

Press

Brand Finance Global 500

Allianz ranks most valuable insurance brand globally

- Allianz brand tops the Insurance Top 50 ranking for third year in a row
- Allianz is the only insurer to rank amongst the world's 50 strongest brands in 2016
- Brand value of Allianz at €18.6bn, up 8.1% from 2015

Allianz has consolidated its position as the most valuable insurance brand in this year's [Brand Finance Global 500 ranking](#). Holding the pole position for three consecutive years, it has become the only insurer to be included in the Top 50 of the world's strongest brands in 2016.

As a result of Allianz' strong premium growth, the Group's brand value increased by 8.1% from €17.2bn to €18.6bn (US\$ 20.3bn), putting Allianz at number 43 among the top 500 global brands (up from 44th place in 2015).

In the 2016 ranking, Brand Finance recognized Allianz' resilience in a challenging environment and the Group's strong financial performance driven by its flagship brand, 'customer centricity' and 'digital by default' approach. This made it also one of the most brand driven financial services companies in this year's ranking.

Christian Deuringer, Head of Global Brand Management at Allianz, said: "This excellent ranking shows that our flagship brand strategy as well as our clear focus on the customer and on digitalization are building trust and resonating with our clients around the globe. We would like to thank them for their growing loyalty."

Assessing the future potential of Allianz, Brand Finance recognized that the Group's customer-centric approach is capable of driving value and building on existing scale. It also considered the Allianz brand to be particularly well-positioned to benefit from growth opportunities presented by digitalization-driven changes in the insurance sector.

Allianz operates in over 70 countries. It has been operating on the African continent for over 100 years and is already among the leaders of the market in South Africa, Kenya, Egypt, Tunisia, Benin, Burkina Faso, Cameroon, Central Africa, Morocco, Ivory Coast, Ghana, Madagascar, Mali, Republic of Congo, Senegal and Togo.

More information:

Brand Finance Global 500 ranking 2016 >

http://brandirectory.com/league_tables/table/global-500-2016

Johannesburg, 2 February 2016

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

About Allianz

Together with its customers and sales partners, Allianz is one of the strongest financial communities. About 85 million private and corporate customers insured by Allianz rely on its knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks. In 2014, around 147,000 employees in over 70 countries achieved total revenues of 122.3 billion euros and an operating profit of 10.4 billion euros. Benefits for our customers reached 104.6 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an aging society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

About Brand Finance

[Brand Finance](#) is the world's leading brand valuation and strategy consultancy, with offices in over 15 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximise brand and business value and bridges the gap between marketing and finance.

Cautionary note regarding forward-looking statements

The statements contained herein may include prospects, statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties. Actual results, performance or events may differ materially from those expressed or implied in such forward-looking statements.

Such deviations may arise due to, without limitation, (i) changes of the general economic conditions and competitive situation, particularly in the Allianz Group's core business and core markets, (ii) performance of financial markets (particularly market volatility, liquidity and credit events), (iii) frequency and severity of insured loss events, including from natural catastrophes, and the development of loss expenses, (iv) mortality and morbidity levels and trends, (v) persistency levels, (vi) particularly in the banking business, the extent of credit defaults, (vii) interest rate levels, (viii) currency exchange rates including the euro/US-dollar exchange rate, (ix) changes in laws and regulations, including tax regulations, (x) the impact of acquisitions, including related integration issues, and reorganization measures, and (xi) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of terrorist activities and their consequences.

No duty to update

The company assumes no obligation to update any information or forward-looking statement contained herein, save for any information required to be disclosed by law.