covered	161
Introduction to the banking sector	161
Insurance market size and growth	161
<i>Personal motor insurance declines whereas household insurance grows</i>	<i>161</i>
Distribution share of banks	163
<i>Banks achieved modest growth as a non-life insurance sales channel between 2008 and 2010.....</i>	<i>163</i>
Bancassurance provision rates, operating models and partnerships	163
Personal motor insurance	163
<i>Over a half of Portuguese banking entities have an arrangement for selling personal motor insurance.....</i>	<i>163</i>
<i>By weighted share of partnerships, one captive provider and two joint ventures lead the field.....</i>	<i>164</i>
<i>Insurers with smaller non-captive deals include AXA Seguros, MAPFRE and Zurich</i>	<i>164</i>
<i>Crédit Agricole entered into its bancassurance joint venture with Banco Espírito Santo in 2006</i>	<i>164</i>
Household insurance.....	166
<i>Many distribution relationships for home cover are the same as those for personal motor policies... ..</i>	<i>166</i>
<i>...although Liberty Seguros holds three partnerships uniquely for household insurance... ..</i>	<i>166</i>
<i>...and Lusitania claims one non-captive deal to supplement its captive relationship with Montepio</i>	<i>166</i>
Performance of key bancassurance underwriters.....	168
<i>Bank-owned insurers hold a far larger share of non-life policies than the bancassurance channel does</i>	<i>168</i>
16.0 ROMANIA	169
Banks and other lending institutions covered	169
Introduction to the banking sector	169
Insurance market size and growth	170
<i>Personal motor insurance makes up almost 95% of the combined total market.....</i>	<i>170</i>
Distribution share of banks	171

Bancassurance provision rates, operating models and partnerships	171
Personal motor insurance	171
<i>Just over a third of banking institutions in Romania sell personal motor insurance.....</i>	<i>171</i>
<i>BCR Asigurari, owned by Vienna Insurance Group, benefits from its tie with Banca Comerciala Romana.....</i>	<i>171</i>
<i>Many comparatively large banks have not yet launched personal motor insurance schemes</i>	<i>172</i>
Household insurance.....	174
<i>Groupama possesses three exclusive and two shared partnerships for household insurance</i>	<i>174</i>
<i>Generali's six exclusive relationships are with smaller banking institutions</i>	<i>174</i>
<i>Only two banks that offer mortgages do not also intermediate household insurance</i>	<i>174</i>
Performance of key bancassurance underwriters.....	176
<i>In 2010, BCR Asigurari claimed a market share of total motor insurance of more than 9%.....</i>	<i>176</i>
<i>...with the equivalent figure rising to well over 10% in the case of total property insurance</i>	<i>176</i>
17.0 RUSSIA	178
Banks and other lending institutions covered	178
Introduction to the banking sector	178
<i>Banks owned ultimately by the state continue to exert a strong influence on Russia's banking sector.....</i>	<i>178</i>
<i>...with several foreign banks having decided to exit the market.....</i>	<i>179</i>
<i>Russia's banking sector has changed very significantly in recent years.....</i>	<i>179</i>
<i>...with a new wave of merger and acquisition activity in evidence since 2008.....</i>	<i>179</i>
<i>...and with further changes in the market structure likely to occur</i>	<i>180</i>
<i>In spite of its problems, there is plenty of scope for the Russian retail banking market to grow.....</i>	<i>180</i>
Insurance market size and growth	180
<i>Personal motor insurance makes up over 95% of the combined total market.....</i>	<i>180</i>
Distribution share of banks	182
<i>Bancassurance is important as a distribution channel for both personal motor and household insurance</i>	<i>182</i>
Bancassurance provision rates, operating models and partnerships	182
Personal motor insurance	182
<i>Provision rates are high because car finance customers must also take out motor insurance.....</i>	<i>182</i>
<i>However, the supply structure is highly fragmented because most banks utilise multiple underwriters.....</i>	<i>182</i>
<i>...meaning that the weighted share of partnerships of the market leader is less than 5%.....</i>	<i>182</i>
<i>Several banks possess captive underwriters that are active in this field.....</i>	<i>183</i>
<i>...although most are utilised as one of a long list of accredited insurers.....</i>	<i>183</i>
<i>Just one joint venture underwriter is apparent in personal motor insurance in Russia.....</i>	<i>183</i>
