



SİGORTAYERİ & ASRON INSURANCE 2020



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About Sigortayeri

+ 6,3 Million USD Paid Capital + 37,5 Million USD Gross Premium Production + Among Top 3 Local Brokers

+ 35 Experienced & Expert Employees + 200 Years Total Experience + Multiple Distribution Channel
+ Leading Techological Infrasutstructure + Diverse Range Of Products & Services

- Established as a subsidiary of Aktif Bank in 2013
- The first and only Insurance and Reinsurance Broker operating with multiple distribution channels in Turkish market
- Not only in insurance & reinsurance broker but also a sales & marketing company with strong technology platform
- Sigortayeri serves its corporate clients under the brand of ASRON SIGORTA as of 2017

Values



Understanding

We know our clients,
contribute to environment
and industry



Competition

Always better products
and services



Innovation

Target to introduce
unique products



Cooperation

On mutual trust and
win-win basis

Activity Area & Network

- Libya
- Turkmenistan
- Georgia
- Iraq
- Yemen
- Russia
- Romania
- Holland
- Ukraine
- Albania
- Kosova
- Bosnia and Herzegovina
- Egypt
- Uzbekistan
- Kyrgyzstan
- Afghanistan
- Kazakhstan
- Dubai
- Azerbaijan
- Fildişi Sahili
- Gabon
- Lebanon
- Sierra Leone
- Morocco
- Algeria
- Tunisia
- Kenya
- Nigeria
- Guinee
- Djibouti



Corporate – Major Lines

Financial Lines

BBB, D&O, Cyber Risks, PI

References: Aktif Bank, Calik Holding, Fiba Banka, Credit Europe Bank

- Cyber Risks
- Political Risks
- Political Violence
- Kidnap & Ransom

Employee Benefits

- Health
- Life & PA
- Travel
- Private Pension Plan



Property&Cargo

Property, BI, MB, EL, TPL, Cargo

References: Banks, Hospitals, Factories, Shopping Malls, Logistic Companies

- Worldwide Cargo
- Insurance Programs



Energy

OAR, TPL, EL, PA

Energy Transmission & Distribution

References: KEDS (Kosova), Aras- Edas, Yedas

- Construction
- Operation
- Renewable Energy
- Risk Consulting

Corporate - Major Accounts



- One of Turkey's leading business groups, Founded in 1981
- Operates in 22 countries in Europe, CIS and MENA, Over 28,000 employees
- Active in 7 industries; Energy, Construction & Real Estate, Finance, Textile, Telecom, Mining and Digital



