

Strategy

The concept of internationalisation stands the test of time

Despite the difficult overall economic environment of recent years, the UNIQA Group remains true to its long-term strategy of expansion into the future growth markets of Europe, and continues to pursue a course of internationalisation and regional diversification important for Solvency II. The primary economic engine remains Eastern and South Eastern Europe. Approximately a decade after initiating its course of expansion, the Group is successfully represented in 21 markets with more than 40 insurance companies. Its primary goal remains to continuously increase profits with a broad-based international presence to dilute risk.

Even though the UNIQA Group will not be making a medium-term forecast for the time being due to market uncertainties, its main goals remain unchanged. In 2010, the consistent implementation of its growth strategy yielded highly positive results: With an overall premium volume of €6,224 million, the UNIQA Group recovered its dynamic growth of years past after two highly challenging years. Premium revenue from Eastern Europe rose 12.2%. The Group's profit (before taxes) also increased by 53% to €153 million.

■ Expansion strategy is continued

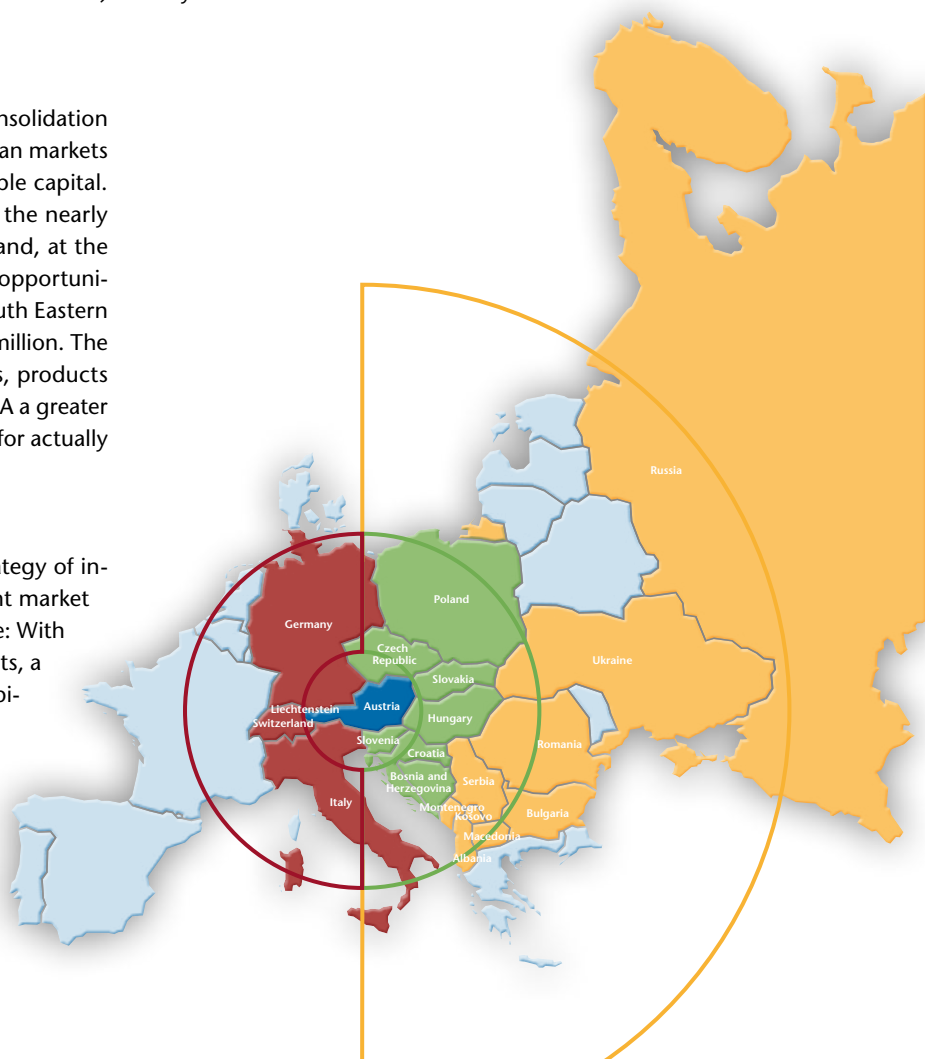
The UNIQA Group's strategic goal remains the consolidation of its strong position in Central and Eastern European markets and further expansion in proportion to the available capital. The Group is solidifying its successful business in the nearly saturated markets of Austria and Central Europe and, at the same time, is actively taking advantage of the ripe opportunities in the countries of the Central, Eastern and South Eastern European region with its population of about 350 million. The increasingly pronounced diversification by regions, products and also sales channels has not only brought UNIQA a greater spread of risk, it also harbours additional potential for actually achieving the desired growth.

■ Strong in Central and Eastern Europe

After eleven years of aggressively pursuing its strategy of internationalisation, UNIQA has become a significant market player in Central, Eastern and South Eastern Europe: With over 40 insurance companies in a total of 21 markets, a premium revenue of more than €6.2 billion and capi-

tal investments of more than €24 billion, UNIQA has achieved a respectable position in this attractive and fast-growing region. The two expansion steps in banking cooperations have borne significant fruit in 2010 – the foundation of Raiffeisen Life in Moscow, and the enhancement of cooperation with the Veneto Banca Group in Italy.

**Strong presence in Central,
Eastern and South Eastern Europe**



Highlights

2006-2010	Second expansion wave in the Eastern Emerging Markets and start up in Russia
2004	Initiation of Preferred Partnership with Raiffeisen
2003	EBRD framework agreement
2001	UNIQA first listed in the prime market of the Vienna Stock Exchange
2000-2005	First wave of expansion into Central and Eastern Europe
1999	UNIQA founded



The severe weather warning service introduced in 2004 and now offered by many UNIQA subsidiaries has become firmly established in the market. This service is now offered in Serbia as well.

■ Expand the international position

In implementing the internationalisation strategy, the goal remains to increase the percentage of international premiums in the overall volume by at least 50% over the long-term, of which a major portion will be from Eastern Europe. Due to the rising level of internationalisation, the share of premiums generated by the UNIQA Group from international business currently lies at 38.5%. In 2000, the share was 5.9%. The markets of Central, Eastern and South Eastern Europe contribute an increasingly large portion of the total Group premium revenue, currently at 20.8%. Roughly 17.7% of the Group premiums originated in the Western European markets in 2010.

The additional goal of decreasing costs by achieving a market share of 5% in the non-life area and 3% in life insurance within the individual growth markets in Central, Eastern and South Eastern Europe was reached in 2010 in nearly every country. A further increase will be achieved by organic growth, especially in life insurance.

■ Optimise the strong position in Austria on the profit side

In the individual regions, the UNIQA Group is pursuing a differentiated strategy corresponding to the maturity and possibilities of the various markets: In its home market of Austria, UNIQA will maintain its strong position with segment-focused qualitative growth and higher returns. In the Western European markets, which already exhibit high insurance densities, the Group operates in profitable niches and relies on exclusive offers in individual sales channels as well as bank and broker sales.

In Central, Eastern and South Eastern Europe, UNIQA is seeking to achieve targeted growth of its market shares as a composite insurer. To achieve this goal, a series of dynamisation projects were initiated in sales. The basis for this expanded market presence lies in a uniform, Group-wide brand and advertising concept, a shared sales policy and a coordinated approach to the areas of IT, human resources and leadership development.

■ Expand cooperation with banks

One very important success factor for the penetration into the new insurance markets is the UNIQA Group's Preferred Partnership with the Raiffeisen bank group and its 15 million customers. This cooperation now extends across 14 Eastern and South Eastern European countries that still lag significantly behind in both insurance and banking. Both partners profit from this cooperation, which also offers positive prospects for the future thanks to the expected above-average growth in the region. Since 2004, the first year of this cooperation, the premium volume the two partners have generated together has increased to over €3.09 million in the year 2010.

■ Innovation leader in products and customer loyalty

UNIQA looks back on a long tradition of innovative product design that has secured it a clear competitive advantage on the market. The Group thereby pursues its policy of picking up quickly on market trends, acting as a trendsetter and occupying topics of the future. UNIQA believes that maintaining its position as a product pioneer and leader in innovation will remain an important key to expansion and success.

LOOKING TO THE FUTURE

Optimise risk and diversify capital management under Solvency II

Optimise the strong position on the Austrian home market on the profit side

For UNIQA, the second important element in successfully conquering the market is maintaining customer loyalty by offering an attractive range of services that create perceptible added value for the customer, thereby making insurance a positive experience. Thanks to its high competence in developing products with extra features and a unique character, UNIQA is improving its brand image and supporting both the acquisition of new customers and targeted cross-selling in line with the total customer strategy. The UNIQA QualityPartnership was met with a highly favourable reception by over 450,000 customers, as was the comprehensive customer portal myUNIQA.at.

Examples of recent innovative products and services are the UNIQA Mobile Services, offered since 2010 in the context of SafeLine and other property insurance programmes, which allow customers to report damages quickly and easily via a smart phone, or the severe weather warnings via SMS and e-mail that are continuously being expanded with new services. With SafeLine, UNIQA 2007 was the first Austrian insurance company to market car insurance with unique safety features related to the driving performance that rewards environmentally conscious customers with a reduction in premiums. The product has numerous innovative safety and service features such as the unique crash sensor that automatically notifies the ambulance service of ÖAMTC (the Austrian Automobile Club) in an accident.

Completely new products such as the individual and flexible pension package FlexSolution that offers variable combinations of classic and unit-linked elements of life insurance have ensured UNIQA's market leadership in this area. In addition, nursing care insurance is being continuously optimised as well as the subsidised pension plan, "Pension & Guarantee", with its lifecycle model that offers an age-dependent, stepwise adaptation of the minimum share rate.

■ On-going process optimisation

All the companies within the UNIQA Group must ensure the perfect functioning of all processes within the insurance business. Continuous optimisation is therefore systematically pursued in every area. In addition to improving operative performance, the goal is naturally to continuously increase revenues. Earnings from conventional business activities were significantly improved by the third UNIQA profit improvement programme 2007-2010. To this end, UNIQA has developed specific plans for noticeably reducing its claim and cost ratios still further, compressing structures, eliminating redundancies within the Group and cost-effectively outsourcing tasks to international Group companies.

■ Employee development

The UNIQA Group's highly motivated, professional employees also make a decisive contribution to success. Within the framework of a customised employee development programme, knowledge and skills are continuously improved through on-going continued education. This also includes flexibility and mobility beyond national borders and the international manager academy for the next generation of leadership.

■ EBRD expands financial options

Through support from the European Bank for Reconstruction and Development (EBRD), UNIQA has significant funds at its disposal for minority participations by the EBRD in UNIQA companies in Central and Eastern Europe. As early as 2007, the EBRD increased the scope of its financial cooperation with UNIQA from €70 million to €150 million.

Expand cooperation
with banks in
15 countries with
15 million bank
customers

Optimise the
potential of
international
managers

Innovation leader
in products and
customer loyalty

Strengthen
connection
between new
media and the
classic IT
architecture

Expand the interna-
tional position in the
new Eastern Europe
with its 350 million
inhabitants



Konstantin Klien
Chairman of the
Management Board

“UNIQA’s successful development into a European player confirms our strategy of focusing on both Eastern and Western Europe, pursuing internationalisation and regional diversification while aggressively developing the Austrian home market. In the future as well, we will continue to concentrate on all of the 21 European markets in which UNIQA it is already active. By exploiting available growth potential, we will continue to prudently expand the internationalisation of the Group. FROM AUSTRIA TO EUROPE.”

■ Risk-optimised capital management under Solvency II

An important challenge for the entire industry will be the new risk guidelines and equity capital requirements for insurance companies that will take effect in 2013 in the form of an EU directive entitled “Solvency II”. Although the specific effects cannot be forecast in detail, it is most probable that they will result in insurance companies changing their business models, investments, products and asset management. In addition, there

will be a significant increase in administrative costs – excessive in the opinion of UNIQA. For UNIQA alone, the new regulations will produce additional expenditures amounting to €4 million annually as well as one-time costs of €16 million. In the area of life insurance, product development measures are already being pursued to provide UNIQA’s customers with attractive products under the new structural conditions as well.

Customers & Markets

A partnership with quality

By offering first class service and a range of attractive additional features in the QualityPartnership and the SuccessPartnership programmes, UNIQA is bringing the advantages of practiced, individual customer care to life. The on-going development of the product and service portfolio ensures UNIQA's leading role, offering flexible, innovative products with added value. This also gives rise to interesting opportunities for increasing customer loyalty in line with the Group's total customer strategy.

■ Innovation in the service of the customer

In product development, UNIQA relies on constantly creating new, unique selling points through surprising and meaningful innovation. In its product development, UNIQA anticipated the general trend early on of becoming an all-inclusive service provider with comprehensive assistance services. Additional benefits through the wide-ranging and generally free UNIQA advantage packages emotionalise the insurance product as a complete solution for the customer. This improves the loyalty of the individual customer to the company as well as the overall brand image of UNIQA. In addition, new customers are acquired from the total customer strategy, and targeted cross-selling to existing customers is supported.

