

la Mobilière

Annual Report 2018 in brief

die Mobiliar

la Mobilière

21:37

Always at
customers'
service.

Key figures of the consolidated annual account

in CHF million	2018	2017	Change in %
Non-life and life			
Gross premiums	3,831.1	3,774.7	+1.5
Net earned premiums	3,648.0	3,603.7	+1.2
Net technical reserves	11,134.2	10,995.6	+1.3
Technical reserves for the account and risk of third parties	784.2	822.5	-4.7
Technical reserves capital redemption business	17.4	0.1	n/a
Financial investments	17,177.6	17,150.1	+0.2
Financial investments for the account and risk of third parties	784.2	822.5	-4.7
Investments capital redemption business	32.1	17.0	+88.8
Underwriting result	255.3	145.2	+75.8
Financial result	240.8	336.6	-28.5
Consolidated annual profit	443.5	440.5	+0.7
Consolidated capital and reserves	4,779.6	4,834.9	-1.1
Return on equity	9.2%	9.6%	
Non-life			
Gross premiums	3,070.3	2,961.4	+3.7
Net earned premiums	2,891.2	2,795.3	+3.4
Net technical reserves	5,595.0	5,512.9	+1.5
Underwriting result	314.8	257.9	+22.1
Financial result	140.8	186.6	-24.5
Result after tax	406.9	406.2	+0.2
Net claims incurred	60.7%	63.2%	
Net cost ratio	27.0%	26.3%	
Net ratio of other underwriting costs (incl. surplus allocated to policyholders)	1.4%	1.3%	
Net combined ratio	89.1%	90.8%	
Life			
Gross premiums	760.8	813.3	-6.5
Net earned premiums	756.8	808.5	-6.4
Net technical reserves	5,539.2	5,482.7	+1.0
Technical reserves for the account and risk of third parties	784.2	822.5	-4.7
Technical reserves capital redemption business	17.4	0.1	n/a
Underwriting result	-59.5	-112.7	+47.2
Financial result	100.0	150.1	-33.4
Result after tax	36.6	34.3	+6.7
Net cost ratio	16.8%	15.7%	

Change in percent (%) of a profit and loss account figure, positive impact on result (+), negative impact on result (-)
n/a: not applicable

The stated amounts are rounded. The total may therefore deviate from the sum of the individual items.
Rounding differences may thus also be found in the percentage rates.

Cases in brief

Information and captions to the timeline in the inside

- 12:07–11:08
Tyre damage
(Herzogenbuchsee General Agency)
- 13:07–11:03
Repatriation
(for third-party customer)
- 18:37–19:21
Water damage
(Bülach General Agency)
- 04:25–04:28
Car failure at night
(Dielsdorf General Agency)
- 08:15–08:24
Motorbike accident
(Jura General Agency)
- 11:00–11:20
Car problem
(Lugano General Agency)
- 12:20–16:32
Salvaging
(Buchs-Sargans General Agency)
- 17:33–10:44
Earthquake
(Sion General Agency)
- 00:13–09:53
Breakdown at midnight
- 05:02–14:36
Damage caused by wild animal
(St. Gallen General Agency)
- 09:59
Wasp nest
(La Broye General Agency)

All Mobi24 interactions

Incoming

● = Calls 

○ = Emails 

 = SMS 

 = Calls passed on by general agency

✕ = Wrong number

Outgoing

| = all activities
(, ,  etc.)

● Tyre damage

A policyholder reports a tyre damage incident in Norway. Via its Norwegian partner, Mobi24 organises a breakdown service provider to tow the car. A day later, the damaged tyre is replaced and the journey can continue.

● Repatriation

A policyholder is taken to hospital in Mallorca. After being examined by local doctors, she is repatriated to Switzerland in a Rega jet. From Zurich, the patient is driven by ambulance to the cantonal hospital in Lucerne.

● Water damage

A burst garden hose has led to major water damage in the policyholders' house. They are away on holiday, the damage was discovered by a neighbour. Mobi24 organises a firm providing structural drying services and informs the general agency responsible.

