

Media Release: Allianz is the top global insurance brand in 2023, topping \$20 billion in brand value for the first time

- **Best Global Brands ranking by Interbrand: Allianz rose to position 31 and is recognized as most valuable global insurance brand**
- **Strongest position ever demonstrates Allianz brand strength and the trust it receives from customers, employees and business partners**
- **One-Allianz strategy under the Allianz master brand maximizes value with most recent focus on simplifying B2B branding**

Munich, 21 November 2023

For the fifth year in a row, Allianz has been named the world's number one insurance brand in Interbrand's 2023 Best Global Brands ranking. For the first time ever, Allianz topped the 20-billion-dollar threshold in brand value: With double-digit growth of 11.5%, Allianz's brand value increased to USD 20.85 billion, an increase of USD 2.15 billion year on year.

Among the fastest growing global brands, Allianz moved up three positions to rank 31 in the overall Interbrand ranking of the top 100 global brands.

"Our position in the Best Global Brands ranking is the strongest ever. This affirms the growing strength of the Allianz brand and the trust bestowed upon us by customers, agents and brokers, business partners, and employees," said Bernd Heinemann, Group Strategy, Marketing and Distribution Officer at Allianz SE. "Being the #1 insurer is just the beginning. Allianz is looking beyond the industry and aspires to compete with the world's most valuable brands. In this league, all players have one thing in common: a deep understanding of the value their brands bring to their businesses."

Allianz has been successful in maximizing the monetary value the brand brings to the business. The global insurer, with 122 million customers, 159,000 employees, and more than 315,000 agents and brokers, successfully deploys a global 'One Brand Strategy', bringing together various entities under the purpose-led Allianz master brand and various sub-brands.

Most recently, the strategic focus was on simplifying the B2B brand experience. The rebranding of Euler Hermes to [Allianz Trade](#) in 2022 ensured a consistent and coherent go-to-market and

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customer experience across regions. What's more, in March 2023, Allianz bundled its Mid-Corporate and Large-Corporate insurance businesses under one strategy and market approach – the newly created [Allianz Commercial](#).

Allianz also set out to make the brand more tangible and build trust through dedicated global customer experience initiatives and by taking action on customer feedback. One such initiative targeted interaction between customers and call center agents, improving clarity on coverage, claims and renewals. Allianz also supported customers in the German market with preventative measures to help them better prepare for severe weather events through an [AI-based severe weather warning alert](#).

A wide range of well-established partnerships and sponsoring activities continue to create real-life touchpoints and strong brand-experience moments between Allianz and its major stakeholders. The Allianz family of stadiums, the global partnership with the Olympic and Paralympic Movements, and many other partnerships with sports and cultural organizations have resulted in the brand being perceived in a much more tangible way. This in turn contributed to the steady upwards progress in the Interbrand Best Global Brands ranking.

Interbrand publishes the [Best Global Brands](#) ranking on an annual basis. Each year's report aims to identify the world's 100 most valuable brands. For the complete Top 100 ranking and report, including a comprehensive analysis of growth, sector, and industry trends, visit www.interbrand.com/best-global-brands.

More details on Allianz's brand strategy are available in an interview with Bernd Heinemann on [Allianz.com](#).

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About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 122 million* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 706 billion euros** on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage about 1.7 trillion euros** of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are among the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2022, over 159,000 employees achieved total revenues of 152.7 billion euros and an operating profit of 14.2 billion euros for the group***.

* Including non-consolidated entities with Allianz customers.

** As of September 30, 2023.

*** As reported – not adjusted to reflect the application of IFRS 9 and IFRS 17.

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