■ The UNIQA QualityPartnership – exemplary in customer care for private customers

Established in 2003, the QualityPartnership remains appealing due to its attractive and innovative services to private customers. This well-received customer loyalty tool is responsible for acquiring more than 450,000 partnerships. The central elements of this QualityPartnership are exclusive customer service and complete transparency regarding all insurance policies and payment processes combined with an attractive portfolio of specific benefits and features. These include membership in the UNIQA VitalClub, Austria's largest health programme, consultation through an Exclusive Representative, and the "no-claims bonus". Customers can view every detail of all policies and transactions through their PartnerConto, the financial command centre for the overall customer relationship, as well as the customer portal, myUNIQA.at. Additionally, customers can collect valuable PartnerPoints and exchange them for attractive services. Furthermore, the range of services is being continuously expanded and improved. For 2011, a complete re-launch of the QualityPartnership is planned to expand this customer loyalty instrument.

■ Pioneer in exceptional assistance services

As a leader in innovative customer-tailored assistance, UNIQA is always expanding its range of services. For example, UNIQA offers the insurance and pension product Private Supreme in the area of health and pension, the active health maintenance programme VitalPlanPLUS, VitalClub with offerings and services pertaining to health, fitness and well-being, and CarePLUS nursing care insurance to satisfy the increasing demand for comprehensive care. In the area of nursing care insurance, the company supports its customers with comprehensive telephone advice on nursing care and helps coordinate and organise daily details associated with nursing care.

In terms of automobile-related products, the well-received product SafeLine and AutoPLUS24service also offer customers unique assistance services. Through a crash sensor, SafeLine offers immediate help in an accident, and the UNIQA CarFinder which is also linked to SafeLine helps customers find their car both within Austria and abroad if it has been stolen. AutoPLUS24 offers 14 services throughout Europe around the clock from towing to returning children home.

UNIQA has been offering fans of water sports an attractive service since June 2010: Wind forecasts and analyses, animated weather maps for all the lakes in Austria, water temperatures and the maximum UV exposure can be found on the new UNIQA sailing weather portal. For customers using cableways, UNIQA developed the successful concept of severe weather warnings and offered it to policyholders as a supplemental product. The cableway weather information system (SEWIS) offers precise information to cableways operators. This enables them, on the basis of precise weather forecasts, to economically and efficiently plan the allocation of resources when it snows.

Highlights

2010	Attractive new UNIQA Mobile Services for smartphone applications
2007	UNIQA SuccessPartnership launched
2004	Introduction of UNIQA severe weather warning
2003	Introduction of UNIQA QualityPartnership
Since 2003	UNIQA most trustworthy insurance brand in Austria
2000	Introduction of MedUNIQA



Exclusive service offers fast and easy accident reporting using a smartphone. The new applications for UNIQA Mobile Services are available for customers to download free of charge.

In addition, the international service package introduced in 2007, the UNIQA Companion offers access to product-unrelated information regarding mobility, social issues, budgeting, health and lifestyle. The Companion Hotline can be consulted at 70 select service points in seven European countries or by telephone around the clock, 365 days of the year, even in the customer's own native tongue. In 2010, UNIQA expanded its services in Austria with the new attorney portal which offers customers accelerated processing of claims with enhanced data security through more efficient and legally reliable communication between attorneys and insurance companies.

■ New services added to the UNIQA severe weather warning

Well-received by the market, the severe weather warning introduced in 2004 by UNIQA is a supplementary service for avoiding losses. In addition to Austria, this service has been introduced by subsidiaries in Hungary, Poland, the Czech Republic and Romania as well as recently Serbia, Montenegro and Croatia. With severe weather warnings via SMS and/or e-mail, the customers in the affected region are informed of threatening heavy rains, heavy snow, hail, freezing rain and storms. In the case of storm warnings, UNIQA also works together with Raiffeisen Versicherung to set up a free telephone hotline to ensure rapid assistance in event of storm damage. Customers also receive expert advice in insurance questions.

Due to the recurrent floods in the last years, UNIQA together with UBIMET, Austria's largest private weather service, developed a flooding information system that informs local customers when the water levels threaten to get too high. Since 2010, the users of the UNIQA severe weather warning receive relevant flood warnings directly by SMS and/or e-mail. For the winter months, the warnings were expanded to road conditions to reduce the increased risk of accidents during the cold time of the year. In addition, UNIQA, Raiffeisen Versicherung and

Salzburger Landes-Versicherung introduced a new service in 2010 which informs customers via SMS when there is a threat of local damage from heavy snow. Overall, more than 27 million warnings have been sent to approximately 370,000 private customers as well as 1,190 municipalities in Austria. In 2010 alone, more than 6 million messages were sent.

■ UNIQA goes apps

Since May 2010, the new UNIQA MobileServices enable customers with comprehensive car insurance to send damage reports directly from the accident site free of charge to UNIQA via an iPhone or Blackberry. Vehicle damage can be communicated easily by drawing a sketch on a touchscreen and supplemented with photographs of the accident site. In addition, the smartphone identifies the precise scene of the accident via GPS. The application also includes an emergency hotline which is available to customers by phone both within Austria and abroad. With this new app UNIQA is integrating the dynamic development of smartphone applications into its range of services, thereby enabling damage claims to be processed with a high degree of efficiency. Since November 2010, Raiffeisen has also been offering this service.

More than 5,000 customers with smartphones have downloaded the new service since May 2010. Given the increasing market penetration of smartphones, a substantial percentage of vehicle accidents will be able to be processed more quickly and efficiently for the customer with the new application. The innovative damage reports for customers with comprehensive vehicle insurance are only the first in a series of additional applications: In December 2010, UNIQA together with Raiffeisen Versicherung and Salzburger Landes-Versicherung started offering damage reports via smartphones for apartment and home insurance policies as well. UNIQA will be introducing additional mobile services in 2011.



UNIQA VitalCoaches are very popular on the Web portal www.meduniqa.at. Given the excellent reception, a second set of podcasts is being offered with ski racer Stephan Eberharter and actor Rudi Roubinek on topics relating to fitness and health.



The brands identified as super brands for 2010 include the Hungarian and Bosnian subsidiaries as well as the Croatian UNIQA osiguranje d.d.

■ UNIQA VitalClub: Comprehensive health programme combined with lifestyle

In a response to increasing levels of stress and inactivity in many sectors of the population UNIQA, as the leading health insurance provider in Austria, initiated Austria's largest health programme almost 20 years ago which has proved to be an effective customer loyalty instrument. The very well-received UNIQA VitalClub combines a broad portfolio of attractive offers covering exercise, nutrition and mental fitness.

UNIQA VitalCoaches function as holistic personal trainers and actively help individual customers keep and promote their health and vitality. A broad palette of activities and information are offered through the personal consultation services ranging from attractive VitalSeminars to the free UNIQA VitalEdition, a publication series providing comprehensive information and tips on health. Exclusive advantages for TopPartners are offered through the UNIQA VitalDay and the Vital Seminar Golf & Motivation. In 2010, marketing projects were added to the VitalClub to support sales and enhance customer loyalty.

At the body.check exhibit at the Vienna Technical Museum, the UNIQA VitalClub offered an attractive programme with motivating and active talks by UNIQA VitalCoaches and VitalClub experts. In addition to interactive online tools, visitors were able to take advantage of VitalCoaching and participate in activity units. VitalClub side events at the National Conference "Junge Wirtschaft" and at the UNIQA Ladies Golf Open were great successes.

For companies as well, UNIQA offers a total of 80 modules for promoting employee vitality and health at work. The most popular of these is the UNIQA VitalTruck, which operates under the motto of "The rolling fitness profile" to examine current personal fitness levels and provide corresponding, individual advice in matters of lifestyle and training. In 2010, the UNIQA VitalTruck parked in front of Saint Stephen's Cathedral in Vienna, combin-

ing healthcare with historical monument preservation. The archdiocese of Vienna received 10 cents toward the preservation of this monument for every fitness point per employee which "rolled in" a total of €10,000. Overall, more than 33,000 Fitness Profiles have been created since the introduction of the UNIQA Vital-Trucks.

■ UNIQA HealthPortal – remain healthy by digital surfing

The Web portal www.meduniqa.at is setting new benchmarks based on the UNIQA corporate philosophy with content and numerous interactive highlights: For example, UNIQA VitalCoaches offer workout videos with participatory exercises. Customers can create and evaluate paths for running, biking and walking or search for doctors and consult drug and hospital evaluations. Given the excellent reception, a second set of podcasts was launched in June 2010 with amusing and informative tips by ski racer Stephan Eberharter and actor Rudi Roubinek on topics relating to fitness and health.



Andreas Brandstetter
Vice Chairman of the
Management Board

"In times of great market insecurity, only a long-term and honest partnership between customers and insurance companies can produce the desired satisfaction and stability. We will carry on implementing this vision with the QualityPartnership. UNIQA continues to develop innovative solutions that are adapted to market conditions as well as the customer's individual situation. This course has been successful for years both in our home market and in our new regions. FROM AUSTRIA TO EUROPE."

■ UNIQA ArtCercle – exclusive art appreciation for customers

Another high-level service is the UNIQA ArtCercle which gives customers exclusive glimpses into the art world in the form of previews or a look behind the curtains of exhibits while simultaneously furthering UNIQA's leading position as an art insurer in Central Europe. In 2010, roughly 1,000 visitors participated in eight events of the UNIQA ArtCercle.

■ "Mein sicherer Vorteil" – Raiffeisen Versicherung's customer and service programme

Attractive premium rebates and special services are offered by Raiffeisen Versicherung in its customer loyalty programme, "Mein sicherer Vorteil", with over 180,000 regular customers. As soon as a customer has two branch-independent policies, he automatically becomes a preferred customer. Other exclusive advantages include the severe weather warning offered by UNIQA via SMS or e-mail, as well as a bonus granted when no claims are filed which can amount to 10% depending on the number of policies. The customer portal mein.raiffeisen.at/ELBA internet offers customers an overview of their policy data and informs them of special advantages such as economical hotel discounts.

After implementing a new, technically supported consultation tool and a new consultation approach in 2009 (the central focus was safety in the form of a "security check"), Raiffeisen Versicherung was well on the path of integrating smartphone applications into their line of services in 2010. Since November 2010, customers have been able to submit damage reports for comprehensive car insurance via their smartphone; they have also been able to submit damage reports for apartment and home insurance since December 2010.

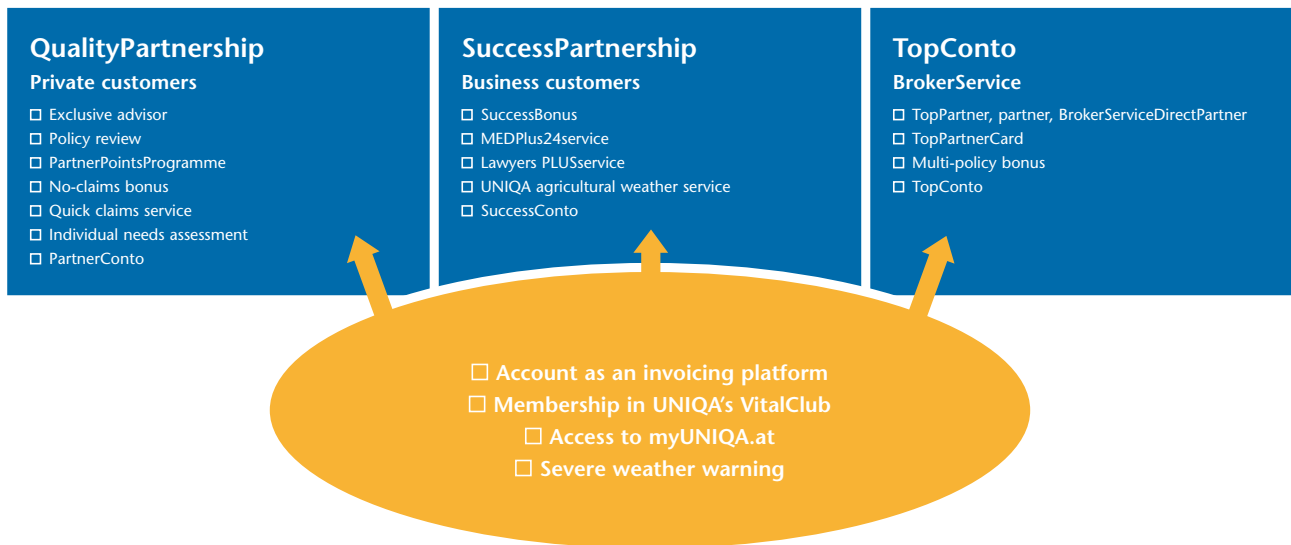
■ The UNIQA SuccessPartnership – the special customer loyalty tool for commercial customers

Based on the model of the attractive QualityPartnership for private customers, UNIQA started the SuccessPartnership in 2007 for business customers. It combines a range of new supports and benefits with the insurance. Approximately 25,000 companies, freelancers and farmers are profiting from this innovative benefit package that is targeted to the needs and special requirements of business people. Business customers can access their individual SuccessAccount through the online platform myUNIQA.at 24 hours a day and obtain detailed information about policies, premiums, account withdrawals, payment due dates and credits. In addition to the SuccessBonus, a premium reimbursement that depends on the premium volume and level of losses, these services include numerous SuccessServices such as the attorney PlusService, the UNIQA severe weather warning, the UNIQA agricultural weather portal for farmers, membership in the UNIQA VitalClub or the MedPLUS24service.

