Agile.
Innovative.
Customer-centric.

simple. clear. helvetia
Your Swiss Insurer
# Key figures.

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>in CHF million</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Business volume</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross premiums life</td>
<td>4,539.2</td>
<td>4,480.1</td>
<td>1.3%</td>
</tr>
<tr>
<td>Deposits received life</td>
<td>239.4</td>
<td>197.1</td>
<td>21.5%</td>
</tr>
<tr>
<td>Gross premiums non-life</td>
<td>4,675.5</td>
<td>4,396.1</td>
<td>6.4%</td>
</tr>
<tr>
<td>Business volume</td>
<td>9,454.1</td>
<td>9,073.3</td>
<td>4.2%</td>
</tr>
<tr>
<td><strong>Key performance figures</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earnings life business</td>
<td>224.4</td>
<td>147.9</td>
<td>51.7%</td>
</tr>
<tr>
<td>Earnings non-life business</td>
<td>398.5</td>
<td>332.0</td>
<td>20.0%</td>
</tr>
<tr>
<td>Earnings other activities</td>
<td>-84.8</td>
<td>-48.9</td>
<td>-73.1%</td>
</tr>
<tr>
<td>Earnings of the Group after tax</td>
<td>538.1</td>
<td>483.1</td>
<td>11.4%</td>
</tr>
<tr>
<td>Investment result</td>
<td>1,876.5</td>
<td>580.1</td>
<td>223.5%</td>
</tr>
<tr>
<td>Of which investment result from Group financial assets and investment property</td>
<td>1,402.7</td>
<td>794.4</td>
<td>76.6%</td>
</tr>
<tr>
<td><strong>Key balance sheet figures</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consolidated equity (without preferred securities)</td>
<td>5,834.1</td>
<td>5,097.1</td>
<td>14.5%</td>
</tr>
<tr>
<td>Provisions for insurance and investment contracts (net)</td>
<td>46,194.2</td>
<td>44,418.5</td>
<td>4.0%</td>
</tr>
<tr>
<td>Investments</td>
<td>54,524.7</td>
<td>51,997.5</td>
<td>4.9%</td>
</tr>
<tr>
<td>Of which Group financial assets and investment property</td>
<td>50,227.8</td>
<td>48,583.5</td>
<td>3.4%</td>
</tr>
<tr>
<td><strong>Ratios</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Return on equity¹</td>
<td>9.3%</td>
<td>3.8%</td>
<td>14.5%</td>
</tr>
<tr>
<td>Reserve to premium ratio non-life</td>
<td>145.3%</td>
<td>145.0%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Combined ratio (gross)</td>
<td>90.4%</td>
<td>91.0%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Combined ratio (net)</td>
<td>92.3%</td>
<td>91.0%</td>
<td>1.3%</td>
</tr>
<tr>
<td>New business margin</td>
<td>2.9%</td>
<td>1.7%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Direct yield</td>
<td>1.9%</td>
<td>2.0%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Investment performance</td>
<td>5.9%</td>
<td>0.3%</td>
<td>18.6%</td>
</tr>
<tr>
<td><strong>Key share data Helvetia Holding AG</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group profit for the period per share in CHF</td>
<td>10.5</td>
<td>8.4</td>
<td>25.6%</td>
</tr>
<tr>
<td>Consolidated equity per share in CHF</td>
<td>118.0</td>
<td>103.1</td>
<td>14.4%</td>
</tr>
<tr>
<td>Price of Helvetia registered shares at the reporting date in CHF</td>
<td>136.8</td>
<td>114.9</td>
<td>19.1%</td>
</tr>
<tr>
<td>Market capitalisation at the reporting date in CHF million</td>
<td>6,802.5</td>
<td>5,713.5</td>
<td>19.1%</td>
</tr>
<tr>
<td>Number of shares issued</td>
<td>49,725,685</td>
<td>49,725,685</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Employees</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helvetia Group</td>
<td>6,829</td>
<td>6,624</td>
<td>3.1%</td>
</tr>
<tr>
<td>Of which segments Switzerland and Corporate</td>
<td>3,668</td>
<td>3,542</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

¹ Based on the earnings per share (including interest on preferred securities through profit and loss) divided by the average shareholder capital (equity before preferred securities).
Solid foundation

Capital access
Proven broad capital market access

Qualified employees
Product, insurance and distribution know-how

Investment portfolio
High-quality portfolio, good asset liability matching, systematic integration of ESG criteria

Forward-looking strategy
Strengthening of core business, new business models, targeted innovations

Distinguishing features

Brand and history
All-lines insurance: comprehensive offering under a strong brand in all countries

Threefold diversification
Regional: CH, Europe and selected exposures worldwide
Customers: focus on private individuals and SMEs
Sources of income: insurance premiums and fees

Customer access and services
Omni-channel approach: strong agent networks including partners and B2B2C access, direct insurer Smile, simple and good products and services

Capital base
Strong capital base/"A" rating

“Home” ecosystem

Business areas and regions

Non-life
Property insurance in CH and Europe
Special coverage in selected niches worldwide
Active reinsurance worldwide

Life
Individual life insurance in CH and Europe
Group life insurance (occupational pensions, pillar 2) in CH
Value contribution for shareholders

**Financial**
- Good combined ratio in non-life
- Stable interest margin in life
- Strong cash production
- Diversified sources of income

**Dividend**
- Attractive and sustainable dividend policy, good returns

**Share price**
- Good share price performance over the past five years

**Opportunities**
- Growth potential in Europe
- New business models: “Home” ecosystem

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Risks and risk management

**Business activities**
Exposure to the EU/eurozone and the associated macro risks

**Capital markets**
Volatile capital markets, especially share prices, real estate prices and spreads, persistently low-interest-rate environment

**Regulation**
Occupational retirement provision CH (pillar 2)

**Environment**
Price pressure
Competitive environment

**Risk management**
Integrated risk management for the early identification, recording, assessment and appropriate management and monitoring of material risks

For details, see: www.helvetia.com/business-publications

Value contribution for other stakeholders

**Customers**
- Simple, cross-channel access and services
- Personal, reliable and competent partner
- Strong capitalisation

**Employees**
- Trustworthy and recognised employer

**Company**
- Carbon-neutral company
- Partnerships for philanthropic and social commitments
- Fulfilment of sustainability requirements and simultaneous interaction with various target groups
Helvetia Versicherungen, with headquarters in St. Gallen, has grown over the past 160 years to become a successful international insurance group with more than 6,800 employees and more than five million customers. Today, we are Switzerland’s leading Swiss all-lines insurer. In the Europe segment comprising Germany, Italy, Austria and Spain, Helvetia has promising market positions for generating above-average growth. Via the Specialty Markets segment, we have global market access in selected niches. In this segment, Helvetia offers tailored specialty lines and reinsurance cover.

Our success is based on versatile diversification: we have a balanced business mix with respect to the life and non-life business. With a strong domestic market and a profitable presence in the European countries, we also have a broad regional base. Moreover, our expertise in transport, engineering and art insurance as well as active reinsurance opens up promising opportunities outside our core markets. Our focus is placed on both retail customers and small and medium-sized companies (SMEs). We want to offer all of our customers solutions that are as uncomplicated as possible – very much in keeping with our brand promise: simple. clear. helvetia.

Finally, with the development of new business models such as the “Home” ecosystem, we are diversifying our income stream away from the traditional insurance business towards new sources of income, in particular fee revenues. Our diversification allows us to overcome economic and market fluctuations. This in turn enables us to secure our independence and increase the Group’s success on a sustainable basis for investors, customers, employees and other stakeholders.

Solid technical results, coupled with a proven asset liability approach to steer our balance sheet of almost CHF 61 billion, guarantee sustainable profit development.

The shares of Helvetia Holding AG are traded on SIX Swiss Exchange.
Our rating (with a positive outlook)

- 92.3% Net combined ratio
- 17,021 Shareholders
- 100% Electricity from renewable sources
- 945.4 million Business volume
- 555 Specialty Markets
- 3,668 Switzerland
- 2,606 Europe
- 300 Trainees
- 1,619 Sales force
- 4,396
- 6,829 Total employees
- 2,433

Group profit for the period after tax
CHF 538.1 million
P
eople have different life plans and lifestyles. Whatever your needs may be, Helvetia offers the appropriate protection and pension provision, as shown by the examples in this brochure and explained by Doris Russi Schurter and Dr Philipp Gmür in an interview. The pair also look back at the past year and express their view that Helvetia is on course in terms of strategy implementation.

