

Allianz SE

Group Communications and Corporate Responsibility

# Media Release

## Allianz once again named the world's #1 insurance brand in Interbrand's Best Global Brands Ranking

- The ranking confirms Allianz's growing brand strength and relevance in people's lives
- Allianz's resilience and focus on customer centricity is reflected in the success of the brand

Munich, October 20, 2020 – For the second consecutive time, Allianz has emerged as the top insurance brand in the world, according to Interbrand's Best Global Brands Ranking.

The positive news comes at an especially uncertain time for markets and industries across the globe, as they attempt to navigate the challenges of a worldwide pandemic.

"Our focus on resilience, integrity and customer centricity is paying off. Allianz has once again been recognized as #1 insurance brand globally, which is fantastic news and confirms that we are on the right track," said Oliver Bäte, Chief Executive Officer of Allianz SE.

"We are immensely proud to be the #1 insurance brand, and to have secured our place on the Top 40 Best Global Brands list. In just ten years, Allianz has moved from 67th place on the list with a value of \$4.9 billion in 2010, to 39th place with a value of almost \$13 billion in 2020. While half the brands in the Top 100 failed to grow this year, Allianz's brand valuation increased by 7 percent despite the crisis, taking it to \$12.935 billion," said Christian Deuringer, Head of Brand & Partnerships at Allianz SE. "We have set ourselves a goal to become a Top 25 brand by 2025."

For Allianz, the ranking is more than an encouraging sign of the brand's growing strength. It also points to Allianz's increasing role in people's lives.

"During Covid-19, we worked extremely hard to deliver on our promise and beyond, taking on an even greater role in the lives of our customers, our employees and our communities, helping secure the future, and giving our customers courage in these difficult times," stated Serge Raffard, Group Strategy, Marketing, Distribution Officer at Allianz SE.

"Our customer centricity and resilience allow us to benchmark ourselves against brands across industries. The diversity of what we offer, for example, with health services like Doctor on Call, or Chat with Allianz Partners, had an immense impact during the pandemic and made the difference," Raffard added. "We are now up to higher summits with our Olympic partnership kicking off worldwide on January 1st, 2021. And we look forward to many more milestones."

Interbrand publishes the Best Global Brands report on an annual basis. Each year's report aims to identify the world's 100 most valuable brands. Interbrand's brand valuation method was the first to receive ISO 10668 certification.

To qualify, brands must be publicly listed and have a global presence. Brands are then evaluated following the economic profit that can be allocated to branded sales, the role of brand, i.e. the extent to which the brand influences the buying decision, and finally the brand's strength, which is established over ten different internal and external factors of brand performance.

For the complete Top 100 ranking and report with comprehensive analysis of growth, sector, and industry trends, visit [www.interbrand.com/best-global-brands/](http://www.interbrand.com/best-global-brands/).

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**About Allianz**

The Allianz Group is one of the world's leading insurers and asset managers with more than 100 million retail and corporate customers in more than 70 countries. 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 766 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage 1.7 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 2019, over 147,000 employees achieved total revenues of 142 billion euros and an operating profit of 11.9 billion euros for the group.

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

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