■ All-in-Security package – individual security solutions for small and medium-sized enterprises

Since May 2009, UNIQA together with SECURITAS has been offering small and medium-sized businesses an All-in-Security package for an attractive monthly flat rate. A security professional advises and supports the company in the areas of security and risk analysis in order to identify any weak points in the operational security. After this security check, the company can take advantage of a service and technical package: The security solution is precisely adapted to the identified requirements and offers an economical combination of personal security staff services (night-time patrols) and effective security technology.

The customer programmes of UNIQA at a glance



■ The UNIQA TopConto – central portal for broker partners for all private insurance customers

The UNIQA TopConto offers many advantages which have already been taken advantage of by more than 50,000 broker customers. As the financial hub for all insurance policies with the UNIQA Group, all important information regarding policies or payment processes is available through the TopConto. In addition, TopConto includes membership in the UNIQA VitalClub as well as an automatic subscription to the severe weather warning. It also includes a number of financial advantages: Only one booking per month, an attractive 5% multi-policy bonus and the elimination of partial payment fees are the most important ones. Changes that affect premiums are regularly communicated to customers via myUNIQA.at or by e-mail.

■ „Most Trusted Brand“ UNIQA

Since 2003, UNIQA has been one of the “Most Trusted Brands” according to the Europe-wide customer survey sponsored annually by Reader’s Digest. UNIQA has earned this recognition with its products which precisely identify the needs of its customers. This excellent rating even in an international context reconfirms that UNIQA has been successful in integrating the numerous companies of the Group.

In other surveys, the company regularly achieves a top rating in brand and company awareness and customer satisfaction. This impressively confirms that customer satisfaction is a primary concern to UNIQA that it consistently addresses through on-going product innovations and attractive services.

In 2010, UNIQA again surpassed its top ratings of the previous year in the Gallup survey of competition. The brand UNIQA again received the highest image rating for the entire insurance industry throughout Austria which gives it a decisive competitive advantage. In particular, the company received a level of 65% for recognition and 31% for remembered advertising.

Austrian insurance customers have considered UNIQA to be the leading company in the areas of friendliness, innovation, service quality, company loyalty, brand loyalty and brand value for years. UNIQA likewise achieved the highest values across all insurance customers in answer to the question of which provider customers would choose when taking out a new policy.

UNIQA was able to once again confirm its leading position in the area of customer satisfaction in 2010. UNIQA was again chosen as the top company among Austrian insurers by 50% of the population. It received the best ratings in the insurance sector for company loyalty (48%), above-average service (50%), friendliness (42%) and innovation focus (34%).



The 2010 UNIQA VitalTruck Tour went to six Polish cities to raise awareness with numerous activities of active and healthy lifestyles. A highlight in Warsaw was a visit by Bogdan Wenta, the trainer for Poland's national men's handball team and, since 2009, a popular UNIQA representative. Over 300 visitors analysed the results of their personal fitness test with the help of the UNIQA VitalCoaches.

UNIQA – a brand of success

- ❑ In 2010, UNIQA achieved **top ratings for name recognition and remembered advertising** in the Gallup Insurance Image survey and Ad Tracking survey.
- ❑ Once again recognised with the **RECOMMENDER Award**: As a recognition for exceptional service and high market loyalty, Raiffeisen Versicherung received this award, as did UNIQA for the second time in a row. It expresses the readiness of customers to recommend a company or product name, and confirms that Raiffeisen Versicherung and UNIQA attract customers with first-class service and exclusive product innovations.
- ❑ **Silver for www.meduniqa.at**: The TV MEDIA Web Award awarded the UNIQA health portal second place in the category of best company websites. The evaluated categories were menu navigation, clarity, attractive design and overall impression.
- ❑ UNIQA received the **Gold Award in the CEEMAX competition** for the campaign "UNIQA – the insurance of a new generation" in the Czech Republic. Efficient campaigns in Central and Eastern Europe won CEEMAX awards for the third time in 2010.
- ❑ **Top places in the EFFIE Awards**: In the Ukraine, UNIQA was granted the Gold **EFFIE Award** for the category "Financial, bank and insurance services"; UNIQA received the Silver Award for the campaign "Small Care" in Bulgaria, and a Bronze for the current campaign "Winners start. Others wait." in Austria. The EFFIE Award is one of the world's most famous awards for successful market communication.
- ❑ **2010 superbrands** are the Croatian UNIQA subsidiary UNIQA osiguranje d.d., UNIQA Hungary for the fourth time in a row, and UNIQA Bosnia for the third time in a row.
- ❑ The **UNIQA VitalTruck Tour** went to Poland and Hungary in 2010. The mobile health centre was introduced in Budapest in September.
- ❑ **New sailing weather portal**: Since 2010, water sports enthusiasts can obtain wind forecasts and animated weather maps for any lake in Austria on the new UNIQA sailing weather portal. In addition, they can obtain wind analyses, water temperatures and the maximum UV level.

Processes & Products

Succes through consistent product and process innovation

Continuous product development close to the market and tailor-made customer service contribute decisively to the success of a universal insurance company like UNIQA. The company relies on the latest information technology and innovative tools to provide efficient support to both customers and advisors.

UNIQA is the leading Austrian insurer in all sectors – whether property, health, casualty or life insurance. UNIQA regularly develops and launches new, innovative products that address recent market trends and are therefore optimally adapted to the customer's current needs.

■ UNIQA life insurance – an attractive insurance package for customers

People go through different life phases and the changes are becoming increasingly flexible; UNIQA remains constantly at the ready with versatile and need-oriented answers. For example, burial costs insurance provides customers with the certainty that they have appropriate coverage for this difficult situation, allowing survivors to grieve without having to deal with a financial burden. In addition to financial coverage, burial costs insurance is customised to individual needs with expanded benefits, such as repatriation costs from a foreign country or from within the country of residence.

There were also special offers for UNIQA customers in the autumn 2010 campaign. Traditionally, all of the company's customers who have signed a new life insurance contract with a yearly gross premium of €900 or more receive an attractive thank-you gift. UNIQA customers receive a free annual vignette for Austria's interstates and motorways, and Raiffeisen insurance customers receive a one-time prepaid Visa card worth €80. Customers with government aided pension provisions can, under certain circumstances, receive a bonus from the Austrian government on all their premium payments. This attractive form of pension insurance ensures customers a life-long guaranteed pension with high flexibility and several advantages.

■ FinanceLife – UNIQA continues to lead the state-assisted pension plan market

Seven years after starting its state-assisted pension product line, UNIQA reached the 400,000 customer mark in autumn 2010, retaining its clear leadership in this sector with a market share of 30% in Austria. UNIQA FinanceLife – the competence and expertise centre for unit- and index-linked life insurance for the Austrian UNIQA Group – offers state-assisted pension products for bank distribution via Raiffeisen insurance under "My Subsidised Life Pension" and via the UNIQA sales channels under "Pension & Guarantee".

Pension & Guarantee – old-age provision with reduced premiums, expanded guaranteed benefits and more flexibility

- Life-long, guaranteed pension on the basis of today's life expectancy
- Enhanced capital guarantee – reporting-date-based maximum guarantee
- Government subsidies of 8.5% to a maximum of 13.5% of paid-in insurance contributions
- Flexible payment: After the expiration of the minimum binding period, payments are available as a pension (as of the age of 40) or as capital (only 25% of income subject to subsequent taxation and 50% refund of state-subsidised premiums)
- Tax-free gap pension as of the age of 50 in cases of limited or full inability to work
- Life cycle model: Future-oriented investment through age-dependent, graduated adjustment of minimum share rate – for more security and optimal possible income
- Additional component: Pension refund guarantee in case of death

Highlights

2010	FinanceLife with more than 600,000 active contracts
2008	Raiffeisen Personal Protection launched
2007	FlexSolution and SafeLine introduced
2003	Start of UNIQA's old-age provision
1999	First UNIQA customer portal goes online



With the reduced premium old-age provision "Pension & Guarantee", UNIQA offers a guaranteed life-long pension with flexible payment terms.

■ "Limited Edition" – single premium with a fixed minimum pay-out

The single-premium concept of the "Limited Editions" was in strong demand again in the financial year 2010. UNIQA has a long-term, reliable issuer and partner in Raiffeisen Bank International AG. The first Limited Edition was introduced to the market in 2004, and three years later the product family was defined as a core business – with a new goal of offering investors a fixed minimum pay-out.

Due to major demand in 2010, UNIQA issued a new "Best Interest & RZB Capital Guarantee", with the Special Edition Climate Protection III offering a clear green conscience to the customers: In the coming years, an amount equivalent to the subscribed capital will be invested in financing projects that support climate protection. In 2010, "Inflation Protection & RZB Capital Invest" was another new single premium product on offer, meant to protect against inflation and currency devaluation in times of crisis.

■ FlexSolution – flexible, individual and secure provisions for the future

FlexSolution, introduced in 2007, became one of UNIQA's most successful products in 2010. To date, an impressive 20,000 FlexSolution policies have been taken out. FlexSolution is the first product in Austria to combine classic and unit-linked life insurance within a single contract, allowing it to be flexible and individually adaptable to the customer's life situation: The weighting of the guarantee portion and the yield-oriented investment varies according to the investor's wishes, because customers can redefine or adjust this weighting within the contract term in accordance with their personal needs and goals.

Three basic insurance packages – for beginners, security-conscious individuals and families – can be customised with ad-

ditional components and configured according to customers' personal needs and objectives, as well as their current life situation. Supplemental components include for example premium exemption in event of occupational disability, occupational disability pension, life insurance, dread disease (insurance for severe illness), or special class treatments after accidents and severe illnesses. In addition, a take-a-break option (interruption of premium payments) as well as an upgrade option for life insurance, dread disease and occupational disability pension are also available.

A similar product is also offered by UNIQA's partner, Raiffeisen Versicherung, in the form of "My Flexible Life Insurance". This product also flexibly and individually combines classic and unit-linked life insurance.

FlexSolution – advantages at a glance

- Combines the best of two worlds – guaranteed benefits and higher yield opportunities
- Flexible distribution of the premium between the guarantee portion and the yield-oriented components
- Guaranteed portion: Choice between classic (minimum interest rate plus profit sharing) and a more yield-oriented investment – with an external capital guarantee according to the iCPPI concept
- Yield-oriented components: Choice between four portfolios managed by experts (stock percentage from 0% to 100%) or over 160 individual funds of internationally renowned capital investment companies
- The opportunity to make changes to all choices at any time
- Individually designed terms and withdrawal structures



UNIQA poistnovo launched the first online comprehensive insurance in Slovakia and is the top online provider on the Slovakian market with an additional three top products.

■ **FlexProtection – guaranteed investment in two versions**

Since 2009, FlexProtection has provided an interesting form of guaranteed investment according to the iCPPI concept for yield- and security-oriented investors. The guarantee management is oriented to the individual customer's requests. Two versions – "basic" or "85" – offer either a 100% savings contribution guarantee or an 85% maximum guarantee. In accordance with the contract term, the desired guarantee type and the capital market situation, customer contributions are individually invested in a yield-oriented, actively managed umbrella stock fund and a conservative bonds fund. For the first time, this policy incorporates daily calculation of the current weighted value for every single contract portfolio.

■ **Raiffeisen Account Protection – protects customers in difficult times**

Unanticipated events such as an accident or illness can shake the foundations of personal financial security. The new banking insurance product "My Raiffeisen Account Protection" provides security by covering negative balances for the insured's account in event of death by up to €5,000, quickly and without red tape. This spares the survivors from dealing with financial worries in a difficult time. Furthermore, the product is suitable for pension savings with attractive premiums. A new tariff was set in autumn 2010 for covering remaining credit debts. This should also contribute to preventing customers and their loved ones from falling into a financial ruin because of a stroke of fate. The advantage of the new credit protection is its comprehensive credit coverage in case of death, unemployment or occupational disability. In order to meet customer needs, multiple unemployment and multiple occupational disability are insured.

■ **UNIQA SafeLine – innovation on a successful course with numerous new features for 2010**

The innovative concept of SafeLine automobile insurance, introduced in 2007, has already proven itself and put UNIQA in a leading position in Europe. In the meantime, there is a clear trend in the direction of insurance telematics products in the large European markets. Over 35,000 customers have already chosen this attractive product. SafeLine is the first insurance product that can save lives. In addition to the insurance tariff, the package offers more security for the car and its passengers. SafeLine includes a GPS unit with a crash sensor that is invisibly installed in the car. In the event of a moderate to severe collision, this unit sends an alarm as well as the accident location to the dispatch centre (ÖAMTC, the Austrian Automobile Club). In addition, the CarFinder can locate and secure the vehicle after a theft. In several hundred responses after accidents, emergencies, breakdowns and thefts, SafeLine has helped UNIQA customers in wide-ranging ways.

The product also offers a few important financial advantages: Everyone – even heavy drivers – profits from better risk protection created by the safety discount on comprehensive and automotive casualty insurance. Light drivers receive an additional 25% environmental bonus on their liability and comprehensive premiums. The environmental bonus for light drivers begins at an annual kilometre count of under 15,000 km. Ultimately, the less the customer drives, the greater the environmental bonus.