Solutions for all life situations.
Doris Russi Schurter, which developments at Helvetia are you especially pleased about?

We have once again made great progress in terms of strategy implementation and our business figures are continuing to develop well. There are also further issues that are a source of pride for me. For example, the University of St. Gallen has confirmed that Helvetia complies with the principle of “equal pay for equal work”. This is an important signal that Helvetia is an attractive employer for everyone. With respect to diversity, we made some progress in the past year. At a personal level, I encourage women to consistently take advantage of professional opportunities. I am therefore pleased that Helvetia succeeded in 2019 in attracting women for important management roles, for example as members of Executive Management in Germany and France, in the area of Actuarial Services and as part of the management of the General Council.

“Helvetia is there for the people, not vice versa.”

Doris Russi Schurter
Chairwoman of the Board of Directors

→ continues on the next page
Philipp Gmürr, what makes you particularly proud when you look back at 2019?

A look at the financial figures shows that in 2019 we were once again able to deliver on what we promised. Based on our still solid technical results, our result primarily increased thanks to buoyant capital markets and a one-off positive tax effect. We have also recorded pleasing premium growth. We have seized opportunities, while at the same time paying attention to profitability and consciously refraining from excessive volume expansion, for example in the BVG business in Switzerland. With respect to the implementation of our helvetia 20.20 strategy, we have once again made great progress. We have strengthened our core business by adding new customers in our country markets. As regards new business models, our direct insurer Smile stands out and has won numerous awards. Finally, it has been possible to gather experience with all sorts of innovations, for example the reporting of claims via chatbots.

Doris Russi Schurter, insurance, so people say, is indispensable for our lives. What does this mean for quality of life?

I greatly value having an exciting task that provides me with the opportunity to be involved in many interesting encounters and poses challenges. Finding a balance outside my work is also important to me. For example, I like doing sports and go skiing during winter. In summer, I go rowing on Lake Lucerne. I also very much enjoy fine food and attending cultural events such as concerts, a theatre performance or an exhibition.

“We want to systematically continue on the path we have embarked upon.”

Dr Philipp Gmürr
Chief Executive Officer
Philipp Gmür, what contribution does Helvetia make to its customers’ quality of life?
Our objective is to contribute to ensuring that our customers can enjoy an at least materially carefree life. To this end, we offer our customers insurance solutions that suit their lives, be these for everyday needs of private individual and companies, for travel or also in the area of pension provision.

Philipp Gmür, the current strategy period will run until the end of the year. What should Helvetia still be working on in 2020?
We want to systematically continue on the path we have embarked upon. The basis remains our core business where we generate the lion’s share of our income. We need to maintain and further develop this business. At the same time, we want to develop new income sources. Here, I expect that we will be significantly further down the road at the end of 2020 than where we find ourselves at present. With the expansion steps at MoneyPark and the foundation of an asset management company for real estate, we have laid important foundations.

Doris Russi Schurter, what are your expectations in this regard for the coming years?
Helvetia is there for the people, not vice versa. This means that we need to become even more adept at recognising the needs of our customers and satisfying these in a more targeted manner. We require innovative insurance concepts in the current low-interest phase, solutions in the event of cyber attacks and more streamlined processes in terms of our service provision – all in keeping with the motto: simple. clear. helvetia.

With its own sponsorship commitments, Helvetia positions itself as a dynamic and customer-oriented Swiss all-lines insurance company, making its own brand visible and bringing it to life. Helvetia is committed in various areas; focus is placed on sport and culture, especially at the head office locations of St. Gallen and Basel.

Sponsorship is very important to Helvetia. The company’s commitment to skiing as an association sponsor of Swiss Ski as well as an individual sponsor of top Swiss athletes such as Dario Cologna, Michelle Gisin, Marco Odermatt and the German Viktoria Rebensburg is outstanding. Alongside this sponsorship, Helvetia supports numerous other events, initiatives and occasions. Particular importance is attached to commitments at the head office locations of St. Gallen and Basel, for example the St. Gallen Festival and the Longines CSI Basel. These not only contribute to raising the company’s profile, but rather also underline the significance of both locations for Helvetia.

Since 2006, the St. Gallen Festival has been held each summer against the breathtaking backdrop of St. Gallen cathedral, which is also incorporated into the festival. The cultural festival attracts opera enthusiasts from throughout Switzerland and neighbouring countries. In the UNESCO World Cultural Heritage Site of the monastery district, opera rarities from outside the mainstream are performed. The festival is sponsored by the cooperative “Konzert und Theater St. Gallen”. Helvetia has supported this very well-attended event as main sponsor with a financial contribution since the very beginning.

Sponsorship at Helvetia

Helvetia assumes its social responsibility and is present with numerous sponsorship projects, including in the area of national grassroots sport. Our sponsorship commitment is based on the values of “trust, dynamism and enthusiasm”. The company also promotes individual projects and allows for the realisation of initiatives.

→ Economy
→ Sport
→ Society
→ Culture
→ Sustainability

→ www.helvetia.ch/sponsoring
Three pillars: opera, dance and concerts
In addition to the open-air opera, the programme includes dance productions performed under the name “dance in the cathedral”. The production, which is a one of a kind for the Swiss dance scene, is performed in the baroque monastery church and is completely dedicated to the church in terms of content and execution. The third focal point of the festival is concerts, which take place in various St. Gallen churches and in the sacred spaces around the Klosterplatz. The highlight here is the large festival concert held in the cathedral.

→ www.stgaller-festspiele.ch

World-class show jumping
Each January, the international show jumping elite meet at the Longines CSI Basel, one of Switzerland’s biggest horse shows. As a silver partner, Helvetia has been supporting this international world-class show jumping tournament since its first edition eleven years ago. Helvetia also sponsors several prize categories such as the “Helvetia-Equipen-Springen”, a team jumping competition for mixed teams comprising professional and amateur jumpers.

→ www.csi-basel.ch

The Longines CSI Basel programme follows a balanced dramaturgy of events in which focus is placed on excitement and variety. A highlight here is the “Great Basel Show Jumping”. In recent years, the event has been attended by 200,000 spectators. More than 100 journalists and photographers from national and international public and specialist media report on the Longines CSI in Basel.

“Helvetia also positions itself in the cultural sector in a friendly and customer-oriented manner.”

Roland Bentele
Head of Corporate Center & Human Resources

* Concours de Saut International
Our organisation

Board of Directors
Doris Russi Schurter

General Council¹
Barbara Bolliger

CEO
Philipp Gmür

Internal Audit¹
Simon Schneider

Support functions

Corporate Development
Martin Tschapp

Corporate Center + Human Resources
Roland Bentele

Investment
André Keller

Finance
Paul Norton

Actuary
Beat Müller

IT
Achim Baumstark

Market areas and segments

Non-life
Switzerland
Adrian Kollegger

Individual Life
Switzerland
Reto Keller

Group Life
Switzerland
Donald Desax

Distribution
Switzerland
Ralph Jeitziner

Europe
Markus Gemperle

Specialty Markets
David Ribeaud

¹ Members of the Executive Management

reporting to the Chairwoman of the Board of Directors

As at: 31 December 2019
Our Board of Directors

From left to right: Dr Ivo Furrer, Regula Wallimann, Dr Andreas von Planta, Doris Russi Schurter, Dr Thomas Schmuckli, Professor Dr Christoph Lechner, Dr Gabriela Maria Payer, Beat Fellmann, Jean-René Fournier, Dr Hans Künzle
Our Executive Management

From left to right: Reto Keller, Donald Desax, Poul Norton, André Keller, Achim Baumstark, Philipp Gmür, Markus Gemperle, Adrian Kollegger, Beat Müller, Ralph Jeitziner, David Ribeaud
Our strategy

A focus on customer needs.

The helvetia 20.20 strategy pursues three strategic priorities: the strengthening of the core business, the development of new business models and the targeted use of innovations.

