



To be the **outstanding** competitor in our chosen markets.

Mission Statement

To be the **outstanding** competitor in our chosen markets by delivering:

- products and services that our clients recommend
- a great company to work for
- the best combination of profit and growth.

It is important that we are all aware of our Mission and Values to inform our choice of actions, guide our behaviour and define who we are and what we stand for.

Our Mission

Our Mission aims to unite everyone in the company and enable us to all work towards the same goal – to be the outstanding competitor in our chosen markets. Of course these markets will differ, but we will aim to be the outstanding performer wherever we compete.

Our Mission is best remembered by thinking about it in terms of the three stakeholder groups whose needs we must meet simultaneously:

- **Our customers – both intermediaries and policyholders** – they want us to provide them with the products and services that meet their needs, and our ambition is to do this so well that our customers are happy to recommend us to others
- **Ourselves** – we all want a great place to work; and
- **Our shareholder** – we must use all our skills to deliver attractive returns to our shareholder, Allianz SE, with our goal being to achieve the best combination of profit and growth amongst our peer competitors in the UK.

How will we achieve this Mission?

Our Values help to answer this question as they guide the day-to-day behaviour that will enable us to achieve our Mission and define the company we aspire to be.

Allianz 

Values Statement

We will achieve our Mission:

- through *outstanding technical, sales and leadership skills*
- by being *professional, dynamic, innovative, focused* and *socially responsible*
- with *teamwork, passion* and *style!*

The way we work and behave sets the tone for the type of organisation we aim to be.

Outstanding Technical, Sales and Leadership Skills

Building an organisation whose people have outstanding technical, sales and leadership skills is central to delivering for our customers and thereby achieving our Mission. This provides the key source of competitive differentiation for us. We are committed to investing to develop our people and ensuring that our skill base rises year on year.

Professional

To be successful we must demonstrate our professionalism by being accurate in our work, efficient, personable and fair in all our dealings and with a continued commitment to high quality. We support this by helping our people work towards achieving appropriate professional qualifications and accreditations.

Dynamic

Insurance is a fast moving industry, change is the norm and we need to embrace change to be successful. We achieve this by being proactive and moving quickly, displaying 'hunger' in all our actions and in support of our customers.

Innovative

New ideas are essential to improve our company and we must continually innovate to make our company better. We need to be creative, commercially oriented and to seek entrepreneurial solutions for the benefit of all our customers.

Focused

We will be clear about our objectives and what our targets are. We are then committed to the achievement of our objectives and delivering against our promises.

Socially Responsible

We are mindful of the communities around us and our obligation and ability to make a positive contribution to society and the environment. We are proactive in finding opportunities to provide targeted support – big and small – and working to create a sustainable future.

Teamwork

We can only achieve our mission by working collaboratively across teams, departments and divisions. We must also leverage the opportunities of cooperating across the wider Allianz Group, and working with both our suppliers and customers to create and deliver outstanding solutions.

Passion

Having energy, enthusiasm and personal engagement, putting in the extra effort to make our company successful through constant focus on our customers and their satisfaction.

Style

Ensuring the company always represents itself to a high standard and with a confidence which distinguishes us from our competitors. Our style creates a company customers want to do business with and talented people want to work for.