



**VIG**  
VIENNA INSURANCE GROUP

Our **best** sides



# target-oriented

VIG's roots can be traced back to the early 19<sup>th</sup> century. Its lasting success has always been the result of its ability to pinpoint and utilise opportunities at an early stage. One of the best examples of this foresight is provided by the **expansion strategy in the CEE region**.

Moreover, irrespective of the diversity of the mentalities and needs of the populations within VIG's 25 current markets, the Group companies are successful owing to their shared objective of providing clients with the best possible insurance for a wide variety of risks and eventualities. The related responsibilities are great. However, VIG fulfils its obligations through the personal commitments of its entire staff, flexible and modern products, and a broad network of service centers and sales channels.

VIG is an **innovative insurer with a distinct awareness of risk**. It pursues a clear, risk-conscious growth strategy that is focused on its core competence – the insurance business. This policy serves to consolidate the Group's leading market position in Austria and the full, long-term utilisation of the sizeable potential in the CEE region.

sustainable  
responsible  
social  
committed  
dynamic  
fair  
solid  
individual  
risk-conscious  
forward-looking  
customer-oriented  
reliable  
international

With its **multi-brand strategy** VIG secures a differentiated market approach and accounts for special regional characteristics when offering insurance. A secret of VIG's success in diverse countries is a presence with individual products and services that are designed to meet specific customer needs and are always characterised by the Group's principles.



Insurance means the offer of security. However, in VIG's case this assurance not only extends to its customers, but also the Group's business partners, shareholders and employees, who all profit from VIG's reliability and solidity. Apart from hard facts and figures, **ethical values** such as honesty, integrity, diversity and equal opportunity flow into every business decision. This makes VIG and its Group companies, fair partners that possess time-honoured trustworthiness.

In order to obtain its objectives, VIG has established the following **principles**:

## **Core business: Insurance**

### **Focus on Austria and CEE**

High demand for insurance products, multiple growth opportunities

### **Think globally – act locally**

Local management, best practice exchanges throughout the Group

### **Multi-brand strategy**

Retention of established local brands, a tool to maintain customer/employee loyalty

### **Multi-channel distribution**

Combination of various sales channels with a strong customer focus

### **Conservative investment policy**

An emphasis on quality, sustainability and broad risk diversification

These maxims are not alone in shaping VIG, as its **partnership with the Erste Group** also represents an excellent example of a future-oriented cooperation model involving two leading financial services suppliers, which has the objective of benefiting their customers. The branches of the Erste Group and VIG's companies in Austria and CEE offer insurance and banking products on a mutual basis, that has created a broad sales and services network.

VIG's shareholders also benefit for its success and dynamism. The Group's shares have been listed on the Vienna Stock Exchange since 1994. They are quoted on the ATX, the leading index of the Viennese financial centre, and with a market capitalisation of over EUR 4.6 billion at the end of 2013 the VIG share is one of the largest on the exchange. VIG Holding is the best-rated company in the ATX and in mid-2013, the well-known rating agency Standard & Poor's again

renewed its "A+" rating with a stable outlook, which has remained unchanged for many years.

The major significance of the CEE region for the Group also explains the additional listing of the VIG share on the Prague Stock Exchange. This double listing has existed since 2008 and constitutes a clear signal to the capital markets.

**Wiener Städtische Versicherungsverein** holds roughly 70 percent of Group shares and is a stable principal shareholder with a long-term orientation.

## **VIG share in overview**

Number of ordinary shares	128 million
Free float	approx. 30%
ISIN	AT0000908504
Securities symbol	VIG
Contact	investor.relations@vig.com

All VIG shareholders profit from its **dividend policy**, which foresees the distribution of at least 30 percent of the annual net profit (after taxes and non-controlling interests).


# responsible

VIG makes every effort to harmonize its business objectives **with social and ecological considerations on a sustainable basis.**

Within the Group, **social responsibility** is demonstrated by the promotion of various social and cultural projects. Many of these are realised at the initiative and with the support of Wiener Städtische Versicherungsverein, VIG's main shareholder.

One example of these activities is the **VIG Kids Camp**. This enables around 500 children of VIG company employees to spend two weeks at one of three summer camps in Austria. The children are selected via a painting competition.

The Group's most important social initiative is its **Social Active Day**. Launched in 2011, this encourages every employee to become involved in a good cause. The result in 2013 was some 4,500 days of voluntary work. Moreover, apart from its own initiatives in the cultural and social fields, VIG also supports the projects of external partners. In this area it focuses on activities aimed at helping sick or socially underprivileged children in the CEE countries, as well as artistic projects that foster cultural exchanges in those regions where VIG is represented by Group companies.



VIG demonstrates high levels of appreciation and trust towards its employees, who with their extensive qualifications, diverse personalities, cultures and languages subscribe our Group's success. Indeed, the excellent reputation of VIG is based on the professionalism, reliability and fairness of its staff.

Accordingly, the recognition and encouragement of individual abilities is important to the Group. The multifarious possibilities available to the employees extend from introductory programmes, to various basic and further training courses, mobility schemes in Central and Eastern Europe, and Group-wide trainings.

## promising

Apart from managerial careers, VIG also offers its employees to establish themselves within the Group as experts.

VIG provides an exciting and challenging working environment, in which employee diversity has its place. Consequently,

the people in the Group contribute to the success of a dynamic business organization with a strong sense of social awareness and also have access to national and international career opportunities.

**[www.vig.com](http://www.vig.com)**

### **Where your success story begins**

Peter Hagen, CEO: "We are looking for people who are curious and want to make an impact, who have brilliant ideas and wish to see them come alive." If this appeals to you then please contact us at: **[www.vig.com/career-lounge](http://www.vig.com/career-lounge)**

**We look forward to hearing from you!**