● Car failure at night

A policyholder calls Mobi24 in the middle of the night. His car will no longer start. A breakdown service provider is informed and arrives at the scene shortly after to assess the damage.

● Motorbike accident

The police need to be called to a motorbike accident. A breakdown service provider was there and sent a report to Mobi24. The policyholder had ignored a give way sign. His motorbike is a total loss. The case is passed on to the general agency responsible.

● Car problem

Policyholders call to report problems with their car in Southern Italy. The requisite spare parts cannot be obtained at local garages. They embark on the journey home at their own risk and agree to call should the car break down on the way.

● Salvaging

A policyholder's vehicle has rolled 20 metres down a slope. Stones are blocking the vehicle, which makes salvaging more complicated. Breakdown service organised by Mobi24 can finally haul the vehicle back up onto the road.

● Earthquake

A couple are in Lombok (Indonesia), an area affected by earthquake. Their hotel has been completely destroyed and the power supply cut. Mobi24, together with the policyholder's sister, organise an early flight home to Switzerland.

● Breakdown at midnight

Our Dutch partner requests support from Mobi24. The car of a customer of theirs has had a breakdown in Bellinzona. It has to be towed by breakdown service. While the repair work is performed, the couple are put up in a hotel.

● Damage caused by wild animal

Early in the morning, a policyholder reports damage to his vehicle caused by a wild animal. His car collided with a deer. The police, together with a gamekeeper, are on site to inspect the damage. The claim report is forwarded to the general agency.

● Wasp nest

A policyholder reports new tenants in her home – wasps have installed a nest on her balcony. Mobi24 tasks a pest control firm with the immediate removal of the wasp nest.

Financial year in brief

Swiss Mobiliar again looks back on a successful business year. The Group's above-market growth continues.

Dear Customers

In 2018, Swiss Mobiliar Group once again achieved an outstanding result, posting a profit of CHF 443.5 million.

In non-life business, we boosted our competitiveness in a fiercely contested environment and expanded our market share. With a 3.7% rise in premium volume, we again clearly outperformed the market as a whole (1.8%). Premium income increased both in the individual and the corporate customer segments. The loss experience in 2018 was below the average of the last ten years.

In life business, we successfully retained our strong position in the reinsurance of pension funds segment and consolidated our market leadership in individual pure risk life insurance. In savings insurance, we continued on our growth course in the recurring premiums segment and again recorded above-market-average growth. In the occupational pensions segment (group insurance), the premium volume recorded a decline. On the benefits side there was a slight year-on-year increase in expenses.

The global economy lost momentum in 2018 and volatility returned to the stock markets. Financial market movements were strongly influenced by political developments. The United States' trade war with China and other trading partners as well as the political risks in Europe put stock exchanges under pressure. As a consequence of the global slowdown, the Swiss economy also cooled noticeably. The financial markets registered hefty swings towards the end of the year, with stock markets losing a significant amount of value. Against this backdrop, the profit contribution from financial operations was distinctly lower than in the year before.

We invested over CHF 126 million in projects in the year under review. Around 95 % of this investment volume went towards the maintenance, modernisation and digitalisation of our core business. Following the introduction of the Mobiliar Claims System for the property, liability and mobility insurance lines in 2017 – a significant milestone in the major New Claims Platform project – the year 2018 saw the introduction of the electronic claims dossier at our general agencies and for the claims teams at Head Office. We also began with the renewal of the legal protection insurance systems, another important project milestone. Roughly 5 % of our regular project budget were dedicated to our so-called speedboats, which we deploy for the development of new products or services within the two defined ecosystems of “Renting, buying, living” and “Services for SME” as well as for strategic projects in various business areas.

Swiss Mobiliar aims to continue its long-term and profitable growth above the market average. In order to ensure above-market growth in the coming years, we are investing in technological development and accelerating our digital transformation. Around CHF 250 million will be invested for these purposes over the next five years in addition to the regular project portfolio. This will speed up the development of competitive products and services as well as the replacement of existing systems. In connection with this initiative, Swiss Mobiliar is creating 150 new jobs in the areas of software development and business and data analysis.

