



Take your business  
to the next level

Affinity Insurance

GrECo,  
matter of trust.





## GrECo Specialty Affinity Insurance Business

The international team of Affinity Insurance Business (Affinity) at GrECo Specialty provides tailor made B2B2C solutions helping you, our partners, to open new business opportunities. Whether you want to increase your revenues, ensure competitive advantage, gain new and retain existing customers or increase customer loyalty, our expert team is here to help you make it happen.

### Our Affinity Model

Affinity at GrECo is defined as the distribution of insurance solutions via third-party providers who are not insurance distribution specialists. Affinity encompasses a wide range of potential partners, from banks to car manufacturers, telecom companies, utility providers, retailers, e-commerce and other digital players. It is focused on selling annex insurance products as a complement to the partner's core product for the benefit of additional income or differentiation from the competition.

### Affinity as the Future

The Affinity market is constantly growing: potential partners like electronic equipment producers, financial institutions or telecom companies are risingly expressing their interest in the distribution of financial products. Their focus is particularly set on insurance products due to the fact that insurance is being seen as an attractive add-on revenue generator with substantial margins.

In addition, the distribution of retail products is moving towards the digital mode what enables Affinity insurance to be set up simple and easy. Affinity partners can use this increased digitalization momentum to utilize the access to their customer base and enhance their customer relationships by diversifying revenue and offering additional services.

As an insurance broker we are making Affinity a priority in our overall business strategy to be able to cover the market more effectively. Our focus is on developing new value propositions for our partners that have not considered Affinity business in the past.

Sincerely,



Alma Ribanovic  
Group Practice Leader Affinity





# Innovative B2B2C solutions & GrECo expertise

We at GrECo always put high efforts into gaining deep understanding of your company and your business to be able to find the most beneficial line of collaboration. Coupled with a broad spectrum of specialties and expertise, this enables us to precisely assess the risk and provide an individual solution to your company.

## Affinity is a B2B2C business where:

- Insurance products are sold by our partners via their sales channels
- Our partners own customer relationship and sales

## Affinity is end-customer oriented

- Solutions are tailored to partners' products, easy and hassle-free to sell and buy for their customers
- Unit cost and efficiency are in focus

## Affinity is a joint partnership

- Products, distribution channels and operational set-up are closely aligned with the partner



Affinity is a strong strategic partnership between you, our partners, and GrECo that provides most suitable solutions and generates higher revenues.

## Benefits for the stakeholders



### Our partners:

- Risk-free revenue streams
- Enhanced sales staff and channel utilisation
- Improved customer loyalty
- Gaining new and retaining existing customers
- Competitive advantage
- Potential for strategic differentiation



### Our partners' customers:

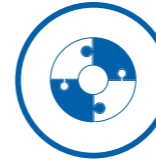
- One-stop-shop for complementary products
- Hassle-free buying experience
- Comprehensive product portfolio
- Higher value products "loaded" with insurance
- Enriched multi-/omni-channel customer journey



Affinity creates a win-win situation for you, our partners, and GrECo, benefits the customer and is particularly well suited for the multi-/omni-channel customer journey.

# Our value proposition

## What we provide to our partners:



### Solutions that fit

- We provide complete business solutions, not just products
- Solutions are tailored to fit our partners requirements and operational set-up



### Substantial income

- Our solutions generate significant additional income streams (risk-free)
- We ensure substantial potential for further profitable growth



### Strategic perspective

- We enable higher customer loyalty and margin protection in maturing markets
- Our solution provide more valuable - insurance loaded - offering

## What we provide to partners' customers:



### The right product

- Clear, easy to understand product with transparent benefits
- We are addressing real and current needs



### Good value for money

- Enhanced partner's value proposition
- Competitively priced coverage



### Convenience and simplicity

- One-stop-shopping
- Simple and easy enrollment and underwriting



### High service quality

- Responsive and quick hassle-free services
- End-to-End processes for your customers with dedicated service partners









# Our Affinity solutions

Our comprehensive Affinity solutions cover a wide scope of industries providing complementary solutions and highest added value for you and your customers.





## Our Affinity Services

In order to provide you with the highest economic value and guarantee smooth and easy co-operation, we offer you results oriented and collaborative management throughout the whole process:

- from creation and development,
- to implementation and
- post-sales analysis and optimization of your Affinity schemes.

We ensure you receive an individual set of solutions and tools for a successful Affinity business and leverage from a complementing regional footprint within the CEE region.

