

Allianz SE

Group Communications and Corporate Responsibility

Media Release

Interbrand Best Global Brands 2019 Rankings: Allianz becomes number one insurer and brand value rises 12 percent

- Allianz jumps 6 places to 43rd to become number one insurer in Best Global Brand Rankings
- Allianz brand value rises 12 percent in 2019 versus 2018
- Allianz brand value now at \$12.1bn, Interbrand study says

Munich, October 17, 2019

Allianz is the number one insurer in the Interbrand ranking of the 100 most valuable brands in the world. The Allianz brand came 43rd in this year's "[Best Global Brands Ranking](#)", moving up 6 places and increasing the brand value by 12 percent to \$12.1 billion for 2019. Allianz started its rise with a brand value of \$4.9 billion in 2010.

"We are proud to become the number one insurance brand – a sign of our strategy and transformation in action," Serge Raffard, Group Strategy, Marketing, Distribution Officer, Allianz SE, said. "The headline of our strategy is Simplicity Wins. Our increased brand value reflects a more relevant, consistent, global brand, transforming to fewer, intuitive products and services and rebalancing the business to high demand and profitability areas."

For Raffard, this is just the start. "We continue to strive to outperform not only the industry, but top global brands in enabling our customers to move on and up. This is a key element to create the pull for our products and services. At the same time, we need the highest net promoter score to ensure our customers get the best experience."

Christian Deuringer, Head of Global Brand Management, Allianz SE, added, "From entering the top 100 table in 2007 to becoming the number one insurance brand globally in 2019 at rank 43, it's exciting to reach our first milestone. But there's more to come."

"We will keep building our brand, leveraging unique insights and working together with our customers to provide an even better experience, while investing in sustainable, innovative partnerships like Formula E to increase our presence and relevance in customers' lives."

For further information please contact:

Susanne Seemann

Tel. +49 89 3800 18170, e-mail:

susanne.seemann@allianz.com

About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 92 million retail and corporate customers. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 729 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage more than 1.5 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we hold the leading position for insurers in the Dow Jones Sustainability Index. In 2018, over 142,000 employees in more than 80 countries achieved total revenues of 132 billion euros and an operating profit of 11.5 billion euros for the group.

These assessments are, as always, subject to the disclaimer provided below.

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