In 2010, UNIQA also offered the "Free Weekend" campaign, which meant that kilometres driven on the weekend were not included in the valuation for one year. UNIQA thereby rewarded those customers who avoid driving their cars during the week, preferring to use their vehicle only on the weekend for family outings and shopping.



Karl Unger
Member of the
Management Board

“The creation and introduction of innovative concepts that customers can use has made a major contribution to UNIQA’s international growth, while also helping to shape the European insurance market in crucial ways. Our wide-ranging investments in product and service quality, which we continued during the financial crisis, are clearly recognised and honoured by our customers: Milestones of product innovation, such as FlexSolution and SafeLine, continue on their international course of success. FROM AUSTRIA TO EUROPE.”

Furthermore, UNIQA remains the only insurance company on the Austrian market that protects drivers from major financial consequences after an accident in which they were partially or fully at fault. UNIQA driver protection offers an insurance coverage up to €1 million if others are not, or are only partially, obligated to pay damages or if the affected person’s social insurer does not pay or only partially pays for the damages. UNIQA thereby closes an insurance gap in the Austrian market, with benefits that cover living expenses, lost salary, care and treatment costs, compensation for pain and suffering, and burial costs. In 2010, driver protection was expanded to include two benefits: coverage of home remodelling costs up to €50,000 in the event of invalidity, and coverage of home help up to €5,000. Over 30,000 customers have already chosen this product component.

For more comprehensive coverage for customers, there is an option in automobile liability insurance since 2010 to take out a policy for a blanket coverage amount of €20 million. At the same time, the “Auto & Network” campaign continues and accelerates: Since 1 March 2010, customers with an annual pass for public transportation in an Austrian town or city have received a voucher for three (previously: two) monthly premiums.

As an innovation leader, UNIQA recognised the societal trend towards electromobility and has been offering comprehensive and liability insurance for electric vehicles without official registration. This attractive product enables customers to insure e-bikes, e-mountain-bikes, bikeboards or Segways.

SafeLine – safety and savings on premiums

- ☐ A GPS unit in the vehicle enables annual kilometres driven to be recorded and increases safety in an emergency
- ☐ A crash sensor detects moderate to severe accidents and automatically alerts the dispatch centre
- ☐ Emergency button for medical emergencies, flat tires and other threatening situations – message goes to dispatch centre
- ☐ CarFinder feature facilitates recovery after theft
- ☐ All safety services also work outside of Austria
- ☐ Environmentally friendly because it reduces CO₂ emissions
- ☐ Premium depends on kilometres driven and street types
- ☐ NEW environmental bonus: an increase of the annual kilometre limits to 15,000 km is the first step of premium savings

Additional new developments in automobile insurance

- ☐ Expanded driver protection
- ☐ Savings on premiums with the “Free Weekend” and “Auto & Network” campaigns
- ☐ 10% savings on premiums for all environmentally friendly VW BlueMotion models
- ☐ New insurance for used cars and electric vehicles without official registration
- ☐ Blanket coverage liability insurance for vehicles increased to €20 million



UNIQA's summer campaign for FlexHome enjoyed high recall – the attractive complete package for renters and homeowners.



SafeLine – the first insurance product that can save lives – has put UNIQA in a leadership role in the European markets.

■ FlexHome – comprehensive insurance coverage for renters and homeowners

UNIQA offered new highlights in “Home & Happiness”, the flexible complete package for renters and homeowners. In addition to the three benefit packages for target groups with varying needs – from price-conscious (compact) to safety-conscious (optimal) or all the way to customers with the highest quality demands (premium) – there are new individual versions with several additional components for custom-tailored insurance protection. There are expanded compensation benefits in case of break-ins to cars, coat checks and lockers. Since 2010, there has been an option to increase insured cash value under simple lock and key. Homeowner's insurance includes carports and pergolas, as well as the wilful destruction of surveillance cameras.

Significant coverage extensions in all three packages make this home insurance policy an extremely attractive product. And UNIQA is the only insurer to provide do-it-yourself coverage for damage caused to electricity, water or gas lines by homeowners. Additional versatile features, such as expanded, worldwide private and sports liability insurance, insurance protection for moving as well as building and property liability insurance, all offer solid and comprehensive protection. Depending on the customer's living situation, the contract can be expanded with additional modules – on anything from swimming pools to computers, trips and transportation, or even protection for building shells and environmental facilities such as photovoltaic systems. Additional services, for example comprehensive consulting about security topics, six-month premium interruption when drawing unemployment payments, or invalidity due to an insured event, round out the portfolio.

Raiffeisen insurance also offers flexible new products, such as “My Home”. This includes for example psychological counselling

FlexHome – well insured within your own four walls

- ☐ Three benefit packages – compact, optimal and premium
- ☐ Custom-tailored insurance protection through the option of expansion with additional modules
- ☐ Only with UNIQA: do-it-yourself coverage for damage caused by homeowners to electricity, water or gas lines
- ☐ New features also included within the base coverage
- ☐ Additional modules based on the customer's living situation

after break-ins, protection from damages caused by tradesmen, or suspension of premiums for sudden job loss.

■ A special class of service for supplementary health insurance

Various levels of coverage offer special class UNIQA customers the best treatment and freedom from financial stress during hospital stays. With the MedUNIQA card introduced in 2008, over half a million customers now hold their “ticket” for a special class of treatment and are also eligible to receive extensive information on a wide range of health-related topics. The UNIQA medication compass and hospital compass are useful aids in all matters to do with medications, hospitals and their specialities as well as medical institutions. In addition, the MedUNIQA card can be expanded into a card for storing diagnoses for seamless documentation of a customer's personal health history. The card can also be used as an emergency card by storing important information such as advance directives or names of family contacts.



Since 2010, UNIQA has provided innovative leadership by offering automobile insurance for electric vehicles. The picture shows the first solar-powered car insured by UNIQA.

■ Private Supreme – still “on top”

In the health insurance sector, UNIQA offers Private Supreme, an excellent combination of insurance protection and provision, as well as effective preventative measures and effective assistance services. The package covers special-class treatment in hospitals throughout Europe, as well as preventative measures and fitness training, choices of physician and treatment method, including reimbursement for all medications prescribed by a physician. UNIQA VitalCoaches stand ready to provide people insured by UNIQA with a comprehensive VitalCheck at the highest level of medical technology, and they will create a free FitnessProfile including a custom-tailored training plan. The customer also receives a refund of part of their premium with the FitnessBonus. The UNIQA team of physicians provides medical assistance on working days from 8:00am until 10:00pm and will answer all questions regarding health. Even in the event of traumatic experiences, such as developing cancer or the death of a family member, UNIQA stands by its customers and organises psychological care.

■ A new kind of nursing insurance

With CarePLUS, a new provision product in health insurance launched in 2010, UNIQA is expanding state-subsidised nursing care funds and closing the “gap in care”. Benefit payments begin as soon as documentation has been provided that shows that the insured is receiving state nursing care funds. The product can be purchased on its own or in combination with all other UNIQA health insurance products.

■ Next generation: Private health insurance and nursing care insurance even at a young age

With First Care, UNIQA offers a private health insurance policy for children and young people with automatic adaptation to growing insurance needs as life progresses. Up to the age of twelve, UNIQA covers the full costs for an accompanying person in all Austrian hospitals and public hospitals in Europe.

Between twelve and 18 years of age, First Care covers accident-related hospital stays with special class treatment in a two-bed room for young people. Upon reaching adulthood, UNIQA covers all additional costs for special class treatment in the hospital after an accident as well as for many serious illnesses. In the area of nursing care insurance, UNIQA also now offers an inexpensive entry option at a young age – because the earlier the insurance is purchased, the less expensive the premium. This allows sufficiently high coverage for possible nursing needs in the future to be acquired for relatively low payments. Naturally, UNIQA also offers older people the option of concluding policies for nursing care coverage.

■ Industrial and special insurance – the market leader in general liability, transportation and art insurance

Flexibility and technical expertise provide the basis for successful growth in this business segment. To address individual customer needs, UNIQA offers custom-tailored solutions in addition to standardised insurance policies, and accompanies and supports policyholders in their business activities. For many large and industrial customers who are expanding into foreign countries, it is important to have an experienced partner at their side. UNIQA has established expert centres for international business to support customers in their foreign markets and guarantee them the same level of service in their foreign branches as they are accustomed to in their home markets. This allows UNIQA to utilise its international orientation in an optimal way and service clients with international insurance programmes.

■ Art insurance, a successful niche – UNIQA is Central Europe’s market leader

UNIQA also offers attractive art insurance products as a niche product – and now enjoys the trust of the country’s largest museums and private collectors. In 2009, UNIQA became

Herzlich willkommen Herr Mag. MAX MUSTER

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myUNIQA Gewinnspiel
Machen Sie beim aktuellen Gewinnspiel für alle bei myUNIQA registrierte Kunden mit.
[hier geht es zum Gewinnspiel](#)

Finanzamtbestätigung
Ihre Finanzamtbestätigung erhalten sie ab sofort online.

Meine PartnerPunkte
Fragen Sie online Ihren PartnerPunkte Stand ab, informieren Sie sich über die aktuellen Leistungen und bestellen Sie gleich online.

Mein PartnerConto
Der perfekte Überblick über Ihre Verträge, Prämien, Gutschriften und Details zum Schadenfrei-Bonus.

Meine Daten & Services
Ihr persönlicher Zugriff auf Online-Dienste, wie z.B. die Passwortänderung, die UNIQA Unwetterwarnung.

Mein Betreuer
Ihr persönlicher Betreuer online

Ihr Betreuer:
Martha Muster
Thaliastraße 125
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myUNIQA.at – the central online platform where every customer can find all information about their policies and transactions around the clock.

Austria's market leader in this branch. Aside from classic insurance coverage, UNIQA's portfolio also includes consulting on the presentation of collection items and support in questions about conservation and restoration, and it can offer help in many ways in the event of theft. The UNIQA ArtCercle, founded in 2005, is another product that offers its customers exceptional glimpses into the world of the arts at regular events of interest to more than just art collectors.

■ Transportation and special insurance – UNIQA number one in Austria

The area of activity for transportation insurance includes the coverage of national and international transportation and freight commerce via land, water and air. Individual coverage concepts for event cancellation and sponsorship insurances are developed into special insurance lines for domestic and international markets. Thanks to cooperation with the Austrian skiing association, all alpine ski races in Austria are insured. And UNIQA also insures cultural events against cancellation. In 2009, the company assumed the market leader position in Austria for the first time in transport insurance.

■ Solid foundation: UNIQA customer service

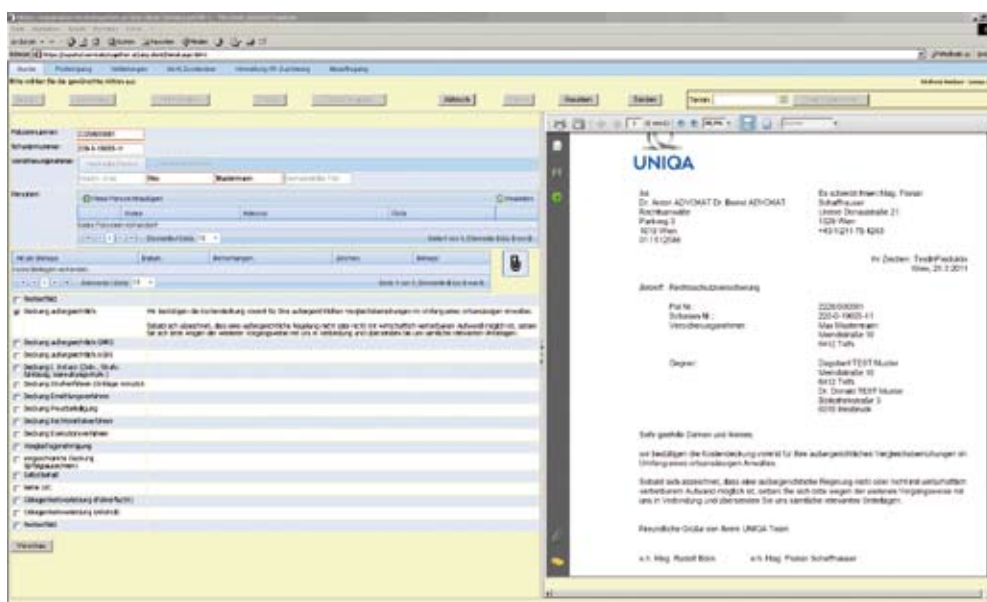
As a service provider, the central focus of the UNIQA Group is naturally on optimal and speedy customer service. State-of-the-art information technology and intuitive usability are the rule for all offers: from rapid and competent processing of inquiries and claims to the record speed of 48 hours for issuing policies and the most diverse and efficient information options available to customers. myUNIQA.at and the UNIQA medication compass are successful examples of this. As of 2010, UNIQA will also be one of the first insurance companies to execute all payment transactions in compliance with SEPA (Single Euro Payment Area) with the European debit order.

