



News from the Management

A new brand in Lebanon : Allianz SNA

Press Conference

To celebrate their new brand, in Lebanon, Allianz SNA, Dr. Werner Zedelius, Member of the Board Allianz SE, Mr. Sam Ghosh, Regional CEO Allianz SE, and Mr. Antoine Wakim, Chairman & G.M. SNA, hosted a press conference followed by a cocktail reception in Beirut on January 14th 2008. The events were attended by major Lebanese and regional media, the group's partners and clients, in addition to a number of officials and key players in the industry. This strategic step comes inline with the Allianz Group's expansion in the Middle East and its major shareholding in SNA assurances, proving once again SNA's drive in offering the best services and products to the Lebanese market and highlighting the value of the region for the Allianz Group. Mr. Wakim said: "Today with Allianz, it's an historical day. We are proud to have the Allianz name with SNA, and we believe that with this collaboration we will be able to better serve our clients who deserve "First Class Service" and "First Class Products". Dr. Werner Zedelius added: "Today, we arrived at an important crossroads: The first road represents the commendable work SNA has done over the last decades to become established and respected in Lebanon. The second road has been the visionary leadership which AGF has provided towards building our presence in the Middle East. The third road represents Allianz's history, know-how, size and strength. From this point on, we embark on a single path which will take us towards our future success". Mr. Ghosh ended: "Allianz is stepping up its commitment to the Middle East. ... we want to elevate our presence in the region to a new level, and set the course for internal and external growth for the Allianz Group...."

Advertising campaign

During the first quarter 2008 a very important advertising campaign announcing the new brand of SNA was launched: TV spots, unipoles, billboards, ads in newspapers and specialized magazines etc. This campaign has allowed the Lebanese general public to be informed about SNA new brand name stressing on the importance of this partnership.

Finally, I would like to congratulate Allianz SNA team for this great rebranding operation. It was a real challenge that has been successfully taken up.

Rosette Gharzouzi

Member of the Management Committee
Head of Corporate Communication - Allianz SNA

Quote of the month

"The difference between the impossible and the possible lies in a man's determination."

Our Infos

Saudi Fransi Cooperative Insurance Company

Bank Saudi Fransi and Allianz Group already cooperate in the Saudi insurance market through a Bancassurance agreement signed in June 1999 between BSF and Allianz affiliated companies AGF/SNA.

Following the success of the Bancassurance operation, they have agreed in July 2004 to acquire in common Insaudi Insurance Company - a Bahrain based company which is engaged in the insurance business through three offices in the Kingdom, Riyadh, Khobar and Jeddah - in order to set up the new Joint Venture, in compliance and in accordance with the newly enacted laws and regulations governing the offering to the public of the Kingdom of Saudi Arabia of insurance contracts.

BSF and Allianz were amongst the first companies to apply for an insurance license and they have established a Saudi joint stock company to carry out insurance activities, with the initial issued share capital of the Company of one hundred million Saudi Riyals (SAR 100,000,000) fully paid in cash at the time of incorporation.

In September 2007, Allianz Group has established the Middle East as its third major growth region – in addition to Asia Pacific & New Europe – and sees growth potential in all business lines. Allianz is committed to this new region and believes that the Saudi market plays an important role in the Middle East and shows enormous potential of growth.

In line with this strategy, the “Saudi Fransi Cooperative Insurance Company” is launching its new identity which can be easily recognized as the 1st European insurance provider and the 2nd worldwide: “Allianz Saudi Fransi Cooperative Insurance Company”.

“Allianz Saudi Fransi” is under the process of licensing its products and will be hopefully fully operational in early 2008 with an ambitious plan to launch new Branches and become one of the leading Insurance providers in the Kingdom of Saudi Arabia.

Antoine Issa

CEO Allianz Saudi Fransi

Our Marketing News

"Allianz SNA launched during January 2008 its 5th asset management fund Podium – Multi fund 5.

We believe that asset management products should become one of the core services we offer to our clients.

In addition to General Insurance and Life Insurance and in analogous to Allianz's worldwide ranking as a provider of asset management services, Podium is the 5th product that Allianz SNA has launched.

Several marketing operations were done to ensure the realization of our targets. The Marketing Department in coordination with the Finance Department initiated 3-hour training courses on the product to all sales units separately to allow Q&A. Moreover, a mass email was sent to all existing clients informing them of the product. Finally a mass promotion through a local internet service provider was done. "

In a month-period, we were able to subscribe 1.5 million USD to Podium, exceeding our initial targets by 50%.

We expect to hold investment seminars during 2008 for our sales force to develop their skills in such products.

We are currently working on a new fund to offer our clients; we expect to launch it in the 2nd quarter of 2008. Wish us luck."

Karim Safieddine

Business Development Manager
Marketing & Sales Department - Allianz SNA

Ideas and suggestions

Companies today need employees with quick minds, unique ideas, and the physical energy to put them together. - Anonymous