Customers and their needs that arise from their particular life situations play a key role in the implementation process, as the following examples show: for example, Helvetia is strengthening its core business by offering unique mortgage advisory services with MoneyPark. Helvetia is developing new business models with the “Home” ecosystem and MoneyPark as a strong anchor. Furthermore, Helvetia offers a new digital customer experience with Smile, Switzerland’s leading online insurer (see also page 30). For Austria, Helvetia has also launched an offer especially for Internet-savvy customers in the form of SMART. Helvetia makes use of targeted innovations with its own venture fund, which has contact with between 600 and 700 start-ups each year. Furthermore, Helvetia also works internally on the targeted development of innovations, for example in the shape of new forms of interaction, such as those made possible with chatbots which are being developed and used in Switzerland and Spain.

Developing the best mortgage offering together with MoneyPark

For around a year, Helvetia has been combining the strengths of its own mortgage distribution with those of MoneyPark, Switzerland’s largest independent mortgage broker. Should a Helvetia customer want mortgage advice, this is provided by a MoneyPark consultant working exclusively for Helvetia at a Helvetia agency. “Thanks to this model, our customers benefit from independent advice from Money Park and gain access to Switzerland’s largest mortgage offering by far,” explains Ralph Jeitziner, Head of Sales Switzerland. Should an insurance requirement emerge following the acquisition of a property, the Helvetia customer advisor supplements the mortgage solutions with appropriate advisory and product solutions. This joint distribution makes it possible to better exploit the market potential.

Helvetia will take a next step towards further developing the mortgage business by handing over mortgage management to finovo, which is a subsidiary of MoneyPark that specialises in the management of mortgages of institutional customers. Here, a specially developed, modern IT platform allows for efficient management. “Our objective is to develop MoneyPark and finovo into the leading distribution and management partner in the mortgage business for institutional customers in Switzerland,” explains André Keller, Chief Investment Officer of Helvetia.
**Helvetia company brochure 2019**

**Our financial objectives**

- **Volume**
  - CHF 10 billion (ambition)
- **Non-life**
  - Net CR < 93%
- **Life**
  - NBM > 1%
- **Synergies (pre-tax)**
  - > CHF 130 million
- **Return on equity**
  - 8 – 11%
- **Dividend (5 years)**
  - > CHF 1 billion
- **SST ratio**
  - 180–240%
- **S&P rating**
  - A

**Access**

- Digital interaction with customers and partners, new distribution channels
  - VIVA online business (DE, ES)
  - B2B2C business (CH, DE, ES)
  - Bank partners (IT)
  - Claims app for household insurance (ES)

**Claims processing**

- Automation of claims development
  - Cyber cover (CH, DE, AT)
  - Insoore
  - Simple claims processing (CH)
  - Video assessment of motor claims (IT)
  - Higher level of automation (EU)

**Products**

- New products, greater degree of personalisation
  - Cyber cover (CH, DE, AT)
  - Own fund products (CH)

**Innovation**

- Strengthening of core business
- New business models
  - VIVA online business (AT)
  - Innoform
  - “Home” ecosystem
  - Charbery (DE)
  - MyPass (IT)
  - Mobile Garantie (DE)

**New business models**
Real estate search and financing from a single source thanks to MoneyPark

The MoneyPark advisor not only supports customers in selecting the best mortgage, but rather already during the search for their dream property. Here, customers receive exclusive real estate suggestions via e-mail that are tailored to their search criteria. MoneyPark customer Besnik A. was convinced by the combination of real estate search and financing services: “The houses suggested by MoneyPark met our wishes exactly. Thanks to the interactive and informative presentation of the property data, we were able, for example, to consider the surrounding area, possible noise and the distance to the next shopping centre from the comfort of our own home.”

Here, the proposals were tailored to the personal financial evaluation – a “financial check-up” of family A.

This is also beneficial for the seller who already knows prior to the viewing that the interested parties can also afford the property: “After we received the contract for our dream house, everything moved very quickly. Firstly, we defined our final financing strategy with our advisor. Based on this, he provided us with several comparison offers. We decided on a mortgage with a pension fund that in addition to a low interest rate also provided us with the option to switch to a longer term at a later date. An offer that we would never have found without the market comparison of MoneyPark,” explains Besnik A.
Making targeted use of the innovative capacity of start-ups

Mr Tschopp, Helvetia set up its own venture fund almost three years ago. What has been the initial experience? The experience has been thoroughly positive. Our venture team systematically monitors the market, allowing us to make targeted use of the innovative capacity of start-ups for our core business and new business models. Each year, our experts are in contact with between 600 and 700 start-ups, primarily in the fields of artificial intelligence, insurtech, fintech, proptech, big data and mobility.

How does the venture fund contribute to the helvetia 20.20 strategy?
On the one hand, the venture fund invests in start-ups in the aforementioned areas as well as, on the other, in young companies whose business models have a bridge function to Helvetia’s core business. Here, we develop innovations via a financial contribution or in the form of a cooperation.

What sets the Helvetia Venture Fund apart from other venture capitalists?
We are more than a pure financial investor. We aim to establish a close cooperation with the start-ups that allows us both to speed up improvements in the core business and provide the young companies with the opportunity to establish themselves on the market more quickly with our help. With this collaborative approach, Helvetia and the start-ups benefit in a direct and symbiotic manner.

Martin Tschopp – Head of Corporate Development
Helvetia is a successful, internationally active Swiss insurance group. With 6,829 full-time equivalent employees, Helvetia provides services for more than five million customers. Helvetia is active in the life, non-life and reinsurance sectors. Helvetia divides its business activities into the three market areas of Switzerland, Europe and Specialty Markets. Its business activities in its home Swiss market are bundled in the Switzerland market area. The Europe market area covers the country markets of Germany, Austria, Spain and Italy.

In the Specialty Markets area, Helvetia offers tailor-made cover in the specialty lines marine/transport, aviation, art and engineering insurance. With its Specialty Markets segment, Helvetia not only has a local presence in Switzerland, France and the Principality of Liechtenstein, but also in Miami for Latin America as well as in Singapore and Malaysia. Its active reinsurance business is also assigned to this market area. The reinsurance business focuses on the well-diversified non-life business. In this niche area, Helvetia stands out thanks to its sustainable and long-standing business relationships and strict underwriting policy.
Non-life business.

In addition to traditional non-life (motor vehicle, property, liability) and personal (accident and health) insurance cover, Helvetia’s Swiss and European non-life product portfolio also includes special insurance policies such as transport, engineering and art insurance. These are consolidated together with the Active Reinsurance business in the Specialty Lines segment.

The Helvetia Group pursues a disciplined underwriting strategy in order to ensure portfolio quality, and only underwrites larger business risks selectively. We work together with renowned reinsurers to hedge against major loss events. Profitability also depends on portfolio composition, premium and cost performance as well as claims. Profitability can be measured with the net combined ratio, which has on average been below 92.5% at Helvetia over the past three years. In 2019 financial year, the net combined ratio was 92.3%, which reflects the portfolio quality.

In the non-life business, digitalisation is opening up new opportunities. Helvetia is placing an emphasis on organic growth with retail customers, small and medium-sized companies and larger businesses. Here, we are making use of the opportunities arising from digitalisation to make our offers and business processes simpler, more customer-friendly, more digital and more efficient – by combining our traditional strengths with new possibilities. Find out more in this regard on the following pages.

### Non-life product portfolio

<table>
<thead>
<tr>
<th>Product</th>
<th>CH</th>
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<tbody>
<tr>
<td>Property</td>
<td></td>
</tr>
<tr>
<td>Motor vehicle</td>
<td></td>
</tr>
<tr>
<td>Liability</td>
<td></td>
</tr>
<tr>
<td>Accident/health</td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
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<tr>
<td>Transport</td>
<td></td>
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<tr>
<td>Engineering</td>
<td></td>
</tr>
<tr>
<td>Art</td>
<td></td>
</tr>
</tbody>
</table>

*Active reinsurance

### Premiums by business line

- **Property** (including engineering and travel insurance): 33%
- **Motor vehicle**: 30%
- **Active Reinsurance**: 13%
- **Accident/health**: 8%
- **Transport** (incl. art): 8%
- **Liability**: 8%
How does non-life insurance work?

