



The International Insurance - Reinsurance Forum



22-24 May

Bucharest
Romania

**Insurance distribution in the CEE :
where stands ROMANIA?**

CEET

Distribution Report 2020

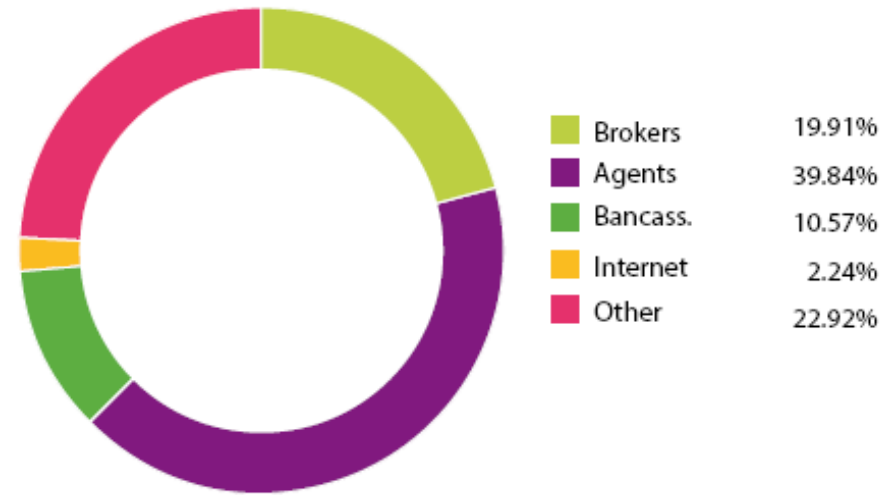
Produced by XPRIMM and IAIS



- Data for FY2019 - the last “normal” year before the Covid-19 pandemic
- Data collected from the national supervisory authorities
- A new approach: instead of considering the insurance distribution systems from a structural standpoint, by inventorying the number of players in each category of insurance distributors, we have chosen to define the importance of each category of distributors through assessing their contribution to the market GWP formation

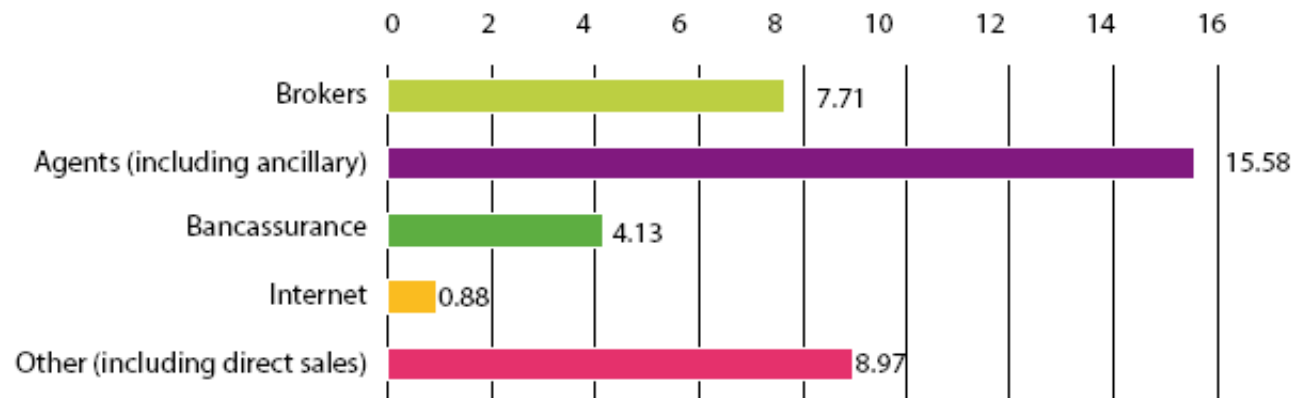
Insurance distribution in the CEE market

Total CEE GWP by distribution channel in 2019 (%)