Household insurance.....	185
<i>Household cover is available from almost all banks that are involved in mortgage lending.....</i>	<i>185</i>
<i>...and is almost always bundled with creditor cover within mandatory mortgage-related policies.....</i>	<i>185</i>
<i>VSK is the leading provider in terms of its weighted share of partnerships.....</i>	<i>185</i>
<i>Banking institutions not offering household cover are mainly those not active in the mortgage market</i>	<i>185</i>
Performance of key bancassurance underwriters.....	187
<i>Bank-owned underwriters have gained market share in motor liability insurance.....</i>	<i>187</i>
<i>...and have also performed strongly in property insurance</i>	<i>188</i>
<i>Non-captive underwriters secure the most motor insurance business from the bancassurance channel.....</i>	<i>188</i>
18.0 SPAIN	189
Banks and other lending institutions covered	189
Introduction to the banking sector	189
<i>The end of the last decade saw a raft of mergers amid general economic uncertainty</i>	<i>189</i>
<i>...with more mergers and state take-overs expected</i>	<i>190</i>
Insurance market size and growth	190
<i>The value of the combined market hit a peak in 2008 before declining in subsequent years</i>	<i>190</i>
Distribution share of banks	192
<i>Whether measured by new or total sales, non-life bancassurance in Spain has grown in recent years.....</i>	<i>192</i>
<i>...with this trend apparent for both motor insurance.....</i>	<i>192</i>
<i>...and household 'multi-risk' insurance</i>	<i>192</i>

Bancassurance provision rates, operating models and partnerships	193
Personal motor insurance	193
<i>Around two thirds of Spanish banks investigated distribute personal motor insurance.....</i>	193
<i>...with most electing to do so via either one or more external underwriters.....</i>	193
<i>Mutua Madrileña acquired a 50% stake in the non-life operations of La Caixa in July 2011</i>	194
<i>Línea Directa Aseguradora has been owned outright by Bankinter since 2009.....</i>	194
<i>30 banking institutions are not active in this field, although these are mainly smaller companies</i>	194
Household insurance.....	196
<i>Captive underwriters are more prominent in the household insurance sector.....</i>	196
<i>By weighted share of partnerships, Caser is ranked first in this market.....</i>	196
<i>...followed by Santander Seguros, BBVA Seguros and SegurCaixa</i>	196
<i>In addition to SegurCaixa, several other joint ventures are also active in this area.....</i>	196
<i>Allianz, AXA, Generali, Groupama, Liberty Seguros, MAPFRE and Zurich all hold sole provider deals.....</i>	197
<i>...whereas Pelayo is limited to non-exclusive relationships only.....</i>	197
<i>The banking institutions not offering household cover generally do not offer mortgages either.....</i>	197
Performance of key bancassurance underwriters.....	199
<i>Key bancassurance underwriters control more than a third of the total insurance market in Spain.....</i>	199
19.0 SWEDEN.....	202
Banks and other lending institutions covered	202
Introduction to the banking sector	202
<i>In 2011, SBAB received permission to commence banking operations</i>	202
<i>Swedbank either owns or collaborates closely with the majority of local savings banks.....</i>	202
<i>Sweden's banking sector remains in relatively good health</i>	203
Insurance market size and growth	203
<i>The combined market achieved a significant increase in premiums in 2010.....</i>	203
Distribution share of banks	205
Bancassurance provision rates, operating models and partnerships	205
Personal motor insurance	205
<i>Tre Kronor Försäkring holds a preferred partnership with Swedbank and local savings banks</i>	205
<i>Moderna Försäkringar is found to collaborate with both ICA Banken and Nordea Bank</i>	205
Household insurance.....	207
<i>Partnerships in this bancassurance sector are largely similar to those for personal motor insurance.....</i>	207
<i>...although If Skadeförsäkring picks up unique deals with SBAB Bank and Sparbanken Öresund.....</i>	207
Performance of key bancassurance underwriters.....	209
20.0 SWITZERLAND.....	210
Banks and other lending institutions covered	210
Introduction to the banking sector	210
<i>The Swiss banking system can be segmented into four broad categories.....</i>	210
<i>Perceived as 'safe havens', the cantonal banks have increased their market share in recent years.....</i>	211