Premiums by segment

42% Europe
32% Switzerland
26% Specialty Markets

4,675 CHF million

Net combined ratio
92.3%
Helvetia offers life insurance in Switzerland, Italy, Germany, Spain and Austria. The home market of Switzerland is the most important market with 76% of the business. The product range includes individual products and group life insurance policies. At around 58% of the Group’s total life volume, occupational pension plans for SMEs represent one of the most important insurance business lines. At 96%, this business is generated almost exclusively in Switzerland, where Helvetia has established itself as one of the top three providers of BVG (Swiss occupational pension system) insurance solutions.

In addition to the development of technical risk, the profitability of the life business is particularly influenced by the investment and savings result and thus by the performance of the financial markets. The investment result plays an important role in generating the income required to ensure that the long-term insurance obligations can be met. In the past, Helvetia has always succeeded in achieving attractive returns with the capital employed. In 2019, despite the low-interest-rate environment, we again managed to generate stable interest margins between current income and the guarantees given, from which customers and shareholders benefit. With flexible life insurance solutions, Helvetia offers financial security at every stage of life. This allows our customers to turn their plans into reality and ensure they are prepared for the unexpected.

**Individual life product portfolio**

**Traditional**
Risk insurance and savings, financial and pension solutions with interest rate guarantees from Helvetia

**Investment-linked**
Insurance policies with investment risk either with the policyholder, with Helvetia with appropriate risk hedging or with an external partner

**Deposits**
Investment contracts (contracts without a significant insurance technical risk)

**Group life product portfolio**

**Occupational pension plans (BVG) (Switzerland only)**

**Helvetia BVG Invest**
Needs-oriented occupational pension plans with earnings prospects. Covers the risks of death and disability by means of insurance contracts with Helvetia. Assumes the complete administration. Investments are managed by Helvetia Investment Foundation.

**Full insurance solutions via Helvetia Collective Foundation**
All risks and benefits in occupational pension plans are insured and guaranteed by Helvetia Insurance. Assumption of complete administration. Package for companies and independent foundations.

**Management pension plans**
Additional and separate pension solutions, which go beyond the mandatory requirements.

**Risk insurance**
Risk insurance and blanket risk contracts for semi-autonomous occupational pension foundations. Assumption of complete administration.

**Swisscanto foundations**
As a joint venture of Helvetia Insurance and the Association of Swiss Cantonal Banks, the Swisscanto Collective Foundations offer products and services for occupational pension plans and supplementary provision. Savings investment via the cantonal banks; insurance against the risks of death and disability with Helvetia. Sales via cantonal banks and brokers. The Swisscanto Vested Benefits Foundation manages vested benefits accounts for customers of the cantonal banks who do not operate their own vested benefits foundation. Helvetia manages the branch offices of all three foundations.

**Helvetia Investment Foundation**
Joint investment and administration of pension funds’ investments. Specialising in indexed and core satellite investment products as well as real estate investments.

**Helvetia Consulta AG**
Draws up analyses and expert opinions, IAS 19 calculations. Assumes the technical administration of pension funds. Comprehensive consultation and services for occupational pension fund foundations.
How does life insurance work?

2019 business volume by business line

- **Group life**
  - 58%
  - 4779 CHF million

- **Modern (investment-linked and deposits)**
  - 48%

- **Individual life**
  - 42%

- **Traditional**
  - 52%

Premiums by segment

- **Switzerland**
  - 76%
  - 4779 CHF million

- **Europe**
  - 24%

### Insurance benefits
- Risk benefits (death, disability)
- Guarantee granted to customer

### Risk process
- Risk premium
- Risk benefits (death, disability)

### Savings process
- Savings premium (investments)
- Return on investments
- Guarantee granted to customer

### Cost process
- Cost premium
- Acquisition costs / administration costs

### Gross profit
- Policyholders’ profit participation for customers

### Net profit for shareholders
Helvetia is Switzerland’s leading Swiss all-lines insurer. The stable and profitable home market provides a sound basis for the further development of the Group. Helvetia offers insurance services to retail customers as well as small and medium-sized corporate customers. We have a broad network comprising strong partners. With Smile, we have a well-established online insurer. MoneyPark, Switzerland’s biggest independent mortgage broker, is another subsidiary. Helvetia is a key partner for companies in Switzerland; for example we cooperate with Swisssanto, a major occupational pension plan (BVG) provider, in group life business. Thanks to our good market position in the life business and in the area of property insurance, we are a strong partner for both retail customers and corporate customers. With our broad offering, we want to place a new emphasis, in particular, on the business with SMEs.

### Switzerland segment.

#### Business volume (CHF million)

- **54%** Switzerland
- **46%** Europe and Specialty Markets
- **53%** Group life
- **18%** Individual life
- **29%** Non-life
- **9,454** Total

#### IFRS result (CHF million)

- **79%** Switzerland
- **29%** Europe, Specialty Markets and Corporate
- **5,124 CH**
- **538** Total

*Includes loss in Corporate of CHF 76 million.*

#### Net combined ratio

- **86.2%**

#### New business margin

- **3.3%**

#### Sales channels

- **Own field sales force**
- **Agents**
- **Brokers**
- **Partners**
  - Raiffeisen, Swisssanto, Vontobel
- **Direct sales/new media**
  - online@helvetia, Smile
People have different needs and wishes. Irrespective of whether a customer wants to conclude an insurance policy with an advisor, online or directly with the retailer upon purchasing a specific item, Helvetia offers the appropriate solutions for individual wishes. As the following examples show, Helvetia is doing a great deal to satisfy customer requirements in an even more targeted manner. For example, we are adopting new approaches for private and corporate customers, developing a new digital customer experience with the online brand Smile and have adjusted our life insurance offering in line with changed market conditions.

Private customer insurance now takes account of changed customer requirements
In the first half of 2019, Helvetia presented a completely revised private customer insurance policy. This considers new trends as well as changed customer requirements. For example, the product offers many additional modules for new types of risk, including those related to expensive e-bikes, drones and special items, as well as protection against cyber risks and extended warranties for electronic devices. These modules can be concluded individually or as part of a package. Helvetia thus offers a tailored solution for different life situations and needs.

During the development of the new insurance product, an emphasis was placed on ensuring a customer focus: the modern, attractive and comprehensive insurance solution boasts diverse unique selling points and creates new opportunities in the areas of advisory services and distribution. Fully in keeping with the brand promise, the new product is also "simple and clear". The response of our customers shows that the new private customer insurance solution is being well received on the market and we have achieved our goal. Particularly valued aspects are the flexibility and comprehensive insurance cover offered by the product," explains Michael Sonderegger, Head of Private Customer Property and Financial Loss Insurance.

Presence where insurance is required

Mr Signer, what is the B2B2C business? The B2B2C business represents a relatively new distribution channel for Helvetia. It enables customers to conclude insurance for their purchase directly at the point of sale, thus meeting the wish of customers to insure special products individually. Helvetia applies this approach, for example, to electrical equipment and electronics or vehicles.

Why has this business grown strongly in recent years? Customers increasingly have the requirement to take out special insurance for specific items. At the same time, this type of product distribution provides retailers with the option to position themselves as comprehensive solution providers. As an insurance company, this distribution channel enables us to be present where the need for insurance emerges.

In this context, Helvetia took over Helvetic Warranty in 2019. Why did it make this move? With the acquisition of Helvetic Warranty, which specialises in the B2B2C business, Helvetia has been able to strengthen this business – especially for electronic and electrical devices. Helvetic Warranty acts here as an interface between distribution partners and insurers and provides comprehensive services that cover all aspects from the initial sale to the handling of claims. Thanks to digital processes, Helvetic Warranty is able to efficiently handle large volumes of insurance-related processes.

Daniel Signer – B2B2C business
Individual advice is decisive for corporate customers

Mr Stöckli, how do advisory services for corporate customers differ from those for private customers?
I am in monthly contact with the majority of my customers. This is greatly valued by the patrons. As a corporate advisor, my customer base is smaller than that of a private customer advisor. I thus have much more time for each individual company owner. In my opinion, the provision of advisory services here is more demanding, as each sector has different risks that need to be covered.