In July 2018, Swiss Mobiliar acquired the company bexio AG, which offers cloud-based business software in the fields of accounting and billing to Swiss SMEs, startups and self-employed entrepreneurs. Together with this new subsidiary, we are thus consolidating our leading position in the SME market in terms of digitalisation, too. In November 2018, we entered into a partnership in the area of international property and liability insurance solutions for medium-sized and large companies that are domiciled in Switzerland and have branches abroad with Chubb, a globally leading, stock-exchange-listed industrial insurer.



Urs Berger, Chairman of the Board of Directors; Markus Hongler, CEO

Besides its insurance and pension solutions, Swiss Mobiliar began to offer mortgages under its own name, too, last year. For this purpose, we set up the platform “Credit Exchange” together with Swisscom, the Vaudoise insurance group and the regional, Zurich-based bank Clientis. Via this platform, our advisors can compare offers by various Swiss loan providers in real time and so establish the best financing offer for our customers in line with their specific requirements.

As part of our social commitment, we continued to pursue our projects in the four fields of natural hazard prevention, art and culture, business and work, and living and community. In the year under report, we also successfully implemented two new pilot projects: the “Atelier du Futur”, a summer camp for youths between age 13 and 15, and the unique innovation workshops at Mobiliar Forum Thun with its pop-up concept. Swiss Mobiliar Cooperative’s Board of Directors therefore decided to expand these projects in 2019.

Altogether, over two million private individuals and companies now put their trust in Swiss Mobiliar. We would like to take the opportunity here to say thank you, and we look forward to remaining a personal and reliable partner to our customers around the clock, 365 days a year.

Urs Berger
Chairman of the Board of Directors

Markus Hongler
CEO

Partnership and responsibility

As a reliable partner for its customers, Swiss Mobiliar conducts its business activities independently, circumspectly and with a long-term perspective.

Swiss Mobiliar – the first private insurance company in Switzerland – was founded in 1826 as a cooperative, a legal form it has maintained to this day. Nowadays, the cooperative structure constitutes an umbrella over a powerful and efficient business organisation. As a consequence, the business approach remains focused primarily on customers, who share in the company's profits, instead of surpluses going as dividends to shareholders. Swiss Mobiliar puts its client focus into practice and ensures customer proximity and personal services through its tightly-knit network of 79 general agencies at around 160 locations. Our claim is that we are the most personal insurance company in Switzerland, be it in advisory and other services, contract conclusion or claim settlement, irrespective of the channel through which customers contact us.

The cooperative company philosophy is also reflected in our management approach, which is characterised by a long-term perspective rather than the need to constantly report short-term success. Insurance operations are conducted primarily with a long-term focus, since losses can vary substantially not only from year to year, but also from one decade to the next. As a cooperative, Swiss Mobiliar has no access to the capital market and thus needs to hold a healthy amount of capital to be able to bear such large fluctuations in losses incurred and to cope with unfavourable financial market developments.

A sustainable, self-financed insurance business needs to build on far-sighted strategies. The risks we assume in our insurance business and financial investments are carefully balanced with the capital we hold. In terms of capital base, Swiss Mobiliar Group ranks among the best Swiss primary insurance companies with a Swiss Solvency Test (SST) ratio of 594 %.

Sharing success

Swiss Mobiliar operates on a mutual basis and shares its success with its customers.

Swiss Mobiliar ensures the company's future prosperity and growth on the strength of its own resources. To remain successful in future, we make substantial investments in projects and technological development. We want to continue to achieve profitable and above-market growth and to share our business success with our customers. Our legal structure as a cooperative means that our interests and the interests of our customers overlap to a large degree. For many years now, only a modest dividend has been paid to our sole owner, Swiss Mobiliar Cooperative. It is primarily our policyholders who share in the company's success. We also honour the performance of our employees in the form of a profit-sharing plan.

Between July 2018 and June 2019, all customers with a Swiss Mobiliar vehicle or SME business insurance policy benefit from a 10 % reduction on their premiums. And from mid-2019, household and buildings insurance policyholders will be granted a 20 % premium discount for one year. In this way, a total amount of around CHF 320 million will be returned to our policyholders. Over the past ten years, Swiss Mobiliar has disbursed more than CHF 1.4 billion from its surplus fund to its customers.