<i>The Clientis and Raiffeisen groupings are also significant in Swiss retail banking.....</i>	211
<i>Postfinance is allowed to operate without a regular banking licence.....</i>	211
Insurance market size and growth	211
<i>Switzerland's markets for both personal motor and household insurance continue to expand</i>	211
Distribution share of banks	213
Bancassurance provision rates, operating models and partnerships	213
Personal motor insurance	213
<i>Motor insurance is rarely available from banking entities in Switzerland.....</i>	213
Household insurance.....	215
<i>Cantonal insurers are dominant in the provision of buildings insurance in Switzerland.....</i>	215
<i>...which reduces the scope for banks to market household policies.....</i>	215
<i>The partnership between Helvetia and the Raiffeisen grouping has been in place since 1999.....</i>	215
Performance of key bancassurance underwriters.....	217

21.0 TURKEY	218
Banks and other lending institutions covered	218
Introduction to the banking sector	218
Insurance market size and growth	218
<i>Household insurance makes up less than 10% of the combined total market</i>	<i>218</i>
Distribution share of banks	220
<i>Turkish banks prosper in property insurance, but struggle to make headway in motor insurance</i>	<i>220</i>
Bancassurance provision rates, operating models and partnerships	220
Personal motor insurance	220
<i>Most banking institutions in Turkey have an arrangement in place for selling personal motor insurance</i>	<i>220</i>
<i>AXA has established exclusive or shared partnerships with as many as seven banks.....</i>	<i>221</i>
<i>In addition to Anadolu and Ziraat Sigorta, four other captive underwriters operate in this market</i>	<i>221</i>
<i>Ageas acquired a 31% stake in Aksigorta during the first quarter of 2011.....</i>	<i>221</i>
Household insurance.....	223
<i>AXA's drive to create bancassurance partnerships in Turkey is also evident in household insurance.....</i>	<i>223</i>
Performance of key bancassurance underwriters.....	225
<i>Bank-owned captives and joint ventures accounted for over a third of total motor insurance in 2010.. ..</i>	<i>225</i>
<i>...and also took a very significant share of the market for household insurance.....</i>	<i>226</i>
22.0 UNITED KINGDOM	227
Banks and other lending institutions covered	227
Introduction to the banking sector	227
<i>The crisis of 2007 onwards forced many institutions to close, merge or be nationalised.....</i>	<i>227</i>
<i>...with Santander as the only bank to emerge much stronger from the turmoil.....</i>	<i>229</i>
<i>...while the Nationwide and the Yorkshire rescued several building societies in trouble</i>	<i>229</i>
<i>New entrants are appearing, with 700 branches scheduled to change hands at the time of publication</i>	<i>229</i>
Insurance market size and growth	230
<i>The combined market increased in value by EUR 587 million between 2006 and 2010</i>	<i>230</i>
Distribution share of banks	232
<i>For personal motor insurance, banks and building societies have found it increasingly hard to compete.....</i>	<i>232</i>
<i>...and their influence in household insurance has come under pressure from at least two factors</i>	<i>232</i>
Bancassurance provision rates, operating models and partnerships	233
Personal motor insurance	233
<i>Online aggregators make it difficult for banks to compete in personal motor insurance.....</i>	<i>233</i>
<i>...which means that many have adopted a broker model to source a wider range of products... ..</i>	<i>233</i>
<i>...which has been to the benefit of two affinity brokers in particular.....</i>	<i>233</i>
<i>The two leading underwriters by weighted share of partnerships are both subsidiaries of RBS.....</i>	<i>233</i>
<i>American Express and HSBC have different product providers for standard and prestige policies</i>	<i>234</i>
<i>Heath Lambert and Lloyd Latchford occupy niche positions in this market</i>	<i>234</i>
<i>Tesco Underwriting has been launched with ambitious growth targets</i>	<i>234</i>
Household insurance.....	237
<i>Underwriting partners are stronger in household insurance than for personal motor cover.....</i>	<i>237</i>
<i>Aviva (including Gresham Insurance) and BISL hold the largest weighted share of partnerships.....</i>	<i>237</i>
<i>...while RSA has the higher outright number of partners, thanks to its alliances with building societies.....</i>	<i>237</i>