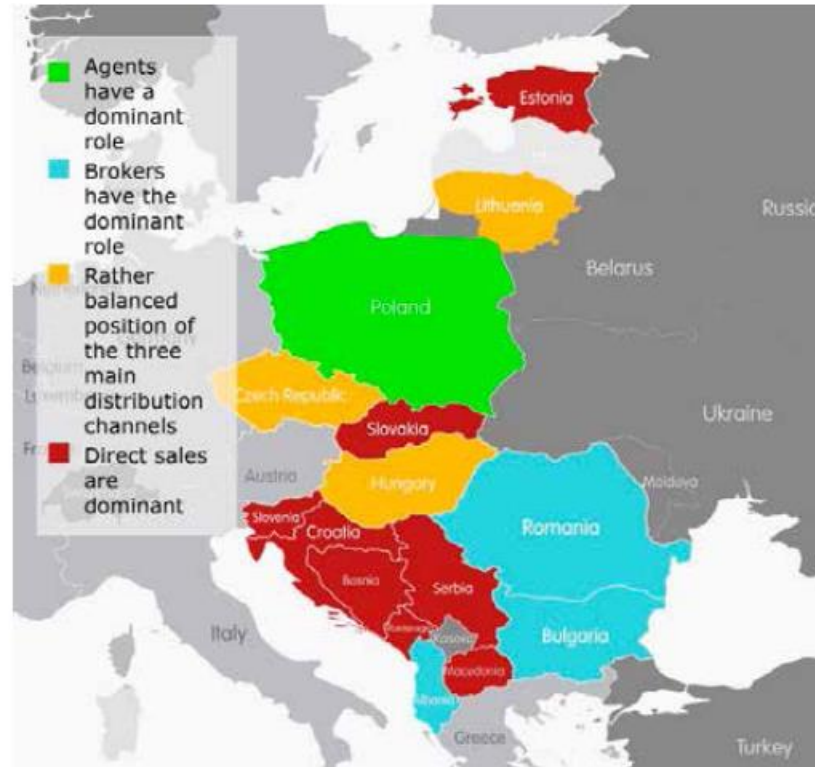


Source: XPRIMM calculations, based on NCAs data

Total CEE GWP by distribution channel in 2019 (EUR billion)



Insurance distribution in the CEE market



Poland - the only market where insurance agents are holding an absolutely dominant position, with an **over 65% share** of the intermediated GWP.

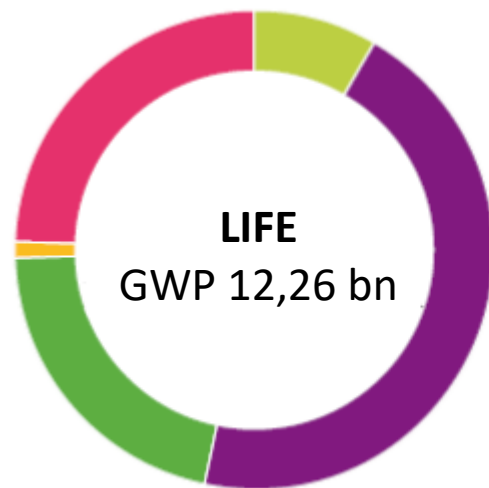
Romania, Bulgaria and Albania – brokers are dominant – at least 50% of GWP

Lithuania, Hungary and the **Czech Republic** show a rather **balanced** contribution of all the major distribution channels

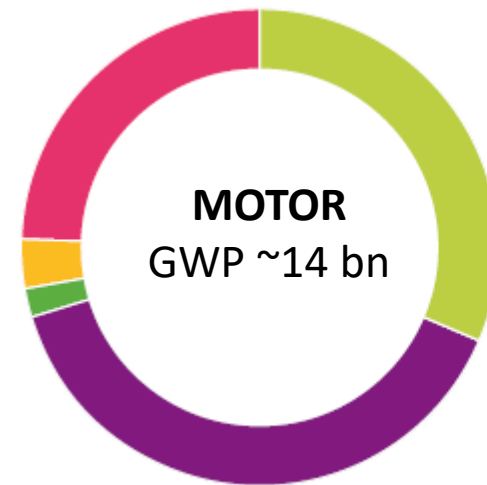
Slovakia, the ex-Yugoslavian countries and **Estonia** insurance distribution stays mostly in the **insurers' own sales networks** hands