How is Helvetia positioned on the corporate customer market?
Helvetia is an established brand. The people behind Helvetia are certainly a confidence-building factor, as products are interchangeable. As a corporate advisor, I have developed a broad network. I maintain this network and highlight the benefits of Helvetia to the entrepreneurs. They include trust-based cooperation, services such as an excellent claims settlement process and, of course, an attractive price/performance ratio.

How are companies responding to new dangers such as cyber risks?
I am seeing three different behaviour patterns: the first sees companies taking out a cyber insurance policy. The second involves companies seeking comprehensive advice and then subsequently considering taking out relevant cover. And the third behaviour pattern is simply to do nothing in the hope that the company will not be affected. Most companies are still adopting the second behaviour pattern and are hesitant to conclude a policy. It is therefore important to always highlight the risks inherent in the cyber sector.

Andreas Stöckli – corporate customer advisor

Smile is systematically geared towards the digital customer experience

Smile celebrated its 25th anniversary in 2019. Thanks to a continuous focus on innovation, the Swiss online insurer of Helvetia has recorded steady growth and now manages more than 135,000 customers. “As an innovative and agile company, our activities focus on the digital customer experience. We want to offer our customers more convenience, radical simplicity and greater reliability with attractive premiums,” explains Pierangelo Campopiano, CEO of Smile. To this end, Helvetia has in the past year introduced a monthly right of termination and launched an individual Smile app, for example. Here, Smile does not compare itself to other insurtechs, but rather strives to ensure a customer experience like that offered by other digital players such as Netflix, Spotify, etc. For example, a goal of Smile is to develop new sales channels such as ecosystems as an integrated, digital partner.
Retirement provision finds itself in a state of fundamental change

Mr Desax, Helvetia last year introduced a new tariff for occupational pension provision. Why did it do so? The area of retirement provision finds itself in a systemic crisis. In the second pillar, the prevailing framework conditions are leading to record-low interest rates, while steadily increasing life expectancy is giving rise to a redistribution from the active to the pensioner generation that is alien to the system. This situation will intensify yet further in the future.

What are the central elements of the new tariff? The key element is the gradual reduction of the conversion rate for the mandatory pension up to 2023 to 6%, while the conversion rate for non-mandatory pensions will be cut on a step-by-step basis to 4.4%. Helvetia is introducing the so-called crediting principle for the pension conversion rate and following a path that many pension funds have already successfully embarked upon. Helvetia is now the first insurance company that has decided to take this step in order to enable it to still offer its customers the full range of products.

Have the problems in the second pillar thus been resolved? No, the new tariff simply lowers the pension losses suffered upon retirement. However, it does not solve all challenges. We will therefore continue our stringent yet proven underwriting policy. To improve the situation on a sustainable basis, a reform of the pension system is urgent and imperative. The Federal Council has presented a corresponding bill based on the compromise reached between trade unions and the Employers’ Association. It is now important to not adapt it too much in the political process, otherwise there is a risk of another failure.

Donald Desax – Pensions

Mr Keller, the pension system finds itself in a systemic crisis. What does this mean for private pensions? The systemic crisis in the first and second pillar of the Swiss pension system will increase the significance of the third pillar. As state and occupational pensions will in future pay less, private individuals in Switzerland will have to take on greater personal responsibility for their own retirement provision. Many people still are not doing so. There is great potential here for the third pillar.

What options does Helvetia offer in the area of private pension provision? Helvetia offers a comprehensive range of pension solutions. We not only focus on savers, pension planners and retirees, but rather also on young people who want to start a family or build a house and who want to protect themselves in the event of death or incapacity for work. A further target group are so-called starters. These are young people aged between 18 and 35 and who are “starting out in life” so to speak.

The product range is developed further on an ongoing basis. Where is focus placed here? Emphasis is being placed on the increasing requirements of our customers for transparent solutions. In the life insurance business, we have therefore recently launched a fund-linked product on the market which transparently states the fund and insurance costs. Life plans also change: patchwork families and cohabiting partners have different insurance requirements to those of the classic family model.

Reto Keller – Pensions
Helvetia also has a consistent positioning in the Europe segment and has a cross-border brand presence. As is the case in Switzerland, focus is placed on the business with retail customers as well as small and medium-sized companies. In the Europe segment, Helvetia also offers the full range of non-life products, while in the life business Helvetia is placing an emphasis on the marketing of capital-efficient products in light of the low-interest-rate environment. The business in the European countries is profitable. The Europe segment contributes to regional diversification by reducing the level of dependency on the Swiss home market.

### Business volume (CHF million)

<table>
<thead>
<tr>
<th>Segment</th>
<th>CHF million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland and Specialty Markets</td>
<td>67%</td>
</tr>
<tr>
<td>Europe</td>
<td>33%</td>
</tr>
<tr>
<td>Non-life</td>
<td>63%</td>
</tr>
<tr>
<td>Life</td>
<td>37%</td>
</tr>
<tr>
<td>EU</td>
<td>9454</td>
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</table>

### IFRS result (CHF million)

<table>
<thead>
<tr>
<th>Segment</th>
<th>CHF million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland and Specialty Markets</td>
<td>76%</td>
</tr>
<tr>
<td>Europe</td>
<td>538*</td>
</tr>
<tr>
<td>Life</td>
<td>3083</td>
</tr>
</tbody>
</table>

### Net combined ratio

94.8%

### New business margin

2.2%

### Sales channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>AT</th>
<th>DE</th>
<th>IT</th>
<th>ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own field sales force</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Agents</td>
<td></td>
<td></td>
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<tr>
<td>Brokers</td>
<td></td>
<td></td>
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<tr>
<td>Partners</td>
<td>25 work site marketing partners</td>
<td>ARAG</td>
<td>22 banking partners with 1,500 branches</td>
<td>3 banking partners**</td>
</tr>
<tr>
<td>Direct sales / new media</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

* includes loss in Corporate of CHF 76 million
** Helvetia Spain has twelve banking partners, of which three have a substantial volume.
Europe segment tackles issues together

The European country markets not only performed very pleasingly from an operational perspective in the 2019 financial year, but rather also made good progress in terms of strategy implementation. Helvetia is pursuing the same strategic approach in all country markets and is tackling issues at an international level.

This is also shown by the following examples, which place a focus on simpler claims settlements, among other things. Helvetia is also realigning its offering based on changed customer wishes, for example in Austria with pension solutions that, alongside their return, also take account of the investment’s sustainability.

New customer portal as a mobile insurance assistant
Customers increasingly want to communicate with their insurance company online, ideally directly via their smartphone. Within the framework of the helvetia 20.20 strategy, Helvetia is therefore opening up new means of customer access on an ongoing basis. One example here is the new customer portal of Helvetia Spain. This solution stands out thanks to its simple user interface and modern appearance.

While it is optimised for use on mobile devices such as smartphones and tablets, the customer portal can also be accessed via computer. Helvetia customers are provided with an overview of all their policies and documents as well as their claims and customer data. Customers can update their own data in the customer portal. The tool can also be used to pay outstanding invoices.

There is now the option to report household insurance claims in the customer portal. Here, it is possible to enter all information relating to the claim directly and to add additional documents and files such as photos, videos and invoices. Many customers take pictures of the damage using their smartphone and thus benefit from a simplified claims reporting process. This online reporting of claims allows Helvetia to achieve a higher level of processing automation. Furthermore, Helvetia is also able to provide customers with notifications regarding the status of the claims settlement. It is planned to gradually add further new functions to the customer portal.
Successful cooperation

Mr Gemperle, how have your foreign markets performed and where do you believe Europe stands in terms of strategy implementation? The countries in the Europe segment are performing very well. In all countries and business lines, we have generated pleasing growth in recent years and improved profitability. The strategy implementation process is also progressing as planned.

Are there issues that the countries can tackle together or where they can benefit from each other? We are actually tackling many issues together. For example, we have worked together to launch a cyber product on the market, further develop our customer relationship management, strengthen our pricing capabilities in the non-life business and advance our joint business model. We want to benefit from this further in future and, among other things, together utilise relevant capabilities in the field of “smart data”. We are convinced that this will allow us to further increase levels of simplicity, efficiency and automation in our markets.