<i>AXA Insurance is another company competing for bancassurance distribution mandates</i>	<i>238</i>
<i>The supply structure for household insurance is comparatively fragmented... ..</i>	<i>238</i>
<i>...and several product providers lay claim to just one banking sector partner.....</i>	<i>238</i>
<i>Aviva's partnerships with Barclays and HSBC are planned to run up to 2015 and 2016 respectively</i>	<i>239</i>
Performance of key bancassurance underwriters.....	241
<i>For a variety of reasons, UK Insurance has suffered a rapid loss in market share in recent years</i>	<i>241</i>

LIST OF GRAPHICS / TABLES

0.0 EXECUTIVE SUMMARY	1
In most countries, gross written premiums for household insurance are growing more rapidly than those for personal motor cover	2
Premiums per capita for personal motor and household insurance fluctuate greatly between European countries	3
The countries with the lowest premiums per capita in 2010 were Turkey, Russia and Romania	4
The combined bancassurance market for personal motor and household insurance is relatively unconcentrated.....	6
1.0 INTRODUCTION	7
Banks and other lending institutions contacted by Finaccord, segmented by country and type	9
2.0 EUROPEAN OVERVIEW	14
Provision rates for personal motor insurance through bancassurance in Europe, 2011	21
Operating models (unweighted) used for personal motor insurance in Europe, 2011	22
Operating models (unweighted) used for personal motor insurance in Europe, 2011 (data)	23
Operating models (weighted) used for personal motor insurance in Europe, 2011	24
Operating models (weighted) used for personal motor insurance in Europe, 2011 (data)	25
Provision rates for household insurance through bancassurance in Europe, 2011	27
Operating models (unweighted) used for household insurance in Europe, 2011	28
Operating models (unweighted) used for household insurance in Europe, 2011 (data)	29
Operating models (weighted) used for household insurance in Europe, 2011	30
Operating models (weighted) used for household insurance in Europe, 2011 (data).....	31
Distribution share of bancassurance for personal motor insurance in Europe, 2011	33
Distribution share of bancassurance for household insurance in Europe, 2011	34
Weighted group share of bancassurance partnerships for personal motor insurance, re-weighted by country bancassurance market size, Europe	36
Weighted group share of bancassurance partnerships for household insurance, re-weighted by country bancassurance market size, Europe.....	37
3.0 AUSTRIA.....	38
Gross written premiums for personal motor and household insurance in Austria, 2006-2010.....	40
Gross written premiums for personal motor and household insurance in Austria, 2006-2010 (data)	40
Bancassurance provision of personal motor insurance in Austria, 2011: provision rate, operating models and weighted provider share of partnerships	43
Bancassurance provision of household insurance in Austria, 2011: provision rate, operating models and weighted provider share of partnerships.....	45
Market share in total non-life insurance of key bancassurance underwriters in Austria, 2006-2010 (data).....	46
Market share in total motor insurance of key bancassurance underwriters in Austria, 2006-2010 (data) ..	47
4.0 BELGIUM	48
Gross written premiums for personal motor and household insurance in Belgium, 2006-2010.....	49
Gross written premiums for personal motor and household insurance in Belgium, 2006-2010 (data)	50
Distribution share of banks in total non-life, personal non-life, motor and household insurance in Belgium, 2006-2009 (data).....	51
Bancassurance provision of personal motor insurance in Belgium, 2011: provision rate, operating models and weighted provider share of partnerships	53
Bancassurance provision of household insurance in Belgium, 2011: provision rate, operating models and weighted provider share of partnerships.....	55
Market share in total non-life insurance of key bancassurance underwriters in Belgium, 2006-2010 (data)	56

Market share in total motor liability insurance of key bancassurance underwriters in Belgium, 2009-2010 (data).....	57
Market share in total motor damage insurance of key bancassurance underwriters in Belgium, 2009-2010 (data).....	58
Market share in total property insurance of key bancassurance underwriters in Belgium, 2009-2010 (data).....	59
5.0 CZECH REPUBLIC	60
Gross written premiums for personal motor and household insurance in the Czech Republic, 2006-2010	62