Poland, Hungary and **Croatia** are the only few markets where **bancassurance** has a documented, significant contribution to the insurance products distribution

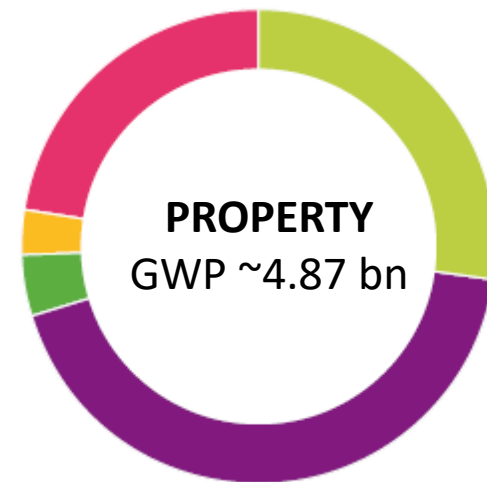
Insurance distribution in the CEE market



| | |
|----------|-------|
| Brokers | 8.45 |
| Agents | 45.12 |
| Bancass. | 21.14 |
| Internet | 1.06 |
| Other | 24.23 |



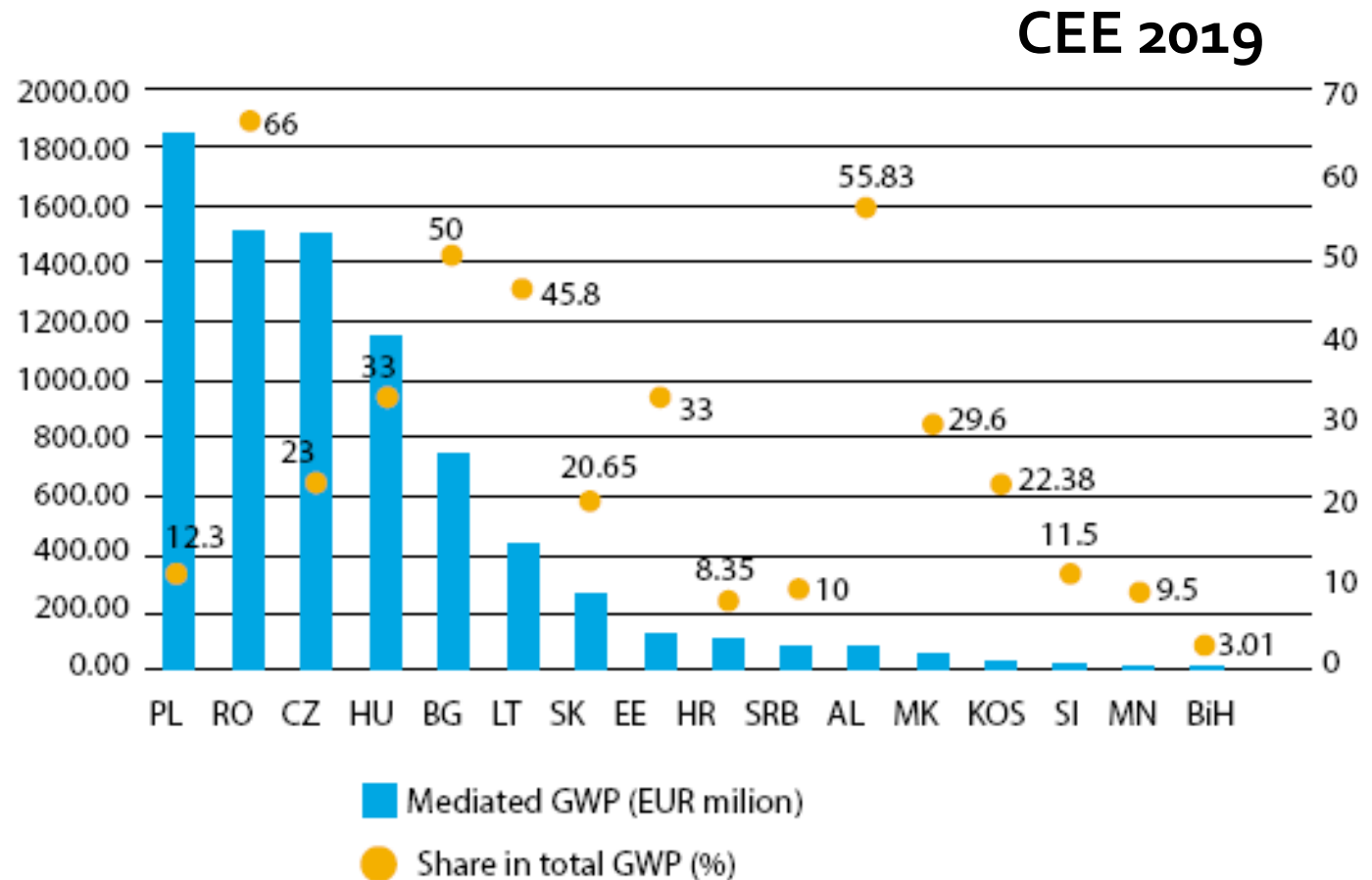
| | |
|----------|-------|
| Brokers | 31.93 |
| Agents | 38.75 |
| Bancass. | 1.9 |
| Internet | 3.15 |
| Other | 24.26 |