Our expert Affinity team helps you find the best-fit Affinity solution to fulfill your customers' needs via:

### Targeted Product Management:

- Affinity-specific product landscape and offering (prices & coverages)
- Tailor-made product solutions
- Innovative marketing approach
- In depth analysis of your market, competitors and customers.

### Continuous Business Development:

- Sales distribution adjusted to your products, channels and target groups
- Training support for sales employees
- Design of incentive schemes, targets and sales competitions
- Performance and KPIs monitoring

### Best-in-Class Processes & Services:

- User friendly and intuitive IT systems and solutions
- Tailored End-to-End processes
- Data collection & analysis
- Reliable post-sales services



Affinity creates a win-win situation for you as our partner and us as the broker while at the same time benefiting your customer.

## What GrECo brings to Affinity co-operation

With our focused development we ensure, enlarge and enable Affinity performance:

- We ensure the best fit of products and value propositions.
- We enlarge our partners' sales channel utilization and improve performance.
- We enable an increase of operational integration and improve services.

Our central Affinity Group Practice guides, co-ordinates and supports Affinity developments in the countries. We manage as a team, we deliver as a team.





## GrECo Specialty. Your Added Value.



For more than 95 years, our clients have been able to lean back and relax. They have placed their trust in our solutions and services, knowing that their employee, operational and financial risks are on the safe side. The advice and recommendations we give are a combination of highly specialised, national and international know-how, multilingual teams and an efficient risk assessment that takes local requirements into consideration.

At GrECo Specialty, we are specializing in chosen industries and solutions. Our deep expertise and entrepreneurial culture give us the authenticity, flexibility and persistency to go beyond the routine and deliver tailored results for our clients.

We meet our clients at eye level and speak their language. We act responsibly and always put our clients first and are sensitive to the needs of both, their industry and all associated risks. We fight for your interests with greater passion, determination and professionalism than anyone else.



Coverholder at **LLOYD'S**

We are proud to be the Lloyd's market participant and the only Coverholder in the region with the ability to underwrite Construction and Engineering projects on behalf of Certain Underwriters at Lloyd's.

The delegated authority enables GrECo Specialty to deploy re-/insurance capacity on engineering projects valued up to 150 million EUR in Austria, Eastern Europe, Russia and CIS. The capacity can be used either on direct basis, where Lloyd's is permitted to write insurance, or as reinsurance, quota share or excess.

We understand your needs and can offer:

- Capacity** Substantial Capacity for projects up to 150 million EUR any one risk in respect of Total Insured Values
- Speed** Speedy placement – 24h for initial quote and 72h for final binding terms including the duly signed and executed insurance/reinsurance certificates
- Direct and Facultative** Flexibility – the capacity under the Facility can be used on a following form reinsurance or lead terms depending on the client's preferences
- Geography** Over 30 countries in Europe, Russia and CIS



## About us.

### Who we are.

We have been a privately-owned family business ever since the beginning. Our independence is a privilege: we are not responsible to stock market analysts or share prices, we are only committed to meeting the needs of GrECo target groups.

Our far-reaching network, the pioneering work in Eastern Europe and Central Asia as well as the trust placed in us has made us the leading insurance brokers and consultants in the region. A pole position that we, a family business with strong roots in Europe, are particularly proud of.

### What we do.

In our risk and insurance management solutions for industry, trade, commerce and public sectors, we put the spotlight on individuality. GrECo provides optimum security for clients' employee, operational and financial risks and manages these risks at all levels.

Trust and proximity characterise our relationships with clients. Coupled with

a broad spectrum of specialties and expertise, this enable us to precisely assess risks and tailor and optimise risk and insurance costs for our clients.

In addition to our core business as brokers and consultants for industrial insurances, we are also active as reinsurance brokers, risk engineers and developers of client-focused software solutions.

## Global reach.

GrECo nova is the global specialist insurance broking network which provides our clients with decisive benefits in all their global ventures.

### nova independence. Independent advice worldwide.

Ever since its foundation, GrECo has been an independent family business. This independence has been instilled in us – it defines us, worldwide. That is why we mostly collaborate with leading local brokers who are as independent as we are and who share our guiding principles and self-image.

### nova flex. Maximum flexibility worldwide.

Wherever you go, we are already there. As an independent risk and insurance consultant, we are flexible to individually identify the best possible local solutions for our clients. Our openness in choosing partners gives you maximum flexibility. We not only look for the right partner for you, we already work with him!