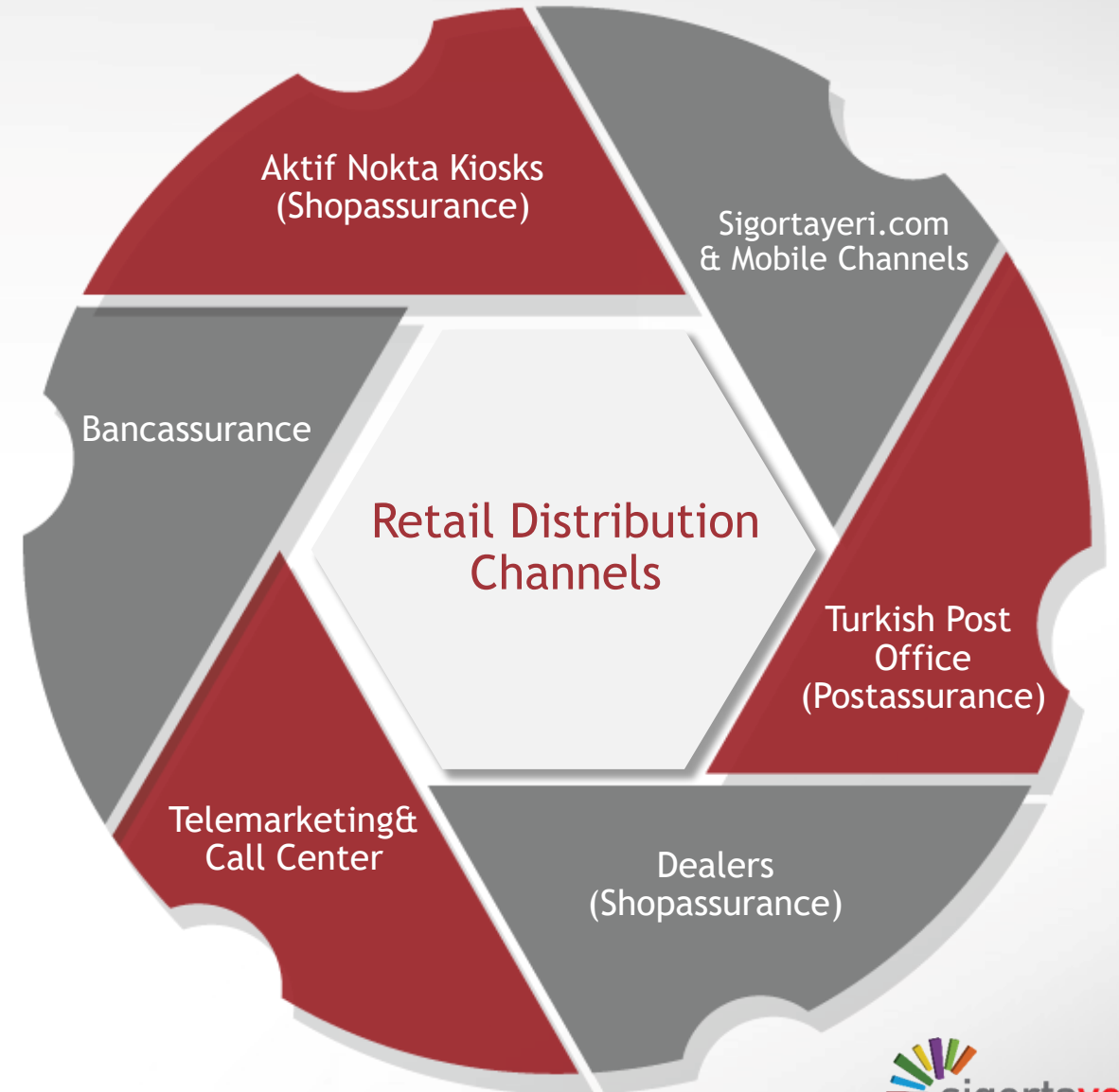
- A respected and well-known player in national and international markets, Founded in 1981
- Operates in 12 countries, 67 Companies, 13.000 employees
- Active in 7 industries; Finance (Banking, Leasing, Factoring, Insurance and NPL Finance), Aviation, Retail, Real Estate, Renewable Energy, Education and Hotel-Ownership