| | |
|----------|-------|
| Brokers | 25.91 |
| Agents | 40.75 |
| Bancass. | 4.05 |
| Internet | 2.66 |
| Other | 21.3 |

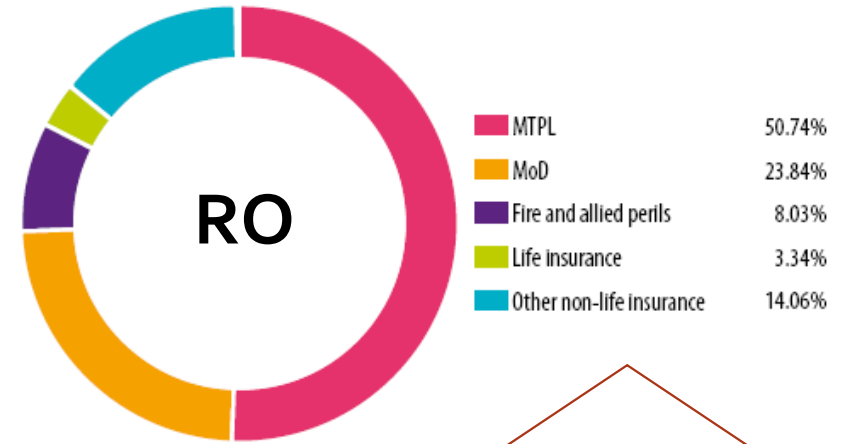
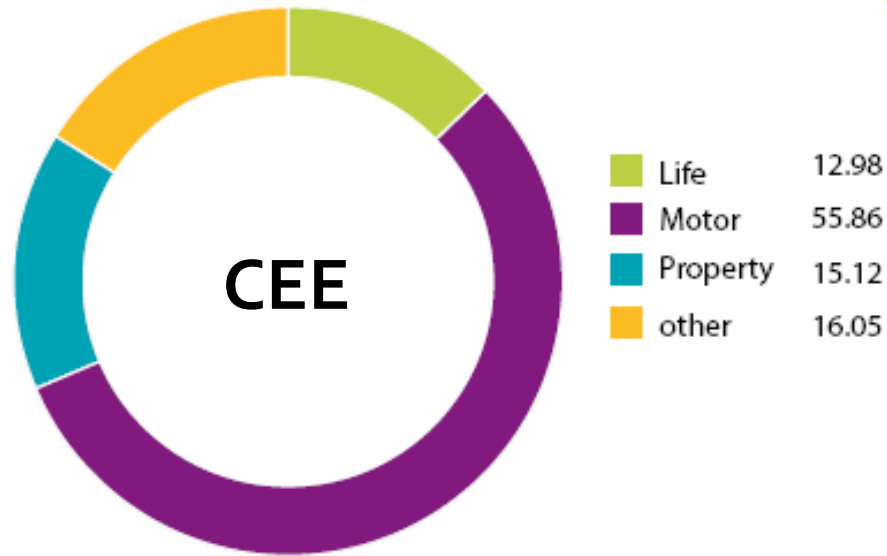
Insurance brokers