■ myUNIQA.at – service around the clock

The customer platform myUNIQA.at, launched in 2004, offers access to all important information on contracts and transactions, day or night. Customers have a perfect overview at any time of their contracts, claims and benefits – an attractive and convenient service already used by a total of over 200,000 customers. The confirmations of premium payments needed for the Ministry of Finance can be obtained online through myUNIQA.at and the portal is also the right place to go with complaints and suggestions. UNIQA is up-to-date with mobile benefits information in the event of a claim for all registered customers: the current processing status is sent via SMS or e-mail, e.g. when a claim amount has been transferred. Customers who have a UNIQA Customer Account (e.g. in a Quality-Partnership) have access at any time to information about their PartnerAccount, claim-free bonus and PartnerPoints. In the PartnerPointsShop, these collected points can be exchanged for attractive services. And since mid-2010, UNIQA has been providing customers with a pdf free of charge documenting settlements from the private physician tariff.

■ UNIQA starts innovative Lawyer's Portal

In early June 2010, UNIQA launched its new Lawyer's Portal throughout Austria. In cooperation with ARCHIVium and TO-GETHER, UNIQA brought to life this new platform for more efficient and legally secure communication between lawyers and insurance companies. This is being used as a communication medium in the "Electronic Legal Correspondence" that was introduced in 2007 as a mandatory solution for communication between courts and lawyers or notaries. Working together with leading legal software providers, this innovative tool was integrated directly into legal software. For customers, this innovation from UNIQA means accelerated claims processing with increased data security. For lawyers, it means simplified and efficient case processing and for the participating insurance companies, it means optimised processing and faster communication.



Thanks to the new Lawyer's Portal, communication between lawyers and insurance companies moves faster; processing business cases is significantly more efficient and proceeds with increased legal security.

myUNIQA.at – central information and contact platform for customers

- All information on contracts, payments and contacts just a click away
- Mobile benefit information in the event of a loss
- Customer-friendly design
- Intuitive usability

The newly created cockpit view provides a complete overview for all customer information and customer management activities. The clearly organised customer profiles allow agents to immediately identify opportunities for customised and risk-appropriate premium determination as well as the cross-selling potential of the individual customers. This lays a foundation for better service quality and active customer management. This makes U.CMS a valuable instrument for sales and customer policy that secures critical advantages for the Group in working the market and for customers in terms of needs-based and high-quality support.

■ Proven UNIQA legal hotline

The UNIQA legal hotline provides a special service in the context of legal insurance: easy access to lawyers. Customers can call on business days between 9:00 am and 8:00 pm for legal advice. A total of 28 top law offices were obtained as partners for this hotline to assist UNIQA customers with their issues.

■ Efficient customer relationship management continues: U.CIS becomes U.CMS

As the basis for optimal customer loyalty, the UNIQA CustomerInformationSystem (U.CIS) was implemented already in 2006 to depict a full view of the data on every insurance customer. In the meantime, the system has been further developed, and the innovative platform was renamed the UNIQA Customer-ManagementSystem (U.CMS) for its 2010 relaunch. At the same time, the broker sales platform and all of its proven functions are now integrated into the new system. With the new U.CMS technology, UNIQA can react faster to customer and sales partner needs. The system comprises multiple tools for appropriate customer support: the customer compass, evaluation tools for sales campaigns, direct policy issuing and a scheduling system are just a few examples. Improvements for sales partners, such as electronic application submission for personal injury insurance and electronic account reporting via U.CMS, have been in place since July 2010.

Group & Profit

Significant premium growth in all regions and segments

Thanks to the systematic implementation of its internationalisation strategy, UNIQA serves 21 markets today, including the countries of Central, Eastern and South Eastern Europe. The significant expansion of its sphere of activities also gives the UNIQA Group significantly greater autonomy and a substantially broader risk spread. At the same time, the premium growth resulting from the expansion forms a solid basis for the UNIQA Group's long-term earnings power.

UNIQA continued to actively serve the still young markets in Central, Eastern and South Eastern Europe in 2010. In contrast to Austria, this region has low insurance density and penetration and therefore offers substantial medium- and long-term potential growth in premiums and profit, despite the muted economic growth of the last two years. At the product level, the UNIQA Group's broad diversification contributed to a premium growth rate of 8.4% in all three segments (property and casualty, life, and health insurance) in 2010. This has also enabled the UNIQA Group to increase its net profit robustly compared to 2009 despite significantly higher claims due to natural disasters and sustained investments in service quality and expansion of sales.

■ Life insurance as a clear growth driver

In 2010, the UNIQA Group recorded a clear increase in premiums in all segments and regions. The clear growth driver was the life insurance line with above average growth of 13.1% to €2,664 million, which was influenced in particular by positive trends in Italy. The agreement for intensified sales cooperation with the Group's regional partner bank Veneto Banca, which was signed in good time in 2009, enabled UNIQA to participate in the exceptionally high demand and thus increase the life insurance premiums in Western Europe by 84.6% to €533 million. However, the UNIQA Group also achieved premium growth of 1.0% to €1,675 million in the life insurance line in Austria as well.

The demand for life insurance policies also recovered significantly in Eastern and Southern Europe – although to a disparate degree. Overall, the companies of the UNIQA Group increased life insurance premiums in this region by 11.7% to €456 million in 2010.

■ Internationalisation as a success factor

With more than 16 million policies at the present time, the UNIQA Group is now one of the most significant market players in Central, Eastern and South Eastern Europe. Approximately 20,000 employees and a dense network of partners serve 21 markets between the Adriatic Sea and the Baltic Sea, between Lake Constance and the Black Sea. The countries in Central Eastern Europe (CEE) as well as the Eastern Emerging Markets (EEM) have made significant contributions to these impressive numbers for years. Eastern and Southern Europe (+12.2%) accounted for €1,294 million or 20.8% of the Group premiums in 2010. The markets in Western Europe recorded overall premium growth of 32.6% to €1,101 million.

High momentum in the international markets

- International share of premiums rises to 38.5%
- Already 7.8 million insurance policies outside of Austria
- Significant premium increases in the Czech Republic, Poland, Serbia, Montenegro, Bosnia, Bulgaria and Ukraine
- Market entry in Russia already contributing noticeably to increase in premiums
- New headquarters opened in Budapest and Warsaw
- Intensified cooperation with Veneto Banca in Italy proved its worth in 2009

Highlights

2010	20th anniversary of UNIQA Hungary
2009	Entry into the Russian market
2008	Acquisition of Unita in Romania
2007	Cooperation with the Sigal Group (Albania, Macedonia, Kosovo)
2005/06	Market entry in Bosnia, Serbia, Romania, Bulgaria and the Ukraine
2004	Takeover of Mannheimer Versicherung
2004	Acquisition of Claris Vita in Italy



UNIQA Hungary celebrated its 20th anniversary in 2010: The new headquarters in Budapest were opened well in advance in December 2009.

Overall, the share of international premiums in the total Group premiums earned in 2010 was 38.5%. Continuously increasing this value remains an important goal for UNIQA. The Austrian market remained a firm foundation for the Group with a rise in premium revenue by 1.9% to €3.8 billion and a share in Group premiums of 61.5%.

■ 20th anniversary of UNIQA Hungary

On 25 October 2010, UNIQA Biztosító celebrated the first two decades of its existence and could look back with pride on an impressive history of success. With roughly half a million customers, the company is the sixth-largest composite insurer in the Hungarian market and one of the fastest growing insurance companies in Hungary. Among other things, UNIQA Biztosító launched the first unit-linked insurance in Hungary with a guaranteed disbursement in euros and the first insurance specifically for women. The company has been a member of the UNIQA Group since 2003 and now employs 1,460 persons. Total premiums exceeded €200 million in 2010.

UNIQA Hungary celebrated the jubilee with special “SilverLine” anniversary offers, including a 20% premium rebate for a combined renters and legal expenses insurance policy and a rebate of up to 25% for motor vehicle and comprehensive insurance or a new multi-currency life insurance with great investment latitude. It was also possible to take out accident and health insurance at reduced premiums in connection with the anniversary campaign.

In addition to rising numbers of clients and premiums, UNIQA was awarded the “Superbrand” distinction in Hungary for the fourth year in a row in 2010 and received the B2B “Business Superbrand” award for the second time. After having ranked UNIQA Biztosító in third place in motor vehicle insurance in Hungary as early as 2008, the Hungarian Association of Independent Insurance Brokers chose it as the best motor vehicle insurer.

The new UNIQA headquarters in Hungary were opened in December 2009, just in time for the 20th anniversary. The appealing new building offers the employees in Hungary amply lighted offices with modern furnishings on floor space exceeding 18,000 m².

International awards in 2010

- UNIQA pojišťovna in the Czech Republic received the “Life Insurance of the Year 2010” award for its term life insurance line.
- In Poland, the European Federation of Financial Professionals awarded UNIQA TU S.A. the “Trustworthy Financial Product” prize for the most trustworthy financial product.
- “Meteo Alert”, the severe weather warning service successfully launched in Romania by UNIQA Asigurarari, received the “Product of the Year” award.
- The Croatian UNIQA subsidiary UNIQA osiguranje d.d. received the “Golden Kuna” award as the best insurer in the country from the Croatian Chamber of Commerce. The company’s product innovations and business development were included in the evaluation.
- UNIQA poisťovňa in Slovakia received multiple “Gold Coin” awards in the financial products competition. As in the previous years, its most successful products included “Accident & Care” insurance. Overall, UNIQA poisťovňa achieved second and third place.

Sigurna trojka!

Izuzetna pomoć životnog osiguranja

Nova ponuda UNIQA osiguranja donosi Vam još tri poena! Ukoliko u periodu od 15. septembra 2010. do 15. januara 2011. zaključite ŽIVOTNO OSIGURANJE, UNIQA Vam poklanja:

- popust od 25 € na polisu osiguranja života
- popust od 50% na osiguranje domaćinstva
- MeteoUNIQA - BESPLATAN servis upozorenja na vremenske nepogode

+ BONUS nagradna igra u kojoj možete osvojiti:

1. Ford Fiesta
2. putovanje vikend u Beču
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UNIQA osiguranje

Dividencije u skladu sa posredništvima UNIQA osiguranja i Bežanijski izdaci

The campaign with the Serbian basketball player and trainer of the national basketball team, Aleksandar Đorđević, on behalf of the launch of the new UNIQA life insurance line for Serbia was very successful. Apart from the positive impact on the specific product, the campaign raised UNIQA's brand recognition by 10% to 63%, the second-best result since the market entry in 2007.

Market review 2010

- UNIQA **Hungary** expanded its product range to include legal expenses insurance. Examples of the new products are legal expenses insurance for families, as well as legal expense protection for real estate owners, motor vehicle owners and hunters.
- In **Poland**, UNIQA opened new headquarters in the centre of Warsaw in December 2010. The modern building has six floors with 12,000 m² of total floor space. The branch in Łódź continues to be an important location, accommodating the call centre and the claims processing as well as other functions. The GeneralAgency concept has also been very successful for UNIQA Poland. The number of GeneralAgents has doubled to a 100 since 2008.
- UNIQA poisťovňa was the first insurance company in **Slovakia** to offer comprehensive insurance online. The company offers a total of four top-level products online, thus setting itself apart as a pioneer in the Slovakian online insurance market. A new home owners' and apartment insurance with comprehensive all-round protection and high quality assistance services were further additions to the Slovakian product portfolio.
- UNIQA **Serbia** has also offered the successful UNIQA severe weather warning via SMS since May 2010. UNIQA already offers this service in eight countries.
- The formation of UNIQA Asigurari de Viata SA represented UNIQA's market entry into life insurance in **Romania** in 2010.
- UNIQA **Bosnia and Herzegovina** celebrated its ten years of existence, including five years as the brand UNIQA Osiguranje d.d., in the National Theatre in Sarajevo in September 2010.
- UNIQA launched the new health and life insurance IMPULS in **Montenegro**. Its target group is made up almost of 14 to 55 year-olds who can take out a contract extending for five to a maximum of 25 years. In cooperation with Montenegro Telecom, UNIQA also launched a special casualty insurance policy for families. Nikola Janovic, a member of the Montenegro national water polo team, was recruited to provide a testimonial.
- Rebranding was performed in the **Ukraine** in 2010 – four years after UNIQA's market entry. A high impact campaign accompanied the renaming of the former Credo Classic Insurance Company as UNIQA Insurance Company. In addition to its traditional values, the new brand name brings the Ukrainian insurer the status of a European insurance company whose reliability and quality of service are backed up by the experience and stability of a large international group. The Ukrainian UNIQA company is one of the top 5 in the country's insurance industry.
- In **Bulgaria**, UNIQA expanded its apartment and home owner's insurance "Home & Happiness" to include a new product combining home owner's, liability and casualty insurance for the first time. In addition to the basic components "Standard", "Comfort", and "Prestige", flexible supplemental components provide comprehensive and individual insurance protection for the segments "travel" and "pets". The product portfolio was also expanded for small and medium-sized enterprises as part of a "business plan" campaign. UNIQA offers seven products for a comprehensive business insurance solution specifically tailored to commercial customers, which are included in a complete package.
- The UNIQA QualityPartnership has also been successful in other markets with **innovative customer loyalty programmes and tools** including, for example, a new legal expenses hotline in Hungary and innovative assistance services in the apartment and home owner's insurance in Slovakia.