Gross written premiums for personal motor and household insurance in the Czech Republic, 2006-2010 (data).....	62
Bancassurance provision of personal motor insurance in the Czech Republic, 2011: provision rate, operating models and weighted provider share of partnerships.....	65
Bancassurance provision of household insurance in the Czech Republic, 2011: provision rate, operating models and weighted provider share of partnerships	68
Market share in total non-life insurance of key bancassurance underwriters in the Czech Republic, 2006-2010 (data)	69
Market share in total motor insurance of key bancassurance underwriters in the Czech Republic, 2006-2010 (data)	70
Market share in total non-motor, non-life insurance of key bancassurance underwriters in the Czech Republic, 2006-2010 (data)	71
6.0 DENMARK	72
Gross written premiums for personal motor and household insurance in Denmark, 2006-2010	74
Gross written premiums for personal motor and household insurance in Denmark, 2006-2010 (data)	74
Bancassurance provision of personal motor insurance in Denmark, 2011: provision rate, operating models and weighted provider share of partnerships	77
Bancassurance provision of household insurance in Denmark, 2011: provision rate, operating models and weighted provider share of partnerships.....	79
Market share in total non-life insurance of key bancassurance underwriters in Denmark, 2006-2010 (data)	80
7.0 FINLAND	81
Gross written premiums for personal motor and household insurance in Finland, 2006-2010	83
Gross written premiums for personal motor and household insurance in Finland, 2006-2010 (data)	83
Bancassurance provision of personal motor insurance in Finland, 2011: provision rate, operating models and weighted provider share of partnerships	85
Bancassurance provision of household insurance in Finland, 2011: provision rate, operating models and weighted provider share of partnerships.....	87
Market share in total motor insurance of key bancassurance underwriters in Finland, 2006-2010 (data) ..	88
Market share in total property insurance of key bancassurance underwriters in Finland, 2006-2010 (data)	89
8.0 FRANCE.....	90
Gross written premiums for personal motor and household insurance in France, 2006-2010.....	91
Gross written premiums for personal motor and household insurance in France, 2006-2010 (data).....	92
Distribution share of banks in total non-life insurance in France, 2006-2010 (data)	92
Bancassurance provision of personal motor insurance in France, 2011: provision rate, operating models and weighted provider share of partnerships	95
Bancassurance provision of household insurance in France, 2011: provision rate, operating models and weighted provider share of partnerships.....	97
Market share in total non-life insurance of key bancassurance underwriters in France, 2009-2010 (data).....	98
Market share in total motor insurance of key bancassurance underwriters in France, 2009-2010 (data) ..	99
Market share in household insurance of key bancassurance underwriters in France, 2009-2010 (data) ..	100
9.0 GERMANY	101

Gross written premiums for personal motor and household insurance in Germany, 2006-2010.....	104
Gross written premiums for personal motor and household insurance in Germany, 2006-2010 (data) ...	104
Bancassurance provision of personal motor insurance in Germany, 2011: provision rate, operating models and weighted provider share of partnerships	107
Bancassurance provision of household insurance in Germany, 2011: provision rate, operating models and weighted provider share of partnerships.....	109
10.0 IRELAND.....	111
Gross written premiums for personal motor and household insurance in Ireland, 2006-2010	112
Gross written premiums for personal motor and household insurance in Ireland, 2006-2010 (data)	113
Bancassurance provision of personal motor insurance in Ireland, 2011: provision rate, operating models and weighted provider share of partnerships	115
Bancassurance provision of household insurance in Ireland, 2011: provision rate, operating models and weighted provider share of partnerships.....	116
11.0 ITALY.....	118
Gross written premiums for personal motor and household insurance in Italy, 2006-2010.....	121
Gross written premiums for personal motor and household insurance in Italy, 2006-2010 (data).....	121
Distribution share of banks in total non-life, motor and property insurance in Italy, 2006-2010 (data).....	122