GWP market share



Insurance brokers

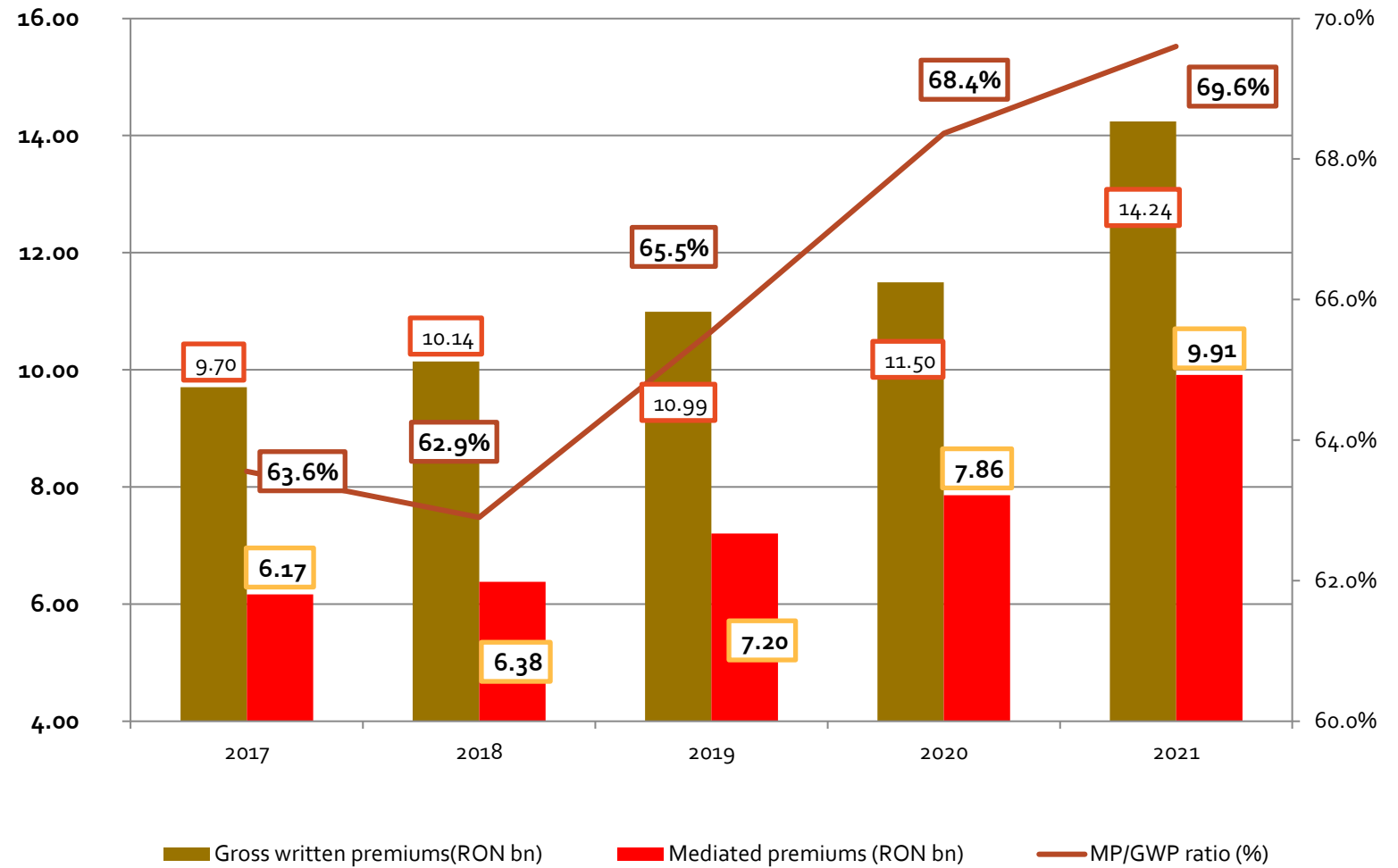
CEE portfolio



Motor insurance lines in Romania – above the CEE average

Insurance brokers' operations are mostly related to the non-life business lines, in particular to the motor insurance