Where are your strategic efforts already making themselves felt in the business? These are having a positive impact on business. For example, projects that improve the claims settlement process have been implemented in all countries during the past year. Here, focus is being placed on greater automation as well making things simpler and providing greater convenience for customers. We are convinced that there is still a great deal of potential for improving the claims settlement process. We want to systematically utilise this potential, which is important for the achievement of our ambitious goals.

Markus Gemperle – CEO Europe
Mr Bayerle, Helvetia Austria launched the “FairFuture Lane” at the end of 2018. What sets this pension solution apart?

Alongside purely economic factors, investors are increasingly being guided by environmental or social aspects when making their investment decisions. We have taken account of this customer and investor wish. A portfolio has been developed for everybody who wants to invest with a clear conscience and in doing so make a contribution to ensuring a responsible future. The FairFuture Lane exclusively considers securities with a clear sustainable focus.

What was the customer response to the new investment/saving opportunity?

Very positive. We are pleased that many of our customers have an awareness of sustainable investment. We have been able to attract around 1,900 investors with a production sum, i.e. the annual premium multiplied by the term, of EUR 30.5 million.

The launch was combined with the initiative to protect forests. How did this come about?

At the start of the Lane, we wanted to familiarise our customers with the concept of sustainability and also place our initiative to protect forests in the spotlight. In line with the Swiss example, for instance, we introduced the tree passport. For investors, there is a personal tree passport for a young tree in Styria.

Andreas Bayerle – Chief Financial Officer Austria
The Specialty Markets segment pursues a selective niche strategy, thus achieving a strong market position and making a corresponding profit contribution. It also contributes to the Group’s diversification. Specialty Markets comprises three important parts: the “Specialty Lines Switzerland / International” market unit bundles the engineering (technical insurance), marine (transport), aviation and art business lines in Switzerland as well as in the international markets such as Asia or Latin America. The France market unit acts as a focused transport insurance specialist and holds a strong position as the number two on the market in this sector. Active reinsurance, which is also assigned to the Specialty Markets segment, stands out as a niche provider due to its mostly long-term and outstanding business relationships, a strict underwriting policy and a high level of sector diversification.

Net combined ratio 96.4%

Business volume (CHF million)

- 87% Switzerland, Europe and Corporate
- 13% Specialty Markets
- 49% Active Reinsurance
- 24% France
- 27% Specialty Lines Switzerland / International

IFRS result (CHF million)

- 89% Switzerland and Europe
- 11% Specialty Markets

* Includes loss in Corporate of CHF 76 million
Active Reinsurance

→ comprehensive business relationships, very good quality of reinsured business decisive

Switzerland and International

→ leading position in Switzerland, support of global expansion of our Swiss customers, international presence, several foreign branches

Business mix by business line (2019)

- Liability: 42%
- Property: 25%
- Motor: 15%
- Engineering: 5%
- Aviation: 5%
- Agriculture: 3%
- Energy: 3%
- Marine: 1%
- Other: 1%

Business mix by region (2019)

- Europe: 52%
- America: 31%
- Asia, Pacific: 14%
- Middle East: 2%
- Africa, Other: 1%

France

→ efficient sales network with twelve regional and local sales agencies

Business mix by business line (2019)

- Ship hull insurance: 26%
- Cargo: 22%
- Carriers: 20%
- Motor hull insurance: 12%
- Aviation: 9%
- Engineering: 5%
- Property: 5%
- Art, other: 1%

Helvetia company brochure 2019
The Specialty Markets area contributes to the diversification of Helvetia and comprises reinsurance solutions as well as special insurance policies. Although this segment’s customers are not private individuals, it ultimately comes down to people and their life plans.

This is illustrated by the following examples from the areas of reinsurance as well as aviation and transport insurance. These examples also show how Helvetia is utilising growth opportunities and simplifying its own service in line with customer needs.

Aviation insurance as a growth opportunity
As part of the Specialty Lines Switzerland/International market unit, Helvetia has been offering aviation insurance policies since the start of October 2019. Helvetia is focussing on the large global business. The offering includes passenger liability, third-party liability and comprehensive cover for airlines as well as product and third-party liability insurance policies for the aerospace sector. An experienced team of aviation insurance specialists has joined Helvetia to develop the new insurance offering. This team attaches particular importance to customer contact, including both brokers and commercial aviation customers.

The decision to enter the aviation insurance business was taken, in particular, because Helvetia views aviation insurance as a growth opportunity and has observed a change towards a “hard market” and an improvement in the conditions in this sector.

“Our objective is to develop a profitable aviation insurance portfolio over the medium to long term. The basis for this is careful risk analysis and the long-standing experience of our employees on the international market,” explains David Ribeaud, Head of Specialty Markets.

The aviation insurance launch has been a success: in the important fourth quarter for this business, it was possible to position the Helvetia brand with customers. Here, Helvetia also benefited from its recognised expertise in the special insurance business. “The response from customers has been thoroughly positive and there has been great interest in our offers,” says David Ribeaud in summarising the start.

Helvetia transforms logistics companies into insurance professionals
In 2019, Helvetia presented a web application with the name “PuMarSpeed” (PushMarine) which allows logistics and transport companies as well as shippers around the world to offer their customers a transport insurance policy directly. The simple user navigation of “PuMarSpeed” is based on state-of-the-art technologies and allows for an insurance contract to be concluded in less than 120 seconds. The insurance premiums are already shown during the entry stage. Customers therefore gain an immediate overview of all costs and benefits. In the same process and without further effort, the corresponding insurance certificate is also available straight away. The web application works irrespective of where you

“Our objective is to develop a profitable aviation insurance portfolio over the medium to long term. The basis for this is careful risk analysis and the long-standing experience of our employees on the international market,” explains David Ribeaud, Head of Specialty Markets.
Mr Koller, why does Helvetia offer reinsurance cover as a relatively small provider?
Active reinsurance, which has proved successful for decades, offers improved risk diversification and efficient access to global markets. With the exception of 2017, this business has made a constant earnings contribution over many years.

In recent years, active reinsurance has recorded strong growth. How would you like to develop the business further?
We plan to grow in line with the following initiatives: firstly, increase customer penetration in European markets in which we are underrepresented. Secondly, utilise the locations in Miami and Singapore for the reinsurance business in Latin America and South-East Asia. Thirdly, expand the offering in the area of natural catastrophe risks in order to support our customers in all crucial matters. Fourthly, expand the specialty casualty area in which we are observing a significant improvement in insurance conditions. And fifthly, enter the life reinsurance business with a clear focus on biometric risks.

Who are typical customers in this segment and why do they choose Helvetia?
Typical customers include regional insurance companies who have a similar business philosophy to Helvetia and wish to enter into a long-term business relationship based on trust. Customers choose us due to our proximity to decision-makers, our high quality, the professionalism of those involved and our uncomplicated communication. Further important factors are our solid capital base and our history spanning more than 160 years.

Reto Koller – Active Reinsurance
Helvetia assumes responsibility – for the present and the future.

As an internationally active insurance group, Helvetia has a close, reciprocal relationship with business and society. It thus bears responsibility towards a wide range of stakeholders. Helvetia’s most important task lies in supporting customers as a reliable partner. Helvetia offers them insurance cover and advisory services that are tailored to their individual needs. For example, companies are supported in implementing their innovation and growth plans. At the same time, Helvetia makes a direct contribution to the economy with its diversified investment portfolio. Helvetia invests around the world – in companies and the public sector as well as in mortgage loans for private individuals. In doing so, Helvetia promotes sustainable growth and also contributes to the creation of jobs.

Today, however, fulfilling corporate responsibility requires much more, as Kristine Schulze, Head of Corporate Responsibility, explains: “We need to think outside the box and mobilise resources for the battle against global challenges. To put an end to poverty, protect the planet and improve global political and economic stability.” Helvetia recognises the 2030 Agenda with its 17 goals for sustainable development. They are a key component of the UN Global Compact, which Helvetia has also signed. “We have committed to doing our part. For example, by analysing the results of our corporate responsibility management as regards their contribution towards achieving the SDGs. Or by reporting which measures we are taking to fulfil our corporate responsibility,” says Kristine Schulze. Furthermore, Helvetia wants to maintain constructive dialogue with a large number of stakeholders in order to spread the global call for action. The endeavour was kicked off with a discussion with customers at a joint event organised by Helvetia and the Swiss UN Global Compact network at the head office in St. Gallen.
The Sustainable Development Goals (SDGs) were adopted by the United Nations in 2015. They cover social, environmental and economic issues. In adopting these goals, the United Nations called on states and companies to assume responsibility for global well-being.