Bancassurance provision of personal motor insurance in Italy, 2011: provision rate, operating models and weighted provider share of partnerships.....	125
Bancassurance provision of household insurance in Italy, 2011: provision rate, operating models and weighted provider share of partnerships.....	128
Market share in total motor insurance of key bancassurance underwriters in Italy, 2006-2010 (data).....	129
Market share in of key bancassurance underwriters in total property insurance in Italy 2006-2010 (data)	130
12.0 NETHERLANDS.....	131
Gross written premiums for personal motor and household insurance in the Netherlands, 2006-2010 ...	133
Gross written premiums for personal motor and household insurance in the Netherlands, 2006-2010 (data)	133
Distribution share of banks in personal non-life, personal motor, household buildings and household contents insurance in the Netherlands, 2008 and 2010 (data).....	134
Bancassurance provision of personal motor insurance in the Netherlands, 2011: provision rate, operating models and weighted provider share of partnerships	136
Bancassurance provision of household insurance in the Netherlands, 2011: provision rate, operating models and weighted provider share of partnerships	138
Market share in total motor insurance of key bancassurance underwriters in the Netherlands, 2006-2009 (data).....	139
Market share in total property insurance of key bancassurance underwriters in the Netherlands, 2006-2009 (data)	140
13.0 NORWAY	141
Gross written premiums for personal motor and household insurance in Norway, 2006-2010.....	143
Gross written premiums for personal motor and household insurance in Norway, 2006-2010 (data).....	143
Bancassurance provision of personal motor insurance in Norway, 2011: provision rate, operating models and weighted provider share of partnerships	146
Bancassurance provision of household insurance in Norway, 2011: provision rate, operating models and weighted provider share of partnerships.....	148
Market share in total motor insurance of key bancassurance underwriters in Norway, 2006-2010 (data)	149
Market share in total property insurance of key bancassurance underwriters in Norway, 2006-2010 (data)	150
14.0 POLAND	151
Gross written premiums for personal motor and household insurance in Poland, 2006-2010.....	153
Gross written premiums for personal motor and household insurance in Poland, 2006-2010 (data).....	153

Distribution share of banks in total non-life and accident and property insurance in Poland, 2006-2010 (data).....	154
Bancassurance provision of personal motor insurance in Poland, 2011: provision rate, operating models and weighted provider share of partnerships	156
Bancassurance provision of household insurance in Poland, 2011: provision rate, operating models and weighted provider share of partnerships.....	159
Market share in total non-life insurance of key bancassurance underwriters in Poland, 2006-2010 (data)	160
15.0 PORTUGAL	161
Gross written premiums for personal motor and household insurance in Portugal, 2006-2010	162
Gross written premiums for personal motor and household insurance in Portugal, 2006-2010 (data).....	162
Distribution share of banks in total non-life insurance in Portugal, 2008-2010 (data)	163
Bancassurance provision of personal motor insurance in Portugal, 2011: provision rate, operating models and weighted provider share of partnerships	165
Bancassurance provision of household insurance in Portugal, 2011: provision rate, operating models and weighted provider share of partnerships.....	167
Market share in total non-life insurance of key bancassurance underwriters in Portugal, 2006-2009 (data)	168
16.0 ROMANIA	169
Gross written premiums for personal motor and household insurance in Romania, 2006-2010	170
Gross written premiums for personal motor and household insurance in Romania, 2006-2010 (data) ...	171
Bancassurance provision of personal motor insurance in Romania, 2011: provision rate, operating models and weighted provider share of partnerships	173
Bancassurance provision of household insurance in Romania, 2011: provision rate, operating models and weighted provider share of partnerships.....	175
Market share in total motor insurance of key bancassurance underwriters in Romania, 2006-2010 (data)	176
Market share in total property insurance of key bancassurance underwriters in Romania, 2006-2010 (data)	177
17.0 RUSSIA	178
