

Allianz SE

Group Communications and Reputation

# Media Release

## Allianz positioned as one of the world's strongest brands

- Allianz ranks in 30<sup>th</sup> place of the most valuable brands in Brand Finance's Global 500 brands ranking
- Allianz positioned as #1 of globally operating insurance brands and one of the strongest leaders in Financial Services
- Rated at an extremely strong AAA-, the Allianz brand value reached almost €39 billion

Munich, January 26, 2022

In this year's Global 500 report issued by Brand Finance, a leading brand strategy consultancy, Allianz brand was ranked 30<sup>th</sup> in the list of the world's most valuable brands. Among the world's 100 most valuable insurance brands, Allianz ranked first among internationally operating insurers. This was announced by Brand Finance.

The rating confirms Allianz's position as one of the world's strongest brands. Among the main reasons for the upgrade are the improved revenue outlook after the Corona-induced uncertainty and an increase in Allianz's Brand Strength Score.

With Allianz's Asset Management business, and €2.5T AuM, the overall brand value increased **by 12 percent** and reached **almost €39 billion**.

"This news affirms not only the brand strength of Allianz but also demonstrates that Allianz is more than a leader in the insurance business," said Serge Raffard, Group Strategy, Marketing, Distribution Officer at Allianz SE.

With a top brand strength rating in the AAA band, Allianz will use its brand as a key facilitator for moving the business into new and adjacent categories. The growing strength of Allianz, combined with digitalization, enables even more significant value creation as a multiline company', such as financial services. As announced during its Capital Markets Day in late 2021, Allianz will leverage its purpose and brand to generate profitable growth and drive customer centricity in its strategy 2022+.

“It makes me very proud to share such fantastic news at the beginning of 2022. Being rated 30th among the strongest global brands reflects the hard work and strategy behind the steadily growing Allianz brand,” said Dr. Christian Deuringer, Head of Global Brand & Marketing at Allianz SE.

### **About Brand Finance:**

Brand Finance conducts all of the brand valuations in accordance with the approaches outlined in ISO:10668, the international standard on monetary brand valuation. Their approach is to work openly, collaboratively and flexibly with clients, and always reveal the details of modelling and analysis. This means that clients always understand what lies behind ‘the number’. The three brand valuation approaches (Market, Cost and Income) outlined in ISO:10668 are common to any type of valuation – not just those of brands. This makes them the most used and trusted approaches by law courts, accountants, financial experts, and the International Valuation Standards Council (IVSC).

More about Brand Finance visit [Home | Brand Finance](#). For the complete ranking, visit [Global 500 2021 | The Annual Brand Value Ranking | Brandirectory](#).

### **About Allianz**

The Allianz Group is one of the world's leading insurers and asset managers with 120 million<sup>1</sup> 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 802 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage 1.9 trillion euros of third-party assets. Thanks to our systematic integration of ecological, social and governance criteria in our business processes and investment decisions, we hold the leading position for insurers in the Dow Jones Sustainability Index, launched on 12.11.2021. 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.

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

### **Cautionary note regarding forward-looking statements**

This document includes forward-looking statements, such as prospects or expectations, that are based on management's current views and assumptions and subject to known and unknown risks and uncertainties. Actual results, performance figures, or events may differ significantly from those expressed or implied in such forward-looking statements.

Deviations may arise due to changes in factors including, but not limited to, the following: (i) the general economic and competitive situation in the Allianz's core business and core markets, (ii) the performance of financial markets (in particular market volatility, liquidity, and credit events), (iii) adverse publicity, regulatory actions or litigation with respect to the Allianz Group, other well-known companies and the financial services industry generally, (iv) the frequency and severity of insured loss events, including those resulting from natural catastrophes, and the 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.

### **No duty to update**

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<sup>1</sup> Including non-consolidated entities with Allianz customers.

Allianz assumes no obligation to update any information or forward-looking statement contained herein, save for any information we are required to disclose by law.

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