Corporate - References



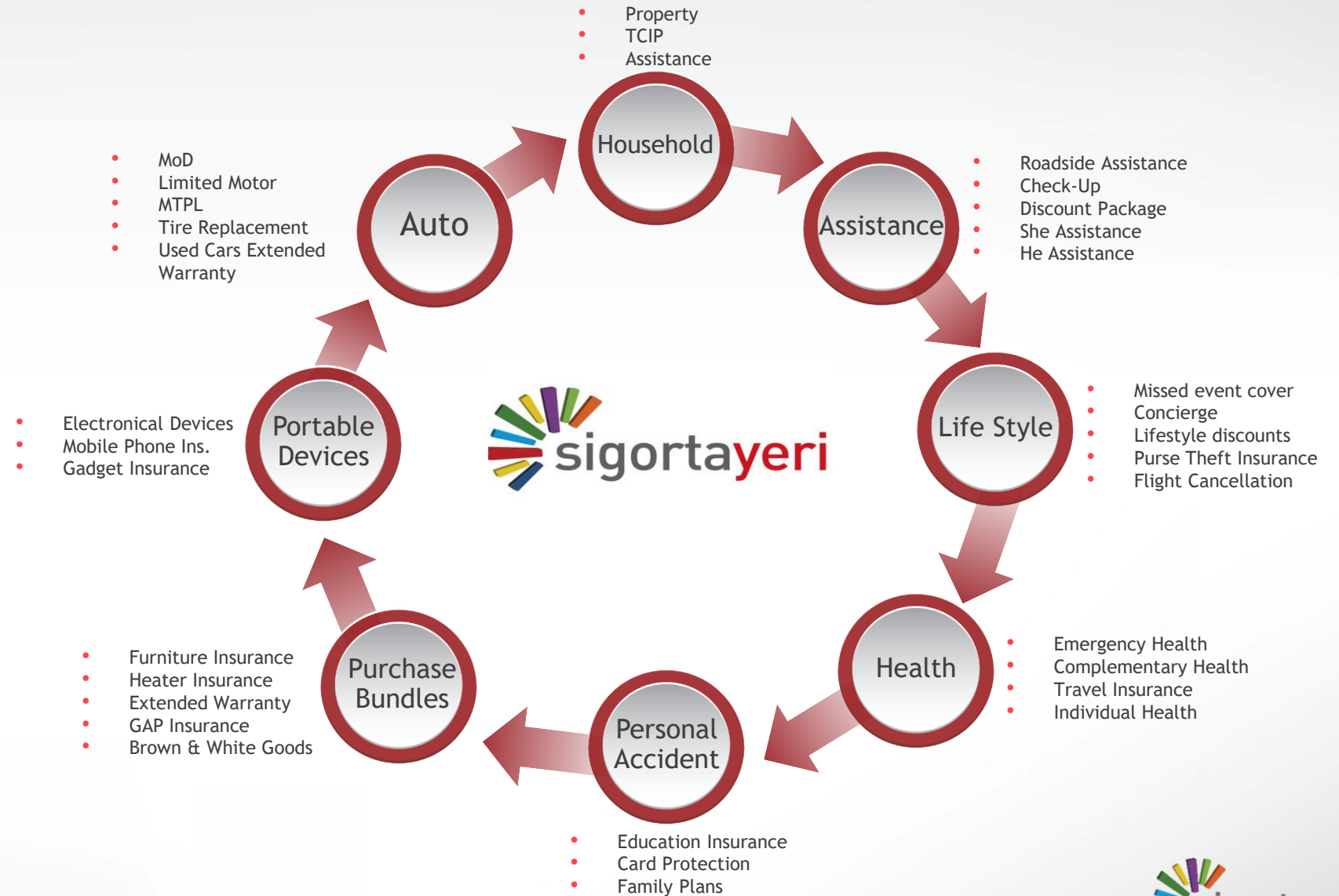
Retail - Channel Structure

- Extensive distribution channels and subsidiaries of AktifBank enable Sigortayeri reach a wide range of the customers easily,
- Sigortayeri serves where the need is greatest, and sells what the need is,
- 7/ 24 excellent customer service; one phone call 0850 724 10 50 and sigortayeri.com web portal, Aktif Nokta Kiosks,
- Efficient use of technology to serve faster and better,



Retail - Product Range

In addition to corporate and commercial products, Sigortayeri serves in all range of individual insurance products;



Retail - Sales Projects

- ▶ **Energy sector**, the most extensive customer loyalty program, in electricity distribution, has been established with YEPAS, one of the largest players with 2.5 mio customers.

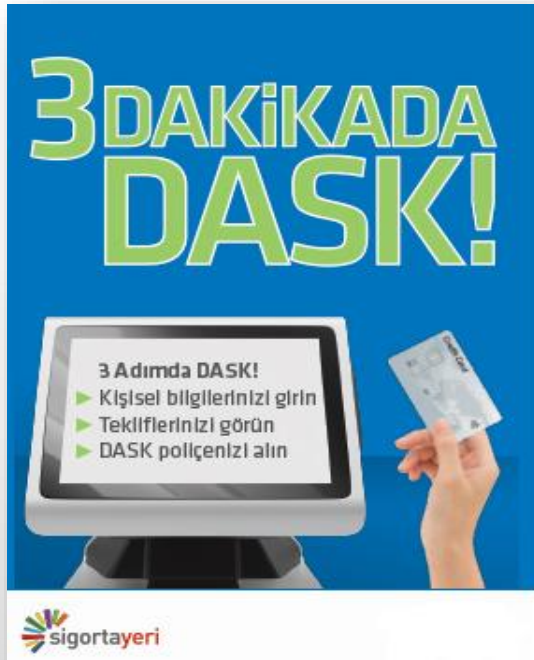


- ▶ **Retail, "Secure Wallet"** concept study which is produced for N Kolay invoice payment corners, provides free value added insurance services for consumers.



Retail - Sales Projects

- ▶ **Energy Utility Sector**, With the kiosk devices located at the customer service points of the energy utility companies, utility subscribers are instantly able to buy compulsory earthquake insurance fast and easily.



#120.000 policies sold in 2019



DaskMatik was awarded
The Best Digital Insurance Technology
by PSM in 2019



Retail - Postassurance Platform / Turkish Post Office

12

12 Insurance Companies



9

9 Main Products



Pension



Salary Safe



Personal Acc.



