





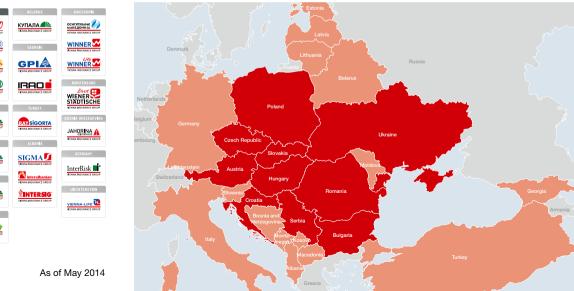
connected

In 1990, Vienna Insurance Group (VIG) became one of the first Western European insurance companies to recognize the major opportunities for development in the countries of Central and Eastern Europe (CEE). Subsequent market entry into former Czechoslovakia then

provided the prelude to a unique expansion. Today, Vienna Insurance Group is represented by around 50 companies in 25 countries and therefore has a presence throughout the CEE region.

A large share of the Group premiums relate to the CEE region and thus provide impressive evidence of the success of VIG's strategy.

Ten countries consisting of Austria, the Czech Republic, Slovakia, Poland, Romania, Bulgaria, Croatia, Hungary, Serbia and Ukraine represent VIG's core markets, in which it is the clear number one overall.





target-oriented

VIG's roots can be traced back to the early 19th 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 social social fair individual individual individual forward-looking customer-oriented reliable individual P



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.

visionary

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 EUB 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

VIG share in overview

Number of ordinary shares128 millionFree floatapprox. 30%ISINAT0000908504Securities symbolVIGContactinvestor.relations@vig.com

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.

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).

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.

responsible

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 lanquages subscribe our Group's success. Indeed, the excellent reputation of VIG is based on the professionalism, reliabiility 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.

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

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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

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 We look forward to hearing from you!