Romanian brokers

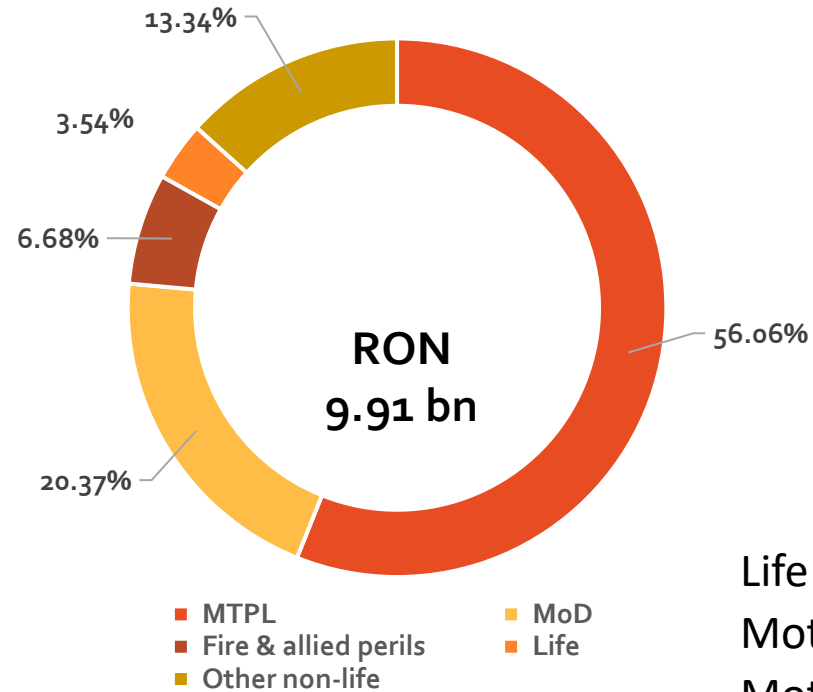


In 2019 – Romanian brokers accounted for about 18.9% of the total premiums mediated by brokers in the CEE and 25% of the motor insurance premiums

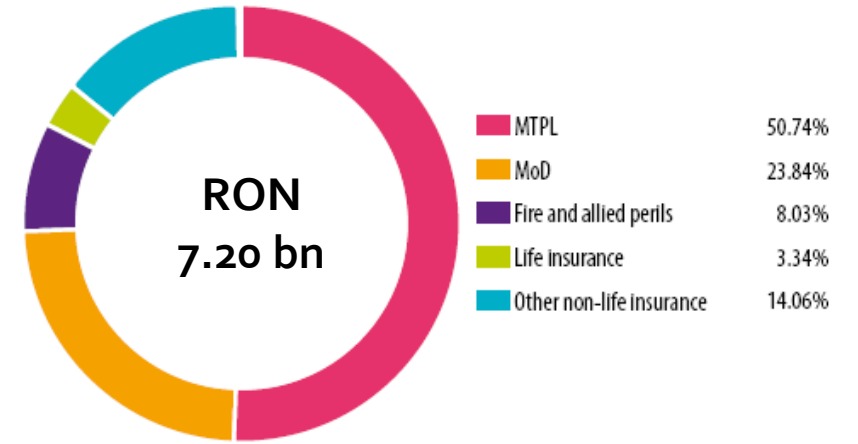
Portfolio

2021

Mediated premiums portfolio 2021



2019



2021 VS. 2020

| | |
|-------------------------------|--------------------|
| Life +22.38% | } ~ market average |
| Motor TPL +44.79% | |
| Motor hull insurance +8.89% | } < market average |
| Fire and allied perils =4.91% | |

Mult success!

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