Payments to non-life insurance customers
incl. accompanying measures, in CHF million



Strategic business development

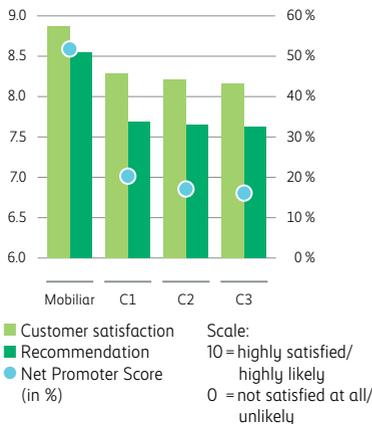
With our strategy and the success factors of a stand-alone company, we ensure a sustainable business development.

Swiss Mobiliar is characterised by personalised and high-quality services through all channels. Customer contact primarily takes place directly and on a personal basis at one of our general agencies or with our Mobi24 Call-Service-Center staff. Mobi24 Call-Service-Center is available to customers around the clock on 365 days a year. In our picture section, we want to give you a brief insight into the wide range of activities at Mobi24. Our online Customer Portal and the Mobiliar App provide clients with easy access to Swiss Mobiliar as well as to their own contract and claim data at any time. People remain our central focus, even in an age increasingly marked

by technology. We want to remain Switzerland's most personal insurance company even in a digital world. With an intelligent combination of human and machine performance as well as offline and online services, we create added customer value that distinguishes us from our competitors.

For many years now, we have been accorded the best customer satisfaction values in the Swiss insurance market thanks to our high level of service quality. Satisfied customers are likely to recommend us to others, which bolsters our already outstanding image. The above-market-average growth is the result of the consistent implementation of our integrated business model with entrepreneurially run general agencies and the principle of providing our customers with the same products at the same price via all channels and points of access.

Customer satisfaction and recommendation compared to competitors
 SIC Swiss Insurance Cockpit DemoSCOPE
 (C1 – C3: competitors)



We intend to push ahead with our innovation projects and digitalisation process. Swiss Mobiliar currently invests around 95 % of its project portfolio budget in the maintenance and modernisation of its core business. Roughly 5 % are invested in our so-called speedboats. Their task is to test new business models and gauge market opportunities. Speedboats originate from the requirements of the two defined ecosystems of “Renting, buying, living” and “Services for SME” as well as from new strategic thrusts in various business areas. New technologies are changing markets at an ever increasing pace. As we want to continue to offer our customers services of the highest quality, we are investing in the digital transformation of our core business, which will, among other things, result in a swifter development of new and competitive products and services.

Acquisitions, participations and partnerships

We also strengthen our core business and our ecosystems by means of acquisitions and participations. In 2018, the acquisition of bexio AG in particular helped us advance the ecosystem “Services for SME”. Together with bexio, we aim to consolidate our leading position in the SME market in terms of digitalisation, too. The “Gemeinschaftskasse BVG Mobiliar” product – distributed under the Swiss Mobiliar brand via our general agency network – enables us to offer SME customers semi-autonomous pension fund solutions. Numerous other Swiss Mobiliar companies are also involved: the associated reinsurance is conducted by Swiss Mobiliar Life Insurance Company Ltd., Swiss Mobiliar Asset Management Ltd. is responsible for the asset management, including investments in Swiss Mobiliar funds, and the administration is provided by our subsidiary Trianon Ltd. Further synergies are identified together with Scout24 Switzerland Ltd., in which we hold a 50 % stake. Via the newly launched Credit Exchange platform, we have begun to sell mortgages under our own name. The roll-out is being effected step-by-step throughout Switzerland.