In a first step, Helvetia has identified five goals to which the company would like to make a contribution.

**Decent work and economic growth**

As a responsible employer, Helvetia ensures fair employment conditions and safe workplaces. With the “Friendly workspace” label and the “We pay fair” seal of quality, this is also confirmed by independent bodies.

**Sustainable cities and municipalities**

With its real estate portfolio, Helvetia assumes responsibility for the constructional development of cities and municipalities. During its planning and renovation measures, Helvetia pays attention to ensuring environmentally friendly and livable designs. With the Helvetia Venture Fund, innovative mobility projects are also supported.

**Sustainable consumption and production patterns**

The range of products with which Helvetia provides incentives for sustainable behaviour is growing. In cooperation with myclimate, Helvetia now offers a climate protection contribution that allows for the CO₂ emissions of vehicles to be compensated for in a transparent manner in keeping with the polluter pays principle.

**Climate protection measures**

Since 2012, Helvetia has regularly created a greenhouse gas balance and implemented measures aimed at reducing its CO₂ footprint. Among other measures, Helvetia exclusively uses green electricity. The CO₂ emissions per employee have fallen by more than 30% in the last six years. Helvetia was carbon neutral in 2017. In 2019, Helvetia joined the global #ceo4climate initiative.

**Partnerships to achieve objectives**

Helvetia is involved in initiatives aimed at strengthening capacities for sustainable development, for example as a founding member of Swiss Sustainable Finance (SSF), as a member of the United Nations Finance Initiative and the UN Global Compact and as a signatory to the Principles for Responsible Investment (PRI).
In the new art publication “Many things are basically a miracle. A stroll through the Helvetia art collection with Max Küng.” of Helvetia Insurance, the art lover and writer Max Küng takes his readers on a travel adventure in which they are accompanied and inspired by works from the Helvetia art collection.

The journey begins in Basel, the home of the Helvetia art collection. Taking a route along the Rhine, the storyteller plans to walk to St. Gallen. However, on his way to Eastern Switzerland, he encounters many situations that at first seem banal, yet at second glance are highly interesting. From artwork to artwork, we follow a river of memories and associations that are likely to seem familiar to almost everyone: the strict teacher at primary school, carefree afternoons at the outdoor swimming pool, the environmental disaster at Schweizerhalle, etc.

Phenomena and peculiarities of everyday life in the 21st century are looked at over 159 pages, making
Helvetia art collection

The professionally curated collection of contemporary Swiss art comprises more than 2,000 works by over 400 artists. Preference is given to the collection of groups of works by selected artists. In addition to paintings and drawings, the collection also includes photography, sculpture and new media.

The cover image “Mirage” by the artist Dave Bopp

Born in Basel in 1988, Dave Bopp prefers to devote himself to painting. In a half analogue, half digital process, Bopp layers up to twenty layers of colour forms made of acrylic resin on an alu-dibond plate. In his colourfully iridescent paintings, which play with illusionistic effects and figurative associations, the artist looks at basic questions of painting in the field of conflict between control and coincidence, abstraction and objectivism as well as flatness and illusionism.

us smile and encouraging reflection. For example, the annoyance associated with incorrect weather forecasts, gaming and mobile phone addictions and life in districts made up of single-family homes. Behind each subject is an artwork from the Helvetia collection, which underpins the story both visually and emotionally. The work “Alsace railway station” by Ernst Leu, for instance, invites us to reflect on waiting. The piece “Valium” by Donato Amstutz brings into question our relationship with our own psyche, while the painting “Karussel” by Kladin Erb has an extremely appetising effect.

Around 70 selected works, which represent the depth and breadth of the art collection, provided the author with the impetus for his story. The renowned Swiss author Max Küng is not an unknown face at Helvetia. He has written several articles for Helvetia’s art blog, given readings in the Helvetia Art Foyer and penned a column in the “viva” employee magazine of Helvetia Switzerland. It is a partnership that is based on a shared enthusiasm for art.

As an established art insurer, art patron and art collector, Helvetia has been combining art with the world of insurance for almost 80 years. In keeping with the spirit of the former Nationale Suisse Director Hans Theler, who established the collection in the 1940s, a team of experts today passes on this enthusiasm for art within the company. Here, the clear link between art and everyday life plays an important role. Time and again, the curators incorporate working and everyday office life thematically into their exhibitions.

This is how the team also conceived the new art publication. Max Küng’s story not only encourages us to look at art through different eyes, but rather also “normal” life. The Helvetia collection is just as surprising and diverse as everyday life – at least on closer inspection.

“2020 Helvetia art publication”

The book is published by About Books, Zurich, and will be available from mid-April in all major bookshops across Switzerland. Over 159 pages, a selection of 70 paintings from the Helvetia art collection are accompanied by literary contributions. A list of the artists in the collection can be found at the back of the catalogue. The works archive is available online at www.helvetia.ch/art.
In order to actively shape changes, people are needed who strike out in new directions and question the status quo out of conviction. Helvetia is proud to have such people as employees.

The world finds itself in a state of transition. This statement is omnipresent in everyday life. Adaptations to external changes often occur unconsciously and sometimes even unnoticed. It is Helvetia’s goal to ensure that this is not the case for its more than 6,800 employees and that they actively shape change. With the Group-wide Culture.Fit project, Helvetia also called on everyone in 2019 to question the status quo and to bravely carry out their own experiments within their teams and areas. The variety and quality of the resulting measures was overwhelming. In addition, the newly designed leadership seminars prepared many managers even better for their role in times of change, as they are the ones who will have to create the framework conditions for innovation and experimentation for their employees.

"Just as the world is constantly changing, we also need to continuously question and improve what we do. We are looking forward to doing so and are optimistic about the future," explains Roland Bentele, Head of Corporate Center & Human Resources.

Brilliants@Helvetia – breaking new ground in the area of training with the Young Talent Service Centre

Greater responsibility, direct customer contact and self-organisation. These are just some of the many demands placed by young talents on their employers. With our Young Talent Service Centre, we meet precisely these wishes and have created something unique for the sector in Switzerland. From the team management to those working on the phones, all roles are performed by trainees who handle customer concerns for the motor vehicle insurance area. Comprehensive training guarantees that trainees are able to fulfil this responsibility. They also receive support from a practical trainer and a vocational trainer as coaches. This Culture.Fit project, which was created as an experiment under the name “Brilliants@Helvetia”, has become so well established that the pilot phase has been extended from six months to an indefinite period. I am delighted at how this idea has grown and serves as an example of how Helvetia is committed to bravely breaking new ground.

“The young team is hungry to learn and we all help each other.”

Selena Giusti, Team Leader of Brilliants@Helvetia
Courage is rewarded – including in the area of private customer insurance

Michael Sonderegger
Head of Private Customer Property and Financial Loss Insurance

We regularly put our insurance products to the test and analyse what potential for improvement and opportunities for further development there are. Upon the relaunch of private customer insurance in 2019, we deliberately departed from our accustomed process for the first time and asked ourselves, among other things, how favourably the market would respond to our product if we were to supplement it with a service component. While we were convinced that this would enable us to offer our customers real added value, we could not call on any experience in this area. As a team, we took the decision to risk this experiment and accept the supposed uncertainties. We established an interdisciplinary project team, scrutinised and simplified our existing relaunch processes and finally launched the product on the market with a new service component as well as many other innovative further developments. Although we thought about stopping several times during the development phase, we embarked on this path as a team and were ultimately rewarded. This can be seen by the fact that more than 90% of all new contracts currently contain our new service, thus demonstrating that it is worthwhile to risk something new, be courageous and question the status quo.