### nova value. Premium quality worldwide.

We not only act responsibly but consider it our responsibility to ensure that the local brokers we select provide top quality services. This is what we demand from them, on behalf of our clients, no questions asked. For that we have agreed on comprehensive service standards with our partners. This also means, we guarantee GrECo quality worldwide, wherever you are.

132  
million EUR turnover



1,133  
million EUR placed premium



95+  
years experience



### Where we are.

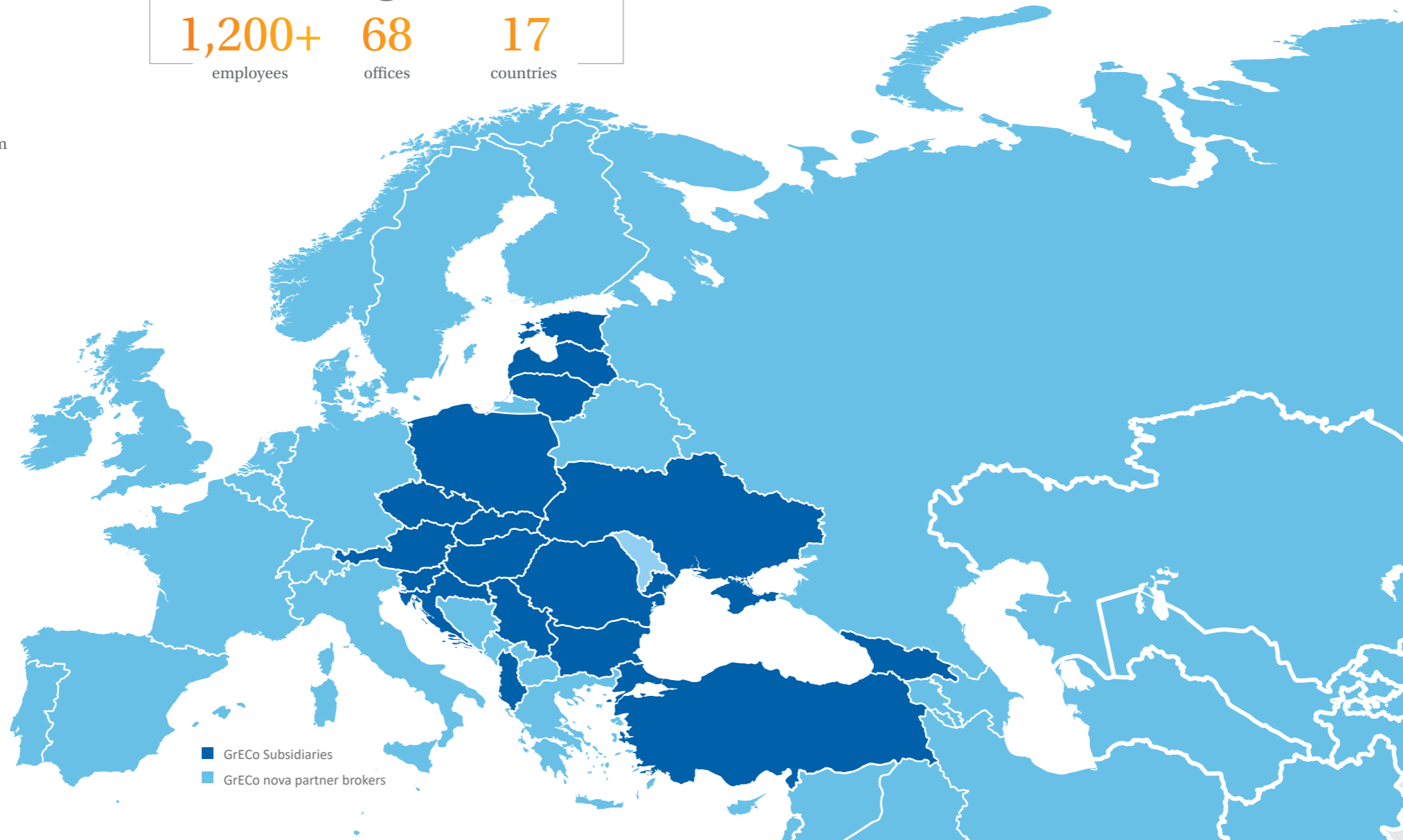


in

1,200+  
employees

68  
offices

17  
countries



nova





## Contact



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