Distribution partnerships represent an important element in our above-market growth. Partner companies here include Concordia, Sanitas and the internet comparison service Comparis. In the occupational pensions field, we maintain long-term partnerships with Swiss Life and PAX (full insurance solutions), as

well as with collective foundations for the reinsurance of their biometric risks (death and disability). The distribution partnership with Swiss Post for the referral and direct conclusion of non-life insurance policies for private individuals has proved highly successful. As our business licence is restricted to Switzerland, we rely on international partners when it comes to providing services abroad to our customers. In November 2018, we concluded a new cooperation partnership in this field with the insurance group Chubb.

Individualised service quality

Our 79 general agencies are run in a largely independent, entrepreneurial manner. This ensures swift and high-quality local services to customers at around 160 locations throughout Switzerland. Swiss Mobiliar is the only provider in the market to offer such a nationwide structure of local claims processing and the competences that go with it. Over 90 % of all claims are settled locally by a general agency in a swift and unbureaucratic manner. Large and complex claims – be it in life or non-life insurance – are handled at our head offices. We are at the forefront of claims settlement in Switzerland, processing claims both for our own company and for selected third parties.

Targets and measures

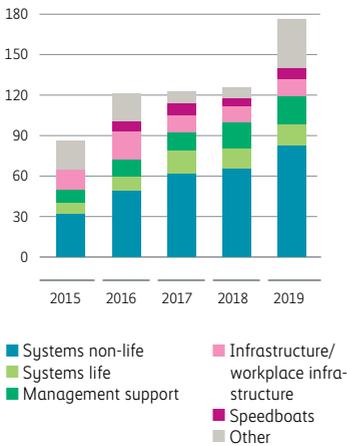
We aim to continue to achieve above-market growth and to secure our leading positions over the long term in household, business, legal protection and rental guarantee insurance as well as in pure risk life insurance for private individuals. We therefore systematically pursued our growth initiatives in 2018 and raised staff numbers at our general agencies to enable them to cope with the increased workload in customer advice and services as a result of the growth achieved.

With regard to business insurance for SME, we have realigned and expanded the range of products and services on offer. As a result, SME customers have benefited from an completely revised and improved form of transport insurance since April 2018. We also launched a new liability insurance product against financial loss aimed at accountancy and auditing firms. The cyber insurance products and services – launched in 2017 – for the individual and SME/corporate segments are being developed further and adjusted to the

growing demand for web security. We expanded the household contents insurance offer for young adults up to the age of 26 and incorporated the telematics offer “CleverDrive” into our vehicle insurance. In the life sector, we launched two forms of convertible savings insurance. One of them enables customers to invest a part of the savings premiums in an investment solution with guarantee, and a part in MobiFonds units.

For many years already, Swiss Mobiliar has invested substantial means in projects. As the chart shows, investments in projects across all business areas reached a volume of over CHF 126 million in the year under review, in which we focused primarily on continuing the comprehensive renewal of the IT systems. In order to accelerate digital transformation, Swiss Mobiliar is planning to invest an additional CHF 250 million over the next five years.

Investment allocation and developments in investment
in CHF million



incl. internal staff costs, costs for external services as well as for tangible and intangible assets, 2019 based on planning.

Non-life

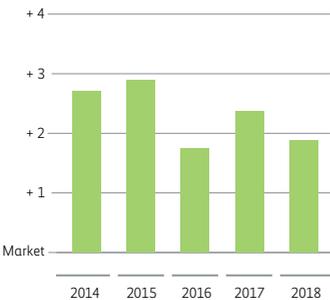
Swiss Mobiliar remained on growth course and again boosted its strong market position.

In a highly competitive environment, Swiss Mobiliar again more than held its own thanks to its market-aligned products and strong sales organisation. In 2018, we achieved highly gratifying premium growth of 3.7%. This was once again clearly above the average market growth of 1.8%. The significantly higher growth in 2017 was due to the fact that the premiums generated over a whole year by SC, SwissCaution SA – acquired in autumn 2016 – were included in the accounts for the first time. Taking only organic growth into consideration results in a growth rate for 2017 of 3.3%, i. e. less than in the year under review.