“Strong experiment with appeal.”
Anne Forster, Culture Fit 20.20 Project Management

From boss to leader – Leadership@helvetia

Hamiyet Dogan
Head of People & Development Switzerland

Our challenge to our more than 6,800 employees: &Go. We want them to question the status quo, break new ground and partake in debate rather than simply saying “yes”. For this cultural change, we need, in particular, to systematically think differently about the issue of “leadership” to how we have done before. With our new Leadership@helvetia programme, we support our management staff in gaining a new understanding of leadership and focus, in particular, on topics such as “Leadership in a state of change” and “Leadership in the age of digitalisation”. We are convinced that we will only be able to utilise the full potential of our workforce if the entire management team is well prepared for the challenges ahead.

“A very valuable programme with interdisciplinary exchanges.”
Tom Bachmann, Head of the CTO Office

Find out more about the presented issues
Find out more about the individual issues on this page: scan the QR code using your smartphone and watch our videos on these issues. The website can also be accessed under the following address: www.helvetia.ch/HRSpecial

Helvetia company brochure 2019 45
Negative interest rates and increased valuations on the financial markets are not the only investment challenges faced by Helvetia, as André Keller, who has been Chief Investment Officer since April 2019, explains in this interview. He also highlights how Helvetia assumes its responsibility as an active investor and which measures Helvetia is taking to counter the trend towards falling returns.

Mr Keller, you have been the new Chief Investment Officer at Helvetia since April 2019 – what do you believe to be the greatest challenges for Helvetia that you find yourself confronted with in your new role?

There are various challenges: the negative-interest-rate environment and heightened risks on the financial markets are making it increasingly difficult to generate an attractive investment return for our customers. At the same time, customer expectations are rising, while the situation in terms of our competitors and the legal and regulatory requirements we have to comply with is intensifying. Against the backdrop of the technological developments being observed at an economic and social level, we are also compelled to adjust our services and products on an ongoing basis. We are confronted with ever greater complexity and a flood of information that needs to be analysed efficiently and used to make good investment and business decisions. Here, we are seeing an exponential rise in the information available. For example, more than 90% of all of the data available globally has been generated in the past two years. These developments in terms of the financial markets, customer needs and the technological transformation mean that we are focussing both on the continuous further development of our investment strategy and also, to an increasing extent, on the development of new investment solutions for the various customer groups. In order to be able to master these challenges, it is our objective to provide employees with a motivating environment that is based on respect.

Sustainable investments and the consideration of ESG criteria are becoming ever more important. What is Helvetia’s strategy in this regard?

For some time, we have been assuming our responsibility as an active investor and endeavouring to combine the considerations of sustainability and returns in all asset classes – in line with our investment objectives. In order to achieve this ambitious goal, we have signed the UN Principles for Responsible Investment (UN PRI) and take account of environmental, social and governance (ESG) factors in our investment processes. Strategic decisions on responsible investments are coordinated at the Executive Management and Board of Directors level. At an operational level, we conduct in-depth analyses in order to continuously improve our understanding of the risks relating to ESG factors and the impact of climate change at a country, portfolio and company level. Helvetia also works together with relevant initiatives and leading organisations in the area of sustainable investments in order to actively contribute to shaping developments and promote the exchange of knowledge.

What measures is Helvetia taking in order to counter falling interest rates – are you planning a reallocation of your investment portfolio?

Even with falling interest rates, we follow our proven investment strategy and ensure consistent asset-liability management on our balance sheet. Despite this structured and systematic investment philosophy, falling interest rates will lead to lower investment returns, as for regulatory reasons and in order to cover the long-term obligations and guarantees of our customers, a large part of the investment portfolio has to be invested in fixed-income assets. The allocation of fixed assets is reviewed on a regular basis and, should there be changes in the relevant framework conditions, the information gained during this process is incorporated in the strategic and tactical
investment decisions in a timely manner. For example, we already moved at an early stage to exploit the opportunities presented by high-yield corporate bonds or private markets. Thanks to the allocation in various private market investment categories, in particular, we have been able to increase the diversification of the investment portfolio and take advantage of attractive investment opportunities, especially in comparison to the traditional bond and equity markets. Focus has primarily been placed on investments in the areas of private debt, i.e. the provision of corporate loans by non-banks, infrastructure bonds and real estate, above all in Europe and Switzerland in the case of the latter. Greater attention has also been paid to the maintenance and expansion of our real estate portfolio. In connection with additional measures, this approach should allow us to limit the impact of falling interest rates on the earning power of the investment portfolio and the contribution of the investment areas to Helvetia’s Group result. These income-boosting measures also include the launch of investment funds and solutions for third-party customers. To this end, we established Helvetia Asset Management AG at the end of the third quarter of 2019, which during an initial phase in 2020 will launch a real estate fund under Swiss law and thus also make our investment expertise accessible to third parties.

André Keller – Chief Investment Officer
Shareholder base.

Helvetia is aware of the responsibility that it has towards its investors and focuses its shareholder policy on long-term investor relationships. We act reliably, sustainably and reputably and always communicate in an open, understandable and timely manner. To guarantee the liquidity of the shares on the capital market, we target a free float in excess of 60%. As core shareholder, Patria Genossenschaft (34.1%) provides stability and ensures that Helvetia has strategic room for manoeuvre. The free float stands at 65.9%. As at 31 December 2019, Helvetia had 17,021 shareholders. At the end of the year, the employees held 1.42% of the registered share capital, around 0.17% of which was held by members of the Board of Directors and Executive Management of Helvetia.

Dividend policy.

Helvetia follows a sustainable dividend policy with attractive and stable distributions. Through our long-term focus and efficient risk management, we optimise risks for investors and customers while growing consistently, maintaining sustainable profitability and minimising earnings volatility. It is the primary aim to pay out sustainable dividends to the shareholders, which increase in absolute terms each year, whereby the payout ratio should move within a range of 40% to 50%. Over the current strategy period, a cumulative total of more than CHF 1 billion should be distributed to shareholders.

### Shareholder structure (as at 31 December 2019)

- **34.1%** Patria Genossenschaft
- **65.9%** Free float

### Free float by origin

- **62.6%** Swiss investors
- **37.4%** Foreign investors

### Free float by investor group

- **19.9%** Banks and insurers
- **30.7%** Private individuals
- **49.4%** Other institutional investors

### Market capitalisation in CHF million

<table>
<thead>
<tr>
<th>Year</th>
<th>Capitalisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>6,802.5</td>
</tr>
</tbody>
</table>

### Dividend history

- **2019**
  - **58%**
  - **3.7%**
- **2018**
  - **58%**
  - **4.2%**
- **2017**
  - **47%**
  - **4.2%**
- **2016**
  - **44%**
  - **3.2%**

1. Proposal to the Shareholders’ Meeting
2. Based on underlying earnings
3. Based on the IFRS result

### Helvetia share

- **Ticker symbol**: HELN
- **Nominal value**: CHF 0.02
- **Security number**: 46664220
- **Listed on**: SIX

### Bonds in circulation

<table>
<thead>
<tr>
<th>Issue</th>
<th>Volume</th>
<th>Interest</th>
<th>Term</th>
<th>Year of issue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Subordinated bond</strong></td>
<td>CHF 300 million</td>
<td>3.00% p.a.</td>
<td>Perpetual</td>
<td>2015</td>
</tr>
<tr>
<td><strong>Bond</strong></td>
<td>CHF 150 million</td>
<td>1.50% p.a.</td>
<td>10.5 years</td>
<td>2014</td>
</tr>
<tr>
<td><strong>Bond</strong></td>
<td>CHF 225 million</td>
<td>0.75% p.a.</td>
<td>6 years</td>
<td>2014</td>
</tr>
<tr>
<td><strong>Subordinated bond</strong></td>
<td>CHF 400 million</td>
<td>3.50% p.a.</td>
<td>Perpetual</td>
<td>2014</td>
</tr>
<tr>
<td><strong>Subordinated bond</strong></td>
<td>CHF 225 million</td>
<td>4.00% p.a.</td>
<td>30 years</td>
<td>2014</td>
</tr>
<tr>
<td><strong>Subordinated bond</strong></td>
<td>EUR 500 million</td>
<td>3.375% p.a.</td>
<td>30.5 years</td>
<td>2017</td>
</tr>
</tbody>
</table>
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This document is also available in German, French, Italian and Spanish. The German version is legally binding.
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