

Media Release

Allianz brand value climbs 17 percent to over 15 billion USD in one year

- Allianz named the world's 'Best Insurance Brand' again in Interbrand's Best Global Brands ranking 2021
- Allianz climbs five ranks to #34 of top 100 global brands
- Largest brand value increase since Allianz entered the 100 Best Global Brands ranking

Munich, October 20, 2021

Allianz continues to be the world's most valuable insurance brand, according to the 2021 Best Global Brands ranking, released by leading consultancy Interbrand today. Within the top 100 global brands, Allianz has climbed five ranks since 2020 to #34. Allianz's brand value has risen by 2.2 billion USD in one year to 15.2 billion USD, an increase of 17 percent. This increase is the strongest since Allianz entered the 100 Best Global Brands ranking in 2007 with a brand value of 4.0 billion USD.

According to Interbrand, Allianz's rise in the ranking is based on its strong operating performance and outlook, increased branded revenue, and brand strength. Moreover, the influence of the Allianz brand on customers' purchase decisions has increased over the last year.

"Congratulations to all! The Allianz brand demonstrates strong resilience and delivery of value for people, companies and the broader market. We have been working hard to apply our guiding principles 'Shape, Care, Deliver' to the brand and customer experience," said Serge Raffard, Group Strategy, Marketing, Distribution Officer at Allianz SE.

To further build on its brand strength, Allianz has enhanced its global coherence, affinity, and distinctiveness. The "OneAllianz" approach was applied to unify Allianz's brand presence into one logo, one message and one campaign. Moreover, Allianz has improved customer experiences globally by listening closely to its customers via numerous programs and addressing their unmet needs.

Allianz's eight-year worldwide partnership with the Olympic and Paralympic Movements has also been instrumental in underlining Allianz's role as a global insurer supporting the sports

ecosystem. Since the launch of the partnership in January 2021, the likeability of the Allianz brand has increased significantly among people aware of the tie-up.

“I’m extremely proud of this year’s amazing result. A big thanks to Allianz employees, our agents and brokers. They are truly living our purpose – ‘We secure your future’ – and are tirelessly working to improve Allianz customer journeys and to find simple solutions to give our customers more confidence in their daily lives and in their future,” said Dr. Christian Deuringer, Head of Global Brand & Marketing at Allianz SE.

Interbrand pioneered the brand valuation concept in 1988. It was the first company to have its methodology certified as ISO 10668 (requirements for monetary brand valuation) compliant and it played a key role in the development of the standard itself. Since 2000, the Best Global Brands ranking and report has been published annually and is one of the most recognized rankings in brand management.

For the complete top 100 ranking, visit <https://interbrand.com/best-global-brands/> and for the report with comprehensive analysis, visit <https://interbrand.com/best-brands/>.

For more information about the Allianz brand promise and the guiding principles, visit [About Confidence \(allianz.com\)](#).

For further information please contact:

Aurika von Nauman Tel. +49 89 3800 16052, e-mail: aurika.von-nauman@allianz.com

About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 100 million¹ private 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 around 793 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage more than 1.8 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are amongst the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2020, over 150,000 employees achieved total revenues of 140 billion euros and an operating profit of 10.8 billion euros for the group.

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¹ Including non-consolidated entities with Allianz customers.

development of loss expenses, (v) mortality and morbidity levels and trends, (vi) persistency levels, (vii) the extent of credit defaults, (viii) interest rate levels, (ix) currency exchange rates, most notably the EUR/USD exchange rate, (x) changes in laws and regulations, including tax regulations, (xi) the impact of acquisitions including and related integration issues and reorganization measures, and (xii) the general competitive conditions that, in each individual case, apply at a local, regional, national, and/or global level. Many of these changes can be exacerbated by terrorist activities.

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