

**CORPORATE** **ANDREA SIMONCELLI**, PRESIDENT AND CEO OF GENERALI SRBIJA



# Growth Sector

*We have to spread the insurance culture and increase people's awareness of insurance coverage*

The recent introduction of Best Doctors in Health and Total Profit in Life show the interest of Serbian customers in products that protect their health and assets in smart ways, as we experienced in Western Europe.

■ It has been reported in recent days that Generali has taken over full ownership of company Delta Generali. What does Generali gain with this acquisition and what do your customers get?

- Generali entered the Serbian market in 2006 by acquiring 51% of Delta osiguranje. By buying the remaining 49%, Gener-

ali has reached full control of its Serbian operations, which proves how important the Serbian market is to Generali's international strategy. We are now starting the rebranding process in order to the

## In response to the floods, we opened fast track claim handling for customers who hold Generali policies and a 24-hour call centre

rename company Generali Srbija Osiguranje, after having received approval from the Serbian Authorities.

■ Generali currently employs more than 2,000 people in 50 towns and

cities in Serbia, who service over 1.7 million clients. What are your priorities in the further development of the company?

- Generali is the No. 1 insurance company in Life and No 2, in Non-Life and our main priority is to provide the best service to our customers, which means fast claim payments and affordable insurance solutions.

■ How do you rate today's insurance market in Serbia, which has been going through changes for a longer period?

- The Serbian insurance market is still too focused on MTPL. GWP penetration on the Serbian GDP is less than 2%, which is one

## Comprehensive Network

With premium income totalling €130.5 million and a market share of 20% in 2013, Generali Srbija Osiguranje is the second largest insurance company on the Serbian market. The company is now 100% owned by Generali Group, one of Europe's largest insurance providers and the biggest European life insurer, with total premium income of €66 billion in 2013.

In Serbia the company has business premises in 56 towns and cities and over 2,000 employees, including more than 1,300 agents specialising in the areas of Life and Non-Life insurance. Through its website, the company provides online shopping for insurance products. The distribution network of Generali Srbija Osiguranje includes brokers, banks, dealers, technical checks, leasing companies and tourist agencies.

The company has developed products and services to meet customers' requirements. Having clients as its inspiration, the company invests in maintaining clients' trust and their satisfaction, with the wish for them to use its insurance services in decades to come.

Approximately 20% of the total population in Serbia is insured with Generali Srbija Osiguranje.



## Market leader

Generali Srbija Osiguranje is the largest privately-owned insurance company on the Serbian market. It is the market leader in the insurance segments of Life, Health and Travel, whilst also being one of the foremost Serbian insurance companies in the segments of property, motor vehicle and accident insurance.

## Global player

With 80,000 employees worldwide and 65 million clients in more than 60 countries, Generali Group is a leader in Western Europe and is increasingly important elsewhere in Europe and Asia. In CEE it operates through its holding company GPH in 10 countries and is one of the region's leading insurance operators.

## Broad range

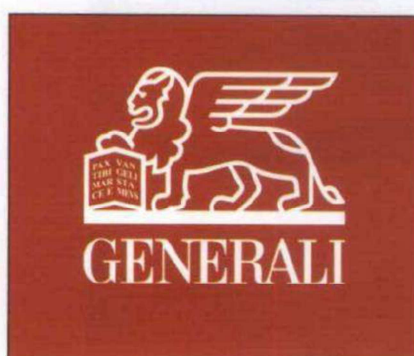
Registered for all types of insurance, with a range of 160 different products, Generali Srbija Osiguranje covers all insurance business, from mass risks like motor vehicle liability to sophisticated industrial policies. The company offers comprehensive solutions for both individuals and large corporations.

of the lowest rates in the region. We have to spread the insurance culture and increase people's awareness of insurance coverage.

■ How do Serbian citizens respond to the new products of insurance companies and, in your opinion, has an awareness been created in Serbia of insurance as an investment, and not an expense?

- Serbian citizens appreciate new products in insurance. The recent introduction of Best Doctors in Health and Total Profit in Life show the interest of Serbian customers in products that protect their health and assets in smart ways, as we experienced in Western Europe.

■ At the end of last year, magazine World Finance named Delta Generali Insurance the best insurance company in Serbia. What was this recognition based on?



**Serbian citizens appreciate new products in insurance. The recent introduction of Best Doctors in Health and Total Profit in Life show the interest of Serbian customers in products that protect their health and assets in smart ways**

- World Finance magazine named Generali Srbija osiguranje the best insurance company both in Life and Non-Life in 2013. This is first time that the same insurance company has been awarded for both Life and Non-Life. This award is based on many key indicators, among which I would like

to remind of the best solvency ratio, which means the financial solidity of our company, the widest product offer and fastest insurance company in paying claims.

■ The catastrophic floods in Serbia will have an impact on insurance companies. Has Generali calculated some projections of damage?

- The dramatic events that hit Serbia in the middle of May prove the fragility of any country in the face of natural catastrophes. It is too early to assess our direct claims, which will be in the range of several million euros. Generali Srbija, together with Generali Headquarters, is supporting the local population with donations and agricultural products. We opened fast track claim handling for customers who hold Generali policies and a 24-hour call centre. Our value is to deliver on promises and be close to our customers. ■

## Staff Training Academy

Generali Srbija Osiguranje has always considered human resources a fundamental feature of its identity and management style and, accordingly, professional and personal development is the focus of a vast training programme that includes an extensive range of courses which can be adapted to the needs of each individual. In particular, a special unit that is unique in Serbia has been set up to facilitate the entrance and adaptation of newly-hired staff and in order to provide appropriate training to all. This unit is called the Generali Academy.

The Academy is an ideal environment for the proliferation of new ideas and is a place where all dedicated personnel are tasked with developing individual skills, boosting the sense of belonging and conveying the principles and knowledge which are at the base of the company's value. The Academy goal is to spread insurance culture in Serbia, where Generali Srbija Osiguranje will continue to generate value for customers, shareholders and all stakeholders, both in the short term and in the long term.