Secure Wallet



Health



Critical Illness



MOD



MTPL



TCIP

3

3 Main Channels



PTT Branches



PTTSigorta.com



Call Center

0 850 724 7 788

Retail - Postassurance Platform / Turkish Post Office

Turkish Post Office (PTT) Sole Insurance Service Provider

- GWP in 2019 42 Mio TL
- #of Policies more than 200.000
- Operating in 5.000 salespoints
- IT entegration & infrastructure with **Postassurance Platform**
- Corporate Insurance Solutions for PTT and Third Party Providers

The screenshot displays the PTT sigortayeri website. At the top, the logo 'Ptt sigortayeri' is visible. Below it, a navigation bar includes 'HAKKIMIZDA', 'ÜRÜNLER', and 'İLETİŞİM'. A search bar is located on the right. The main content area features a large banner for 'PTT'ler Artık sigortayeri!' with the text 'En uygun fiyat', 'En geniş ürün seçeneği', and 'En kolay sigorta'. To the right of the banner is a search for the nearest PTT branch, with options for 'Sube Ara' and 'Haritadan Bul'. Below the banner, a section titled 'HANGİ ÜRÜNLERİ SUNUYORUZ' lists four insurance products: 'Kasko Sigortası' (Car Insurance), 'Trafik Sigortası' (Traffic Insurance), 'Deprem Sigortası' (Earthquake Insurance), and 'Kanser Sigortası' (Cancer Insurance). Each product card includes an image, a brief description, and a 'Detaylı Bilgi' link. At the bottom, a section titled 'NASIL SİGORTALANIRIM ?' lists four insurance types: 'MoD', 'MTPL', 'TCIP', and 'Crit. Illness'.

Retail- Online Sales Channel

Web & Mobile

- ▶ Online policy sales
- ▶ Multiple-Choice Insurance Offers
- ▶ Best Price Guarantee
- ▶ Wide product range
- ▶ Claim Payment Guarantee in 5 Days
- ▶ 7/24 Client Services
- ▶ Uninterrupted Procedures
- ▶ Reminder and quote reminder services
- ▶ Secure Payment
- ▶ Complete Information in Every Aspect



ÜRÜNLER

KAMPANYALAR

SİGORTA ASİSTANIM



Online İşlemler



Sigortayı yerinden alın!

Teknolojik ve yenilikçi yaklaşımımızla, sizin için onlarca sigorta şirketinden teklif alıp, ihtiyaç duyduğunuz ürün için en iyi fiyatı buluyoruz. Hemen kaydolun, ihtiyaçlarınız doğrultusunda sizi arayalım.

Hemen Teklif Al

75.000+

Monthly unique visitors

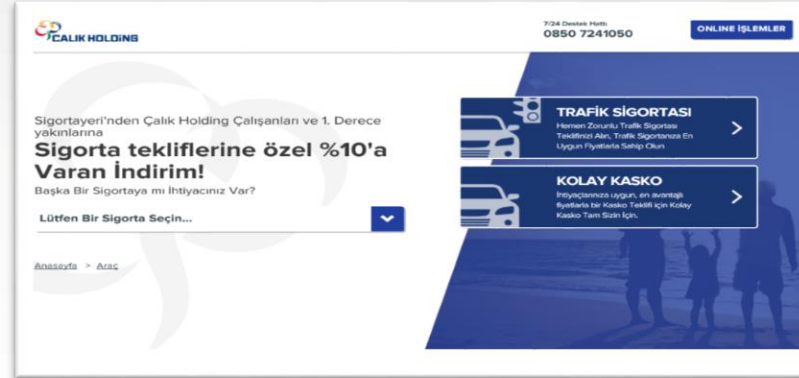
10.000

No of monthly quotes

Retail- Online Sales Channel

Web & Mobile

- Online sales platform which shapes various products of the leading insurance companies in line
- Offers individual insurance products to its clients through fast and contemporary means via sigortayeri.com and the mobile application.
- The "Best Website" award in the category of "Insurance" at 13th Altin Orumcek Web Odulleri in 2015.



In Turkey
First Time By SMS
Traffic & Insurance



Retail - Business Partners & References

Affiliate Programs / e-Commerce



Sigortayeri.com
Online Satış Portalı



Sigortayeri Tele Satış ve
Çağrı Merkezi Ekibi



4.500 PTT
Noktası



İş Ortaklığı Programı
1.500 İş Ortağı



THANK YOU