Hannes Bogner
Member of the
Management Board

"The successful international expansion of the UNIQA Group is confirmation of our strategy. After more than 15 acquisitions, we are now successfully active in 21 markets; we have quadrupled our customer base and our premium volume and massively increased our net profit. Our Group's broad position enabled us to maintain its soundness even in the crisis years of 2007 and 2008. Many mainstays provide greater stability and thus constitute a decisive advantage. We will further improve our financial strength and earning performance by continuing on this path in the future. FROM AUSTRIA TO EUROPE."

■ Market entry in Russia already bears fruit

Raiffeisen Life Insurance, which was established in 2009 in the course of implementing UNIQA's expansion strategy, developed positively during the reporting period. Together with ZAO Raiffeisenbank, it offers customised life insurance products. Thanks to the well-established "Raiffeisen" brand, which is strongly associated with trust, the strategic partnership with this leading Austrian banking group has proven itself exceptionally well here. There are around 50 employees operationally active in Russia, and UNIQA products are sold in over 200 bank offices throughout the country. The bank assurance products have also been specially adapted to the country's needs and opportunities.

The newly founded company profits equally from the product and sales experience from Austria as well as the Central and Eastern European subsidiaries, thanks to its full integration within the UNIQA Group. The premium potential is exceptionally high – currently an average of only €183 in insurance premiums is paid p. p. annually by the 142 million residents of Russia. In contrast, this figure is €1,935 in Austria. Already in the first full year of its activity, Raiffeisen Life Insurance generated premiums exceeding €11 million and gained more than 51,000 new customers. The greatest share of the premiums originated from sales of the classic savings principle of endowment policies and the hedging of consumer loans, auto loans and credit cards. The life insurance market is expected to grow further in 2011. In like manner, the demand for financing volume from Raiffeisen Bank Russia should also increase and this is expected to result in additional large growth potential for Raiffeisen Life Insurance.

■ "Faces for UNIQA" unites in Vienna

Since the introduction of the UNIQA brand in the year 1999, the Group has relied on partnerships with successful sports personalities to improve its recognition and image. This strat-

egy was extended to the new markets as part of the international expansion. UNIQA has now entered into advertising partnerships with locally known, highly popular athletes in almost every region in which the Group is active. They include ski racers Stephan Eberharter, Benjamin Raich and Marlies Schild from Austria, Veronika Zuzulová from Slovakia and Ivet Lalova, world class sprinter from Bulgaria. Others include Krisztián Pars, a hammer thrower from Hungary, Aleksandar Đorđević, a basketball legend from Serbia, Bogdan Wenta, the trainer of the Polish men's national handball team, and recently, Nikola Janovic, a member of the Montenegro national water polo team.

■ International expansion supported by the EBRD

The European Bank for Reconstruction and Development (EBRD) is actively continuing its support of the internationalisation of the UNIQA Group. The framework agreement, which was increased from €70 million to €150 million in November 2007, intensified the cooperation which has successfully existed since 1998. The increase will provide the EBRD with considerably expanded financial latitude for acquiring minority interests in existing UNIQA subsidiaries in Central and Eastern Europe until year-end 2017.

■ Standard and Poor's again confirms "A" rating

The internationally recognised rating agency Standard & Poor's (S&P) renewed and confirmed the "A" rating for the UNIQA Group in May 2010. The key rating factors and strengths of the Group once again impressed S&P, such as the strong competitive position as one of the market leaders in Austria and the impressive sales capacities. Other significant factors were the bank assurance sales via the Raiffeisen banks and the successful expansion into Central and Eastern Europe.

Staff & Partners

Active throughout Europe for customers

First-class training and continuing education programmes as well as comprehensive initiatives for motivating employees are major success factors in the leading role that the UNIQA Group plays in Central and Eastern Europe. Furthermore, flexibility and mobility together with a high degree of professionalism ensure superior customer service.

■ GoAhead – grow with UNIQA within the company

As a Group that is expanding throughout Europe, UNIQA has been deploying its personnel in international settings within the companies of the Group since 2003 in the context of its GoAhead mobility programme. It thereby fulfils one of the central tasks of its personnel management style which consists of continuous promotion of employees to increase mobility and the transfer of knowledge. GoAhead provides temporary employment for Austrian employees abroad within international Group companies, and offers positions for foreign colleagues to come work in Austria or other countries in which UNIQA is active. In addition to the exchange of company-internal expertise, GoAhead serves to foster direct multinational networking, thereby strengthening a shared corporate culture.

The programme is being constantly improved with new elements and made more efficient since it serves within the Group as both a recognition of achievements and a springboard to further career advancements. In 2005, the GoAhead Light module was introduced for short stays abroad; this was followed in 2006 by GoAhead Light Mentoring (international partnerships for exchange of expertise). These two models provide stays abroad of only one to three months, while the “normal” foreign assignment ranges on average from twelve to 36 months. Roughly three-fourths of all participants in GoAhead have since opted for this shorter version.

From the start, GoAhead has been very popular among employees. The programme has already placed 600 employees from 19 countries. In the year 2010 alone, 147 employees took part in this initiative.

■ UNIQA ManagerAcademy – new opportunities from higher qualification

With the ManagerAcademy, UNIQA offers managers and experts a valuable three-stage continuing education programme that they can take in independent modules. The goal is to enhance the strategic expertise and effectiveness of participants and simultaneously offer the opportunity to establish an international network. In addition, the ManagerAcademy offers a platform for exchanging experiences and thereby helps managers clearly formulate goals and implement them effectively. The exchange of information on the highest level also occurs in the annual ManagerCircle in which managers from the entire UNIQA Group discuss current topics and new strategies for the company.

■ “Getting a head start ...” – an international perspective in training apprentices

Starting with the training of apprentices, UNIQA seeks to promote the international mobility of its employees. Since 2008, the Group has been combining the two-year training programme for young employees with a five-month internship at a UNIQA company abroad in the interests of further internationalisation. This is intended to promote mobility as well as to create a personal network. In 2010, apprentices from the regional headquarters of Vienna and Upper Austria completed internships in Group companies in Hungary and the Czech Republic. UNIQA also offers apprentice training in Exclusive-Sales. The goal of the programme is to provide apprentices with expertise and initial sales experience on the job. Since it was introduced, 60 apprentices have taken part in this programme.

Highlights

2010	ExclusiveSales increased to approximately 3,000 employees and partners
2009	New headquarters in Bosnia and Hungary
2008	New Tirol regional headquarters
2007	New headquarters in the Czech Republic
2004	UNIQA Tower opened
2003	The mobility programme, GoAhead, was launched



The entire UNIQA Group has had its headquarters located in the ultramodern Vienna UNIQA Tower for six years now. Similarly, in the new head offices in Budapest and Warsaw, great value was placed on designing contemporary and appealing office space.

■ TalentManagement for high-potential personnel

One key focus of personnel development in 2010 was the Talent-Management programme started in the previous year since UNIQA is striving to fill the majority of the many management positions of the rapidly growing Group from within its own ranks. The DevelopmentCenter is available for domestic and foreign talent who undergo a qualified observation process in which they can demonstrate their leadership potential. Individual development plans are created for the identified talent to convert their potential into genuine expertise and skills over the short and medium-term. In Austria, 23 employees took part in a DevelopmentCenter in 2010, 16 of whom qualified for their next management levels.

Parallel to the development of managerial talent, UNIQA also seeks to promote its specialists. This satisfies the requirements for focused knowledge management in order to maintain qualified employees for UNIQA over the long term.

■ UNIQA's performance-based reimbursement system – looking for entrepreneurial thinking

With UNIQA's performance-based reimbursement system, employees are given the opportunity to participate in the economic success of the company. Since it was introduced in 2002, the programme has been consistently expanded, and nearly 12% of Austrian managerial employees and in-house staff participated in it in 2010. On the basis of strategic corporate goals, departmental and special goals are identified, the target values are developed for the business plan, and these form the basis of the performance-based reimbursement system. As an international group, UNIQA quickly expanded this model to countries outside of the home market after it was introduced in Austria. Today, the UNIQA performance-based reimbursement system is used in nearly every country in which UNIQA is represented.

■ Special features for in-house and field sales staff

In 2010, employee discussions were again held for all in-house staff throughout the entire Group. This instrument was implemented for salaried field sales staff last year for the fourth time and for the BrokerService for the second time with great success. The focus of the manager training for the salaried field sales staff in 2010 was placed on strengthening the function of the sales managers and their duties. The individual development plans introduced in 2007 for managers in new positions were continued in 2010.

With a new electronic document management system (DMS), UNIQA made it easier to process customer questions for employees and partners in 2010. For the field staff, many tasks were made substantially easier using point-of-sale systems that automatically relay requests at the press of a button. Partners such as automotive repair shops can now communicate quickly with UNIQA without red tape using their own online platforms. In 2010, approximately 100,000 questions between workshops, UNIQA and experts were efficiently processed online in this manner. With this electronic system, Group companies abroad and their service providers can be easily included and put to use such as the cross-border service (CBS) of the Slovakian service company in Nitra that helps Austrian UNIQA employees with specific services. This includes preparing electronic mail for the regional and central headquarters.

Extensive continuing education opportunities for all UNIQA employees in Austria have been offered since 2010 on a new e-learning platform. The service includes 40 learning modules on courses such as liability and vehicles, legal guidelines, the UNIQA VitalClub or the Customer Management System U.KMS. Access to this tool is available to all employees of the Group both online and offline, that is, also outside of the UNIQA network.



Approximately 150 managers from the entire UNIQA family participated in the ManagerCircle in 2010 in Vienna. At this event, they were brought up-to-date on the current Group strategy and corporate plans by the Group Management Board.

■ UNIQA ExclusiveSales – in tune with the times

ExclusiveSales traditionally plays a very important role in the support of UNIQA customers. This is enabled by on-going, flexible adaptation to the changing requirements of customers and markets. The continual improvement of service quality offered by the total customer strategy has increased the number of employees and partners in 2010 to over 3,000. The aim is to build up decentralised service locations that offer comprehensive expertise locally to further reinforce the exclusivity of UNIQA agency partners and the presence of the UNIQA brand. With its needs-oriented comprehensive support of customers, UNIQA employees are increasing their presence as customer and relationship managers.

A series of informational and educational options ensure that managers and employees in field service and at the UNIQA GeneralAgencies are always kept up-to-date about the most recent developments, are supplied with professional expertise and maintain a high level of motivation. In implementing the main strategic goals of the Group, the focus in the year 2010 lay on the area of “high-yield growth”. A particular emphasis was placed on the issues of “productivity”, “sales expansion” and “total customers”.

In ManagementDevelopmentForums, seminars were again offered in 2010 on a wide range of themes. The emphasis was on continued improvement of managerial skills in the areas of control and effectiveness.



Over 700 participants were at the informative GeneralAgencyCongress in 2010 in Saalfelden. In addition to the topics of the forum and fair booths, a great deal of networking took place as well.

■ Comprehensive information for UNIQA General-Agencies

In order to ensure comprehensive information in agency sales regarding the development, strategy and products of UNIQA, the seventh UNIQA GeneralAgencyConference was held in Saalfelden in 2010. In total, more than 700 participants from Austria as well as interested representatives of GeneralAgencies in Slovakia, Bosnia, Poland and the Czech Republic learned first-hand about developments of recent months and the prospects for the future. At the same time, they learned many valuable details about product innovations and advertising options – eleven fair booths, topical forums and a podium discussion offered a broad platform for exchanging information.

Every year, the GeneralAgencyConference forms the high point of the initiatives for strengthening and expanding the General-Agency system of UNIQA, which was established in 1999 and has since proven itself across Europe. This system in Austria is becoming increasingly important to the entire Group. At the end of 2010, General and PartnerAgencies already existed at 300 locations within Austria.

The most important source of information and expertise for independent sales partners of UNIQA is the well organised GeneralAgencyAcademy. In addition to providing a basic education covering the most important UNIQA provision and risk solutions within the framework of the total customer strategy, the academy also offers a wide range of in-depth seminars as a central education and training institution. These topics range from Entrepreneurs & Management Strength to Product & Argumentation and from Sales & Professionals to Practices & Technology. The spectrum is rounded out by seminars specifically geared toward back office staff. To enhance the motivation of its partners, UNIQA regularly offers trips for General-Agency employees. In 2010 for example, 100 happy participants travelled to Marrakech on the GeneralAgency trip.



Gottfried Wanitschek

Member of the
Management Board

“Our highly competent and involved employees played a key role in UNIQA becoming an international player. Extensive training and continuing education opportunities such as the unique mobility programme, GoAhead, developed by UNIQA help ensure that our employees and their expertise grow within the company. We will continue to invest in comprehensive training programmes in the future so that we can continue to pursue our successful path with the people active in and for the Group. FROM AUSTRIA TO EUROPE.”

■ Expertise and effective tools for brokers

For brokers, UNIQA also offers tailored seminars which provide important continuing education on a personal and professional level with a wide range of challenging topics. The UNIQA BrokerService, the largest partner of Austria's brokers, again presented numerous themes that were well received by the branch in 2010.