Gross written premiums for personal motor and household insurance in Russia, 2006-2010	181
Gross written premiums for personal motor and household insurance in Russia, 2006-2010 (data)	181
Bancassurance provision of personal motor insurance in Russia, 2011: provision rate, operating models and weighted provider share of partnerships	184
Bancassurance provision of household insurance in Russia, 2011: provision rate, operating models and weighted provider share of partnerships.....	186
Market share in total motor liability insurance of key bancassurance underwriters in Russia, 2006-2010 (data).....	187
Market share in total property insurance of key bancassurance underwriters in Russia, 2006-2010 (data)	188
18.0 SPAIN	189
Gross written premiums for personal motor and household insurance in Spain, 2006-2010.....	191
Gross written premiums for personal motor and household insurance in Spain, 2006-2010 (data)	191
Distribution share of banks in total non-life insurance in Spain, 2006-2009 (data)	192
Distribution share of banks in total motor insurance in Spain, 2006-2009 (data)	192
Distribution share of banks in household 'multi-risk' insurance in Spain, 2006-2009 (data).....	193
Bancassurance provision of personal motor insurance in Spain, 2011: provision rate, operating models and weighted provider share of partnerships	195
Bancassurance provision of household insurance in Spain, 2011: provision rate, operating models and weighted provider share of partnerships.....	198
Market share in total life and non-life insurance of key bancassurance underwriters still active and mentioned / covered by the research in Spain, 2008-2010 (data)	200

Market share in total life and non-life insurance of key bancassurance underwriters no longer active and / or not mentioned / covered by the research in Spain, 2008-2010 (data).....	201
19.0 SWEDEN	202
Gross written premiums for personal motor and household insurance in Sweden, 2006-2010.....	204
Gross written premiums for personal motor and household insurance in Sweden, 2006-2010 (data)	204
Bancassurance provision of personal motor insurance in Sweden, 2011: provision rate, operating models and weighted provider share of partnerships	206
Bancassurance provision of household insurance in Sweden, 2011: provision rate, operating models and weighted provider share of partnerships.....	208
20.0 SWITZERLAND	210
Gross written premiums for personal motor and household insurance in Switzerland, 2006-2010	212
Gross written premiums for personal motor and household insurance in Switzerland, 2006-2010 (data).....	212
Bancassurance provision of personal motor insurance in Switzerland, 2011: provision rate, operating models and weighted provider share of partnerships	214
Bancassurance provision of household insurance in Switzerland, 2011: provision rate, operating models and weighted provider share of partnerships	216
21.0 TURKEY	218
Gross written premiums for personal motor and household insurance in Turkey, 2006-2010.....	219
Gross written premiums for personal motor and household insurance in Turkey, 2006-2010 (data)	219
Distribution share of banks in total non-life, motor and property insurance in Turkey, 2008-2010 (data).....	220
Bancassurance provision of personal motor insurance in Turkey, 2011: provision rate, operating models and weighted provider share of partnerships	222
Bancassurance provision of household insurance in Turkey, 2011: provision rate, operating models and weighted provider share of partnerships.....	224
Market share in total motor insurance of key bancassurance underwriters in Turkey, 2006-2010 (data).....	225
Market share in household insurance of key bancassurance underwriters in Turkey, 2006-2010 (data)	226
22.0 UNITED KINGDOM	227
Gross written premiums for personal motor and household insurance in the UK, 2006-2010.....	230
Gross written premiums for personal motor and household insurance in the UK, 2006-2010 (data)	231
Distribution share of banks in personal motor and household insurance in the UK, 2005, 2007 and 2009 (data).....	232
Bancassurance provision of personal motor insurance in the UK, 2011: provision rate, operating models and weighted provider share of partnerships	236
Bancassurance provision of household insurance in the UK, 2011: provision rate, operating models and weighted provider share of partnerships.....	240
Market share in total non-life insurance of key bancassurance underwriters in the UK, 2006-2010 (data)	241