

# Alfa Vienna Insurance Group Zrt

## Your Local Link to IGP in Hungary

### Why partner with Alfa Vienna Insurance Group Zrt?

#### Historical roots

Alfa Vienna Insurance Group Zrt, through its legal predecessors, is one of Hungary's oldest insurance companies, with roots dating back to 1949 when the State Insurance National Company was founded. Privatized in 1992, it was acquired by the Dutch-based Aegon group, becoming a key player in the Hungarian insurance market under the names ÁB-AEGON and later Aegon Hungary.

In 2020, Aegon NV sold some of its Eastern and Central European interests to the Austrian-based VIG group, a prominent player in the Hungarian market through Union Biztosító. The Hungarian subsidiary, a successful company in the domestic market, joined VIG, with the Hungarian State as a minority owner.

#### Together for a safer future

As the oldest Hungarian insurance company, customers and business partners can rely on Alfa Vienna Insurance Group Zrt's expertise. With decades of experience and up-to-date knowledge, they help customers navigate the various insurance, savings products, and services to protect the values that are important to them. Alfa Vienna Insurance Group constantly adapts their products to changes in the world and customers' needs, so that their customers can focus on the joys of life, instead of the risks of everyday life.

#### Expertise

Alfa Vienna Insurance Group Zrt is committed to working with their customers to help make the future safer and more predictable. Alfa Vienna Insurance Group's advisors use their experience to help their clients make prudent

and confident financial decisions in all areas of their lives.

#### Key market player

Alfa Vienna Insurance Group Zrt is a major market player in Hungary in the provision of life, pension, and investment products (Source: MABISZ Almanac 2024):

- The third largest provider of pension schemes
- The third largest provider of life insurance and income protection (based on adjusted premium income)

#### Outstanding digital insurer

Digitalization is a key element of Alfa Vienna Insurance Group Zrt's long-term strategy. They strive to serve their customers' needs in the digital space at the highest possible level by continuous developments, of online contracting, premium payment, claims settlement and other insurance administration.

Alfa Vienna Insurance Group Zrt was among the first to receive the "Outstanding Digital Insurer" qualification in 2021, which was established by the Government of Hungary within the framework of the Digital Welfare Program to recognize service providers that provide outstanding digital solutions.

## Facts & figures

- IGP Network Partner since 1991
- Financial strength ratings (for Vienna Insurance Group):
  - Standard & Poor's: A+ (per 7/15/2024)

## Recent awards & recognitions

- 2024 - Association of Hungarian Independent Insurance Brokers:
  - 3rd place in "Savings Life Insurance Plans"
  - 1st Place in Category Household Insurance
  - 3rd Place in Category Corporate P&C Insurance



## More information

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