One highly useful tool for training brokers is the BrokerAcademy, which was founded back in 1997 and has hosted events for more than 2,000 people, including 167 in the year 2010 alone. The wide range of topics extends from economics, finance and stock markets to personal fitness and mental training. Furthermore, the broker academy regularly offers trips to events at attractive destinations throughout the world which have been very well received by the brokers. The focus is on continuing education and networking as for example in 2010 in Marrakech.

The electronic sales platform for brokers was replaced in 2010 by the new UNIQA CustomerManagementSystem (U.KCS). U.KCS offers all the valued features for supporting daily tasks and also optimises system technology which allows more rapid reactions to the needs of sales partners. Numerous functions promote highly efficient work: For example, an online rate programme presents at a click the entire product portfolio of BrokerSelect, the exclusive product line for independent brokers. The generation of offers and submission of insurance applications can be performed quickly and easily with this system at the click of a mouse. Applications from all the insurance partners can also be electronically transferred and are automatically reimbursed.

Special assistance services and service offerings, such as in connection with the TopPartnerCard, explicit service guarantees as well as an information system specially adapted to the indi-

vidual needs of the brokers round out the offerings by UNIQA for all independent brokers.

■ Cooperation with banks continues to thrive

Last year, the Preferred Partnership between UNIQA and the Raiffeisen bank group maintained since 2004 again proved fruitful in Central and Eastern Europe and is being continuously expanded to satisfy customer and business interest. In addition to the sale of combined bank and insurance products, the partnership aims to successively introduce capital forming life insurance products in select markets. The cooperation generates extensive synergies and advantages for both UNIQA and Raiffeisen. The cooperative effort now covers 14 markets of 15 million customers served by approximately 3,000 affiliates. In 2010, premium volume was about €1 billion.

Parallel to this cooperation with Raiffeisen is the enhanced cooperation since 2009 with the Veneto Banca Group in Italy that specialises in life insurance. Due to the boom in life insurance, it also fared very well in 2010.

All total, UNIQA together with its two partners in bank sales generated about 25% of foreign Group premiums in Central and Eastern Europe in 2010. Raiffeisen Versicherung is responsible for the Austrian bank sales of the UNIQA Group. Raiffeisen Versicherung is broadly based in Austria with products in the areas of life, accident, property and vehicle insurance, and manages approximately 1.5 million policies.

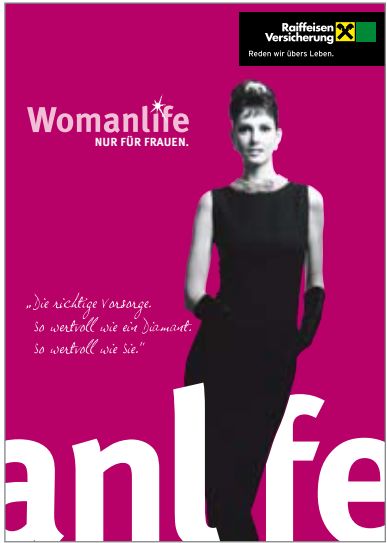


The highlight of the 40-year anniversary of the founding of Raiffeisen Versicherung was a two-day event in Obertauern.

Within the framework of an optimisation programme, Raiffeisen Versicherung established the prerequisites for an efficient and group-wide process management system during 2008 based on defined standards. The compliance with customer-oriented quality criteria as well as the achieved response and throughput times are constantly evaluated and analysed on the basis of key performance indices and improved through corresponding individual or general measures.

■ 40 years of Raiffeisen Versicherung

With a roadshow through all of Austria, Raiffeisen Versicherung celebrated its 40-year anniversary of existence in 2010. The high point of the festivities occurred in November 2010 with a two-day event in Obertauern. In addition to the anniversary celebration, the programme for more than 500 guests included outdoor activities from snowshoe hikes to curling that were accompanied by Raiffeisen Versicherung representative Matthias Lanzinger and many other prominent athletes. The two Management Board Chairmen Klaus Pekarek and Martin Sardelic presented the three best consultants from the divisions of life insurance, company pension insurance, accident insurance, property insurance and vehicle insurance. In addition to security, Raiffeisen Versicherung will focus in the future on its core expertise in pension and contingency protection. A symposium was accordingly held in the summer of 2010 on company and private pension.



Financial provision for women is the focus of the initiative „Womanlife“.

■ **Womanlife – a provisions programme for women from Raiffeisen Versicherung**

The Womanlife programme initiated in 2003 by Raiffeisen Versicherung drew attention again in 2010 to the importance of financial provisions for women – a topic that has been rather neglected in the past. The exclusively female consultants for this programme in Raiffeisen banks offer product advantages tailored especially for women, as well as workshops on sales advice, on supporting customer events and on sales campaigns for women. The range of services offered by Womanlife is at present the most comprehensive finance-related programme for women in the Austrian market. To round off the services, Raiffeisen Versicherung started an online platform at the end of 2005 entitled “Circle Womanlife” that functions as a platform for exchanging and obtaining information amongst female consultants in Raiffeisen banks.

Forewords	Strategy	Customers	Products	Group	Staff	Citizenship	Shares
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Corporate Citizenship

A responsible partner for the future

An important employer and key player in all its markets, UNIQA accepts its extensive social responsibilities. This is why the Group has initiated and supported projects in the environment, sports, the arts and culture. As an innovative leader in the insurance industry, UNIQA strives to implement environmentally progressive and sustainable measures while simultaneously doing business responsibly for the future.

■ Activities in the area of environmental protection

As a founding member of the [Raiffeisen Climate Protection Initiative \(RKI\)](#), UNIQA's objective is to meet the environmental challenges of the future with sustainable measures. The RKI leverages the "combined power" of its members to initiate substantial projects to fight climate change. This utilises both content-related and financial synergies among the participating companies. UNIQA has provided all of its employees with a [climate protection manual](#) that conveys the RKI's aims, including specific tips and suggestions for climate relief in personal and professional life. The manual also presents UNIQA's climate-related activities as well as all of its climate-friendly insurance products. One of many actions is the annual Climate Protection Day in the UNIQA Tower, which is meant to contribute to public awareness of issues related to sustainability, energy efficiency and renewable resources. Recent UNIQA RKI-related activities in 2010 included participation in the third Raiffeisen Energy Conservation Day and support for the "Car Fasting" campaign, which calls for a reduction of automobile travel and rethinking of personal mobility behaviour during the Lent.

In 2010, a competition of ideas, the "[Raiffeisen Climate Protection Challenge](#)", was held as part of the RKI for the first time. Fourteen RKI members took part, and UNIQA managed to submit the largest number of total projects. The UNIQA employee team with the "Green Mobility" concept demonstrated their visionary innovation, and won first place. The team proposed introducing three rating levels (G, GG, GGG) to facilitate the evaluation of sustainable mobility measures and then evaluate whether these goals were met.

■ UNIQA rewards environmentally conscious customers

Especially in vehicle insurance, UNIQA has implemented several measures to promote climate protection. Customers who choose the innovative SafeLine car insurance also reward UNIQA for its environmental initiatives. Light drivers receive an [environmental bonus](#) in the form of savings on premiums. Customers can view the collected data at the online portal myUNIQA.at, which is also a valuable information source on their own driving distances and CO₂ footprint. In addition, customers with an annual pass for public transportation in an Austrian town will receive a voucher for three monthly premiums in the "[Auto & Mass Transit](#)" campaign. As an innovative leader, UNIQA also recognised the trend toward electromobility early on and supported it actively with attractive insurance products for e-bikes, e-mountain-bikes, bikeboards and Segways.

In the state-assisted pension plan market, UNIQA customers were able to reinforce their "green conscience" with the [Special Edition Climate Production III](#) of the newly created "Best Interest & RZB Capital Guarantee" product. The amount of the subscribed capital is invested in financing projects that promote climate protection.

■ The newly opened Nouvel Tower combines the greatest accomplishments of architecture and environmentalism

The December 2010 opening of the hotel tower, designed by Pritzker prize-winner Jean Nouvel, represents a high point in Vienna's architectural development – also in environmental terms. In its role as a builder, the UNIQA Group was able to add another unique building next to the UNIQA Tower on the Danube canal, sending a signal for quality, sustainability and the courage to undertake extraordinary projects. The Nouvel Tower's high environmental standards are represented by the 600 m² "green wall" by artist Patrick Blanc – an external symbol

Highlights

2010	Opening of the Hotel Tower by Jean Nouvel with innovative energy-saving features
2010	Insurance of the newest panda cub in the Vienna-Schönbrunn Zoo
2008	UNIQA Tower in Vienna awarded with the EU Green Building Certificate
2007	UNIQA as founding member of the Raiffeisen Climate Protection Initiative
Since 2003	Cooperation with the Schönbrunn Zoo
Since 2002	UNIQA is sponsor of the Salzburg Festival



The Raiffeisen Climate Protection Day was held for the third time at the UNIQA Tower.

of the [comprehensive energy and environmental protection measures](#) implemented in the course of construction. The wall consists of 200,000 plants that were planted vertically in a steel frame along the neighbouring fire wall.

UNIQA invested about €2.6 million worth of energy-saving measures in the technical building systems alone. Underground retention tanks, which help cool the building in summer and warm it in the winter, as well as the innovative use of well water to cool the facade, ensure high energy efficiency. Furthermore, 320 small heating pumps regulate heating and cooling in the summer and fall, and in summer, 216 m² of solar panels on the roof supply the entire hotel with hot water.

The UNIQA Tower, which opened in 2004, is already known as a progressive building with exemplary climate protection measures: In 2008, it was awarded the [Facility Prize](#) from the Academy for Technical Building Equipment and the EU [Green Building](#) Certificate from the Austrian Energy Agency. The tower, recognised by the Austrian Energy Agency as an “energy-conscious new building”, is the first new office building in Austria and one of the first buildings in Europe to receive this EU certificate.

■ A reliable sponsor in arts & culture, sports and social issues

By starting a series of initiatives in 2010, UNIQA continued to implement its strategy for improving the Group’s level of recognition and positioning as a European quality brand with Austrian roots through a series of targeted sponsoring initiatives.

A particular [sponsoring highlight](#) was the birth in August 2010 of the panda cub Fu Hu at Vienna’s Schönbrunn Zoo. UNIQA celebrated the cub’s birth with comprehensive insurance protection on all three panda bears in the historic zoo. Now, three

years after the birth of the Schönbrunn panda cub Fu Long, the zoo was able to welcome the next generation with Fu Hu. Since 2003, insuring the panda bears has been an important sponsoring project for UNIQA, one that began with a custom-tailored transportation insurance package for the transport of the parent pandas from China to Vienna. Because the panda bears remained the property of the People’s Republic of China, a special liability insurance had to be developed for the Schönbrunn zoo. UNIQA also insured Fu Long’s return to his Chinese homeland in 2009.

In the area of [cultural sponsoring](#), UNIQA was one of the main sponsors for the eighth time of the Salzburg Festival and for the fourth time of the Grafenegg Music Festival in 2010. Substantial support was also given in 2010 to the Lake Festival at Mörbisch and the Vienna State Opera House as well as the production of Verdi’s “Rigoletto” at the Volksoper Vienna. One highlight, which also lit up the UNIQA Tower, was the exhibition of Brigitte Kowanz in MUMOK, the artist who designed a light installation of 40,000 LED lights for the 7,000 m² facade of the UNIQA Tower. UNIQA has insured and sponsored the MUMOK for several years, and this enabled the company to bring art into Vienna’s public spaces in an extraordinary way in 2010. The UNIQA ArtCercle, a special programme for customers who love art, offered exclusive events during Brigitte Kowanz’s exhibition.

Additional sponsoring contributions went to exhibitions at Austrian museums during the reporting period, including the Albertina, the Belvedere, the Kunsthistorisches Museum, the Museum of Technology in Vienna, the Joanneum in Graz and the Vienna Centre for Architecture. Until January 2010, the illuminated manuscript on the life and legend of Saint Wenceslas, purchased several years ago by UNIQA, was on display at the Austrian National Library for its exhibit “Wenceslas from Bohemia – Saint and Ruler”. Not least because



The illuminated manuscript on the life of Saint Wenceslas, owned by UNIQA, moved from Vienna to Prague, where it was on display from 24 March to 2 May 2010 in the Prague National Museum. Czech President Václav Klaus gave the inaugural address.



New life in the Schönbrunn Zoo: UNIQA insures Fu Hu, the newborn panda cub who arrived in August 2010. In the previous year, UNIQA insured and sponsored the journey of the panda bear Fu Long, born in Schönbrunn Zoo in 2007, back to his Chinese homeland.

of this historical document's significance for the understanding of Czech art, the exhibition has been on display since March 2010 at the National Museum in Prague, with a festive opening attended by President Václav Klaus. The UNIQA Group also sponsors various regional artists and art initiatives in its international markets. In Bulgaria in 2010, for example, UNIQA was the main sponsor of an exhibition of the renowned contemporary Chinese artist Zeng Fanzhi in the National Gallery of Foreign Art in Sofia.

