

To: Brand:Trust GmbH
Achim Feige
Findelgasse 10
90402
Nürnberg

Letter of reference

In 2010 UNIQA Group decided to reconsider its brand positioning, according to the new company strategy. UNIQA International is responsible for the activities of the 18 countries, excepting Austria, where UNIQA rolls-out a one brand strategy.

The project with Brand:Trust, aimed in the first step, the analysis of the current situation, through a brand survey performed in all our markets-internally and externally. Out of the survey and the internal research, together with Brand:Trust we developed the new brand positioning and corporate values which represent UNIQA nowadays.

At the end of 2011, the survey was finished and the results were introduced to all countries.

As next step, in 2012, we started together with Brand:Trust a thorough training program for the brand responsible persons in each country. The aim was to optimize each company's Brand Touch Points, according to the new positioning, by using the Brand Touch Points Management process.

Currently, the project is still running, in all UNIQA subsidiaries, aiming the optimization of our customers' experiences with our brand. The project continues in 2014 and 2015, with focus on our main customer journeys.

Another important part of the Brand project in UNIQA is the monitoring of our results, therefore starting 2014, together with Brand:Trust, we are performing a thorough brand monitoring survey, which helps us understand where are our gaps in the customer experiences with our brand and how satisfied the customers are with our company, in all our markets.

The first benefit of the project was the internal empowerment of employees, as brand ambassadors. Our employees understood that they are the creators of their brand and took responsibility for that. Next benefits came with the first Brand Touch Points optimization in the main processes of the company. As a result, UNIQA records very satisfactory Net Promoter Score figures in all our countries (no.1 in 7 markets and top 3 in the rest), mirroring the satisfaction of our customers.

Dr. Achim Feige lead with great competence the team of Brand:Trust responsible for our Brand 2.0 project implementation in the countries. Together with Mr. Feige, Mrs. Claudia Hauser was responsible for direct activities in the countries. Their professionalism, expertise and great team attitude made the project implementation in each country a success.

UNIQA International management and the International Strategic Marketing department is very satisfied with the evolution of the project and the cooperation with Brand:Trust, reason for which we warmly recommend Brand:Trust as a strong partner in brand development of your companies.

Kind regards from The UNIQA International Marketing Team,

Gabriela Rusu,

Head of Strategic Marketing UNIQA International