In the area of **sports**, UNIQA successfully continued its long-running partnership with professional skiers Benjamin Raich and Marlies Schild. The power pair of Austrian sports represents the ideal embodiment of the "new generation" for UNIQA. This makes them perfect advertising figures, and not just on the world championship slopes. UNIQA also continued its safety campaign, "Real pros wear helmets and back protection", with Raich and Schild testimonials in 2010. UNIQA athletes also had outstanding success at the 2010 Olympic Games in Vancouver: Marlies Schild and snowboarder Benjamin Karl both won silver medals. The cooperation between Raiffeisen Versicherung and Matthias Lanzinger also continued in 2010. Lanzinger provides testimonials in the area of classic advertising and serves as an ambassador at security-related events.

In Eastern and South Eastern European markets, UNIQA is also cooperating with famous athletes ("Faces for UNIQA"), thereby promoting recognition of UNIQA's successful brand in this important strategic region. In addition to Slovakian slalom skier Veronika Zuzulová, Polish national handball team coach Bogdan Wenta, Serbian basketball legend Aleksandar Đorđević, Montenegrine water polo star Nikola Janovic, or world-class Bulgarian sprinter Ivet Lalova, UNIQA osiguranje has also sponsored the Croatian national handball team since 2010. UNIQA Biztosító 2010 also showed its sporty side by supporting the largest amateur sailing competition at Balaton, which took place for the fourth time last year.

UNIQA was also a sponsor of the national Summer 2010 Special Olympic Games in St. Pölten, Austria. Roughly 2,000 athletes took part in this exceptional international event, which took place within the framework of the global Special Olympics' initiative. The Special Olympics were founded in 1968 by Eunice Kennedy Shriver and offer year-round training and competition opportunities in 26 different Olympic disciplines for more than 2.5 million children eight years and older as well as adolescents and adults with mental disabilities from 180 nations around the world.



Christian Konrad and former EU Commission Member Franz Fischler, chairman of the Raiffeisen Climate Protection Initiative, congratulate UNIQA employee Andreas Rauter (centre) for his first-place finish in the "Raiffeisen Climate Protection Challenge".



The artist Brigitte Kowanz, in the course of her exhibition at MUMOK, took the moving lettering of "Now I see" and translated it into morse-code lighting on the UNIQA Tower.

In the area of **social sponsoring**, in 2010 UNIQA once again donated a large amount together with Raiffeisen Zentralbank to the Mobile Caritas Hospice, making another important contribution to the care and treatment of people suffering from severe and incurable diseases within their familiar environments. The "Pink Ribbon" campaign was also supported again in 2010 as part of the fight against breast cancer and to raise awareness of prevention opportunities and the risks of the disease. Like many other buildings and sights throughout the world, the UNIQA Tower was once again blanketed in pink light on October 1st, World Breast Cancer Day. The UNIQA VitalTruck also stopped by in 2010 at Vienna's Saint Stephen's Square for a good cause in two senses: The employees of the Vienna Archdiocese were able to donate ten cents to Saint Stephen's Cathedral for every fitness point that they earned on the ergometer. Two hundred employees "cycled" a distance worth €10,000, which UNIQA donated after the event.

In 2010, the "Austrian Integration Prize" was awarded for the first time by the "Economy for Integration" Association and the Austrian Broadcasting Corporation, ORF. Together with the Federation of Austrian Industries, UNIQA took over the sponsorship of the "educate and enable" category, thereby emphasising once more, from the perspective of an internationally active company, the importance of the ability to move between different worlds of culture and language. Another project, initiated by the "Economy for Integration" Association, is also being facilitated by UNIQA as the main sponsor: the multilanguage speech competition, "Sag's multi", promotes language competence among Viennese school children from immigrant families. The UNIQA Group also supports various initiatives in its international markets. In Romania, for example, an awareness-raising campaign began in 2010 that seeks to inform eight- to ten-year-old school pupils about dangers in their own home and to teach children about the topics of prevention and safety.

UNIQA Shares

UNIQA on the capital market

In a volatile yet generally positive capital market environment, UNIQA shares did very well in 2010 in comparison to the overall European market. A share repurchasing programme was started within the reporting period.

■ Volatile yet rising international stock markets

In 2010, the international stock markets started out cautiously since economic indicators from the USA and Europe that were below expectations led to an initial consolidation. Only toward the beginning of March did positive business returns, a significant international increase in demand and on-going low interest rates lead to a brief yet strong recovery in the stock markets. However, the stock markets were not able to profit in the second quarter from the on-going dynamic economic recovery. Concerns about the stability of the euro and anticipated payment difficulties of Greece and other countries on the periphery of Europe dampened enthusiasm. The €750 billion rescue package quickly cobbled together by the EU and IMF for highly indebted European countries, as well as efforts by most European countries to consolidate their budgets, gradually calmed the markets and stopped the significant drop in the euro's value.

After the currency and the stock market turbulence in the first half of the year, the third quarter passed in a comparative state of calm on the stock markets. Part of the calming effect arose from the fact that the proposals by the Basel Committee on Bank Supervision for regulating equity under Basel III were less strict and provided longer transition phases than initially assumed. An additional positive signal was the satisfactory rating

of most European large banks in the stress tests by the Committee of European Bank Supervisors. In the fourth quarter, the stock markets generally recovered well against a backdrop of on-going low interest, positive economic data and business results that ranged from good to very good.

Overall, the DJ EURO STOXX 50, which is representative for Europe, lost approximately 6% of its value in 2010, whereas the DAX gained in value by more than 16%. The European insurance stocks under the umbrella of the DJ EURO STOXX Insurance also recorded a decrease of 6.7%. In the Far East, the NIKKEI 225 fell by 3%. Significant increases were experienced in the USA, both on the DOW JONES INDUSTRIAL AVERAGE by approximately 11% and the NASDAQ COMPOSITE by around 17%.

UNIQA key figures	2010 €	2009 €	2008 €	2007 €	2006 €
Stock market price of UNIQA shares as at 31 Dec.	14.70	12.97	18.06	20.95	25.09
High	15.34	18.86	21.46	28.10	29.86
Low	10.68	12.21	13.50	20.36	22.35
Average daily trading volume/day (€million)	0.5	0.5	1.0	3.4	4.7
Market capitalisation as at 31 Dec. (€million)	2,102	1,855	2,378	2,509	3,005
Earnings per share	0.33	0.19	0.44	2.07	1.27
Dividend per share	0.40 ¹⁾	0.40	0.40	0.50	0.35

¹⁾ Proposal to the Annual General Meeting

Highlights

2010	Fifth share repurchase programme
2008/09	Support of equity capital by two capital increases
2004	UNIQA corporate bond
2003	First online annual report
2001	First rating by Standard & Poor's
2001	UNIQA in the prime market of the Vienna Stock Exchange

Information on UNIQA shares

Securities abbreviation	UQA
Reuters	UNIQ.VI
Bloomberg	UQA.AV
ISIN	AT0000821103
Market segment	prime market of the Vienna Stock Exchange
Trade segment	Official trading
Indices	ATX Prime, WBI, VÖNIX
Number of shares	142,985,217
Standard & Poor's rating	A

■ Vienna Stock Exchange continues to rise

In 2010, the Vienna Stock Exchange again grew perceptibly in value to continue its recovery from the previous year. The leading index, ATX (Austrian Traded Index), like nearly all the markets around the world, experienced indeed major volatility and had to accept a significant correction, especially in the second quarter. The ATX, which started the year at 2,537.00 points, reached its low point for the year at 2,216.24 points on 8 June 2010. This however was followed by an uninterrupted upward trend that lasted to the end of the year. At the end of 2010, the ATX was valued at 2,904.47 points, thereby achieving an overall increase in value of 16.4%. The market capitalisation of the Vienna Stock Exchange increased approximately €14 billion from the previous year to reach €91 billion.

■ UNIQA shares surpass the overall market

The UNIQA shares listed on the prime market segment of the Vienna Stock Exchange was able to top the positive development of the overall Austrian market in 2010. The trend was partially volatile and was largely characterised by declines in the first quarter. The share opened at €12.81 on 4 January 2010, and by the end of March, it had reached its low for the year of €10.68. This was followed by a sharp upward trend which led the share to its high point for the year of €15.34 on 23 June. The second half of the year was essentially characterised by sideward movement including some significant fluctuations until the share concluded the year at €14.70, up 14.8% from the beginning of the year.

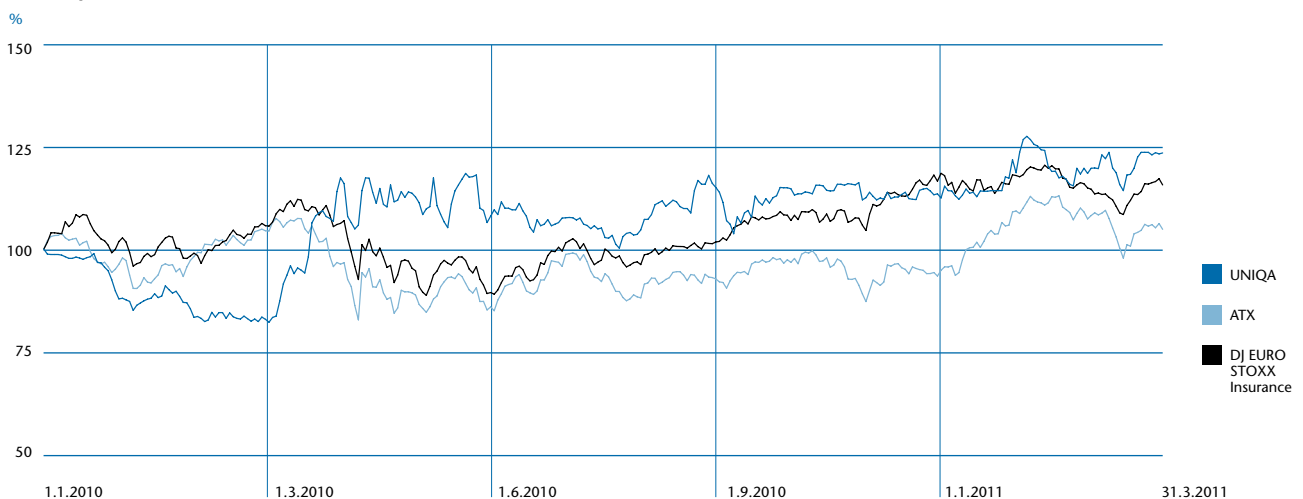
■ Share repurchasing programme prolonged

The Management Board of UNIQA Versicherungen AG resolved on 21 September 2010 to take advantage of the authorisation to repurchase shares through the Vienna Stock Exchange granted by the 2010 Annual General Meeting. This authorisation is for up to 14,298,521 notional no-par shares made out to the bearer, which corresponds to a maximum of 10% of the company's share capital. The Supervisory Board agreed to the Management Board's decision on the same day. The fifth buy-back programme started on 19 November 2010 and will provisionally extend to 18 May 2013.

The purpose of the repurchase is to improve the supply and demand for UNIQA's shares on the Vienna Stock Exchange, whereby the trade in own shares as a pecuniary reward is excluded. UNIQA reserves the right, if desired, to use its own

purchased shares to implement an employee shareholding scheme. The countervalue of each repurchased share may not be less than €8.00 and not more than €25.00. By the end of 2010, however, UNIQA had not repurchased any shares in the context of this buy back programme.

Development of UNIQA shares



Financial Calendar

□ 25 May 2011	1st Quarter Report 2011
□ 30 May 2011	Annual General Meeting
□ 13 June 2011	Ex-Dividend Day, Dividend Payment Day
□ 24 August 2011	Half-Year Financial Report 2011
□ 23 November 2011	1st to 3rd Quarter Report 2011

■ Shareholder structure unchanged

The shareholder structure of the UNIQA Group remained essentially unchanged in the reporting period: Austria Versicherungsverein Beteiligungs-Verwaltung GmbH now holds 36.20%, BL Syndikat Beteiligungs GmbH holds 32.82%, UQ Beteiligung Gesellschaft m.b.H. holds 7.15%, RZB Versicherungsbeteiligung GmbH holds 5.27%, NÖ Landes-Beteiligungsholding GmbH holds 4.37%, and Collegialität Versicherung auf Gegenseitigkeit holds 3.31% of the share capital of the Group's holding company, UNIQA Versicherungen AG. Due to their voting commitment, the shares of Austria Versicherungsverein Beteiligungs-Verwaltung GmbH, BL Syndikat Beteiligungs-Gesellschaft m.b.H. and Collegialität Versicherung auf Gegenseitigkeit are counted together. The portfolio of own shares is 0.57%; the free float was 10.31%.

■ Active investor relations ensure up-to-date information for the financial community

UNIQA places great value on keeping its shareholders and the overall financial community fully updated about the current developments in the company using all modern avenues of communication. Annual, semi-annual and interim reports, as well as ad-hoc statements, are published in German and English in printed form, by e-mail and online via the website www.uniqagroup.com. In addition, the investor relations team of UNIQA is always available for individual inquiries.

Shareholder structure of UNIQA Versicherungen AG

%

36.20%	Austria Versicherungsverein Beteiligungs-Verwaltung GmbH
32.82%	BL Syndikat Beteiligungs Gesellschaft m.b.H.
10.31%	Free float
7.15%	UQ Beteiligung GmbH
5.27%	RZB Versicherungsbeteiligung GmbH
4.37%	NÖ Landes-Beteiligungsholding GmbH
3.31%	Collegialität Versicherung auf Gegenseitigkeit
0.57%	Own shares