In the individual segment, premium growth for household contents and legal protection insurance exceeded the year-back advance, whereas the growth rate in mobility insurance receded, but still remained well above the market

average. Premium growth in rental guarantee business declined somewhat. Personal insurance lines again made the largest contribution to the premium increase in the corporate sector. Despite the competitive pressure, we managed to raise the premium volume in primary insurance for medium-sized and large companies by a large margin. Business insurance for SME also recorded a good development, only slightly less strong than in the year before.

Growth relative to market
Non-life business
(difference in percentage points)



Market (based on Swiss Insurance Association premium reporting, SIA)

Innovation and process optimisation

In order to ensure that we remain competitive in future, too, we are revising and upgrading our products and services in an ongoing manner. As part of our initiative to accelerate digital transformation, we plan to renew our entire product range

by modernising our system and process landscape over the coming years. A first step has already been taken with the renewal of the legal protection insurance systems. In 2018, we also launched the new vehicle insurance product “CleverDrive” for young motorists up to the age of 26, as well as the cognitive sales assistant in the SME business sector. Around half of our general agencies now handle claims with the help of the electronic dossier. Towards the end of 2018, we introduced a product providing cover against the misuse of digital payment systems as part of our cyber insurance for private individuals and business customers.

Reasons for success

Swiss Mobiliar, with its cooperative structure, has always stood for trust, reliability, solidity and local presence. These attributes form the basis for the consistently positive development of our premium volume and our excellent positioning in the market. Our 79 general agencies are characterised by their proximity to customers and their high level of competence in matters of contract conclusion and claims processing. Situated at around 160 locations and staffed by well qualified and highly motivated employees, they ensure top-class, personalised services to customers. Swiss Mobiliar products and services have a good price-benefit ratio and are regularly aligned to customer expectations.

Claims experience

Claims incurred in 2018 were down year on year and were also below the average of the past ten years. The ratio of claims incurred to premiums came to 60.7% (2017: 63.2%). Especially the mobility and business insurance lines registered an improved loss experience compared to the previous year: Motor insurance recorded a distinctly lower loss total for damage caused by hail, and the medium-sized and large company sector saw a drop in the number of major damage incidents.

Life

Swiss Mobiliar again achieved growth well above the market average in individual insurance with recurring premiums.

As a result of the sustained phase of low interest rates, the situation on the life insurance market remains tense.

Individual life and pension insurance

At 5.1%, Swiss Mobiliar again achieved a growth rate in the business with recurring premiums in 2018 that was clearly above the overall market average (-0.2%). The main contribution to this came from our modern forms of savings insurance. In the individual lump-sum insurance sector, we achieved a market share of 12.8% in terms of new business volume. Sales advanced by over 12% in pure risk life insurance and by 8% in disability insurance.

Occupational pension insurance

As expected, annual premiums decreased year on year in this sector. The single premium volume also declined. In line with our strategy, significantly fewer acquisitions of disability pensions and retirement pension buy-ins were effected. On the other hand, we also registered far fewer contract cancellations. Moreover, the business volume was raised thanks to the acquisition of new customers, which will have a positive impact on the premium development in 2019.

Innovation

In order to further enhance the attractiveness of our product range, we launched two new forms of variable savings insurance. The first supplements our existing savings insurance by enabling customers to invest a part of the savings premiums in an investment solution, and another part in MobiFonds units. The term limit is now 15 instead of 10 years. The second new form is a savings insurance product for children, which can also be taken out in combination with children's disability insurance.

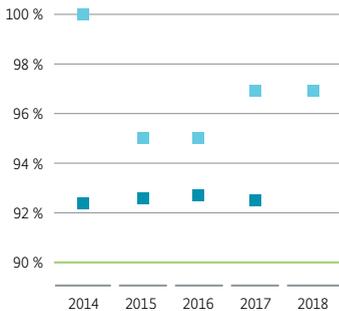
Reasons for success

Our insurance range for private individuals is characterised by innovative products for all age segments. Swiss Mobiliar benefits from an excellent reputation and is firmly established in the market thanks to its decentralised organisation. In the pension fund reinsurance business, we have maintained a legal quote that is well above the minimum rate prescribed by law for group insurance.

Surplus participation for customers

The underwriting result incorporates the surplus participation for policyholders totalling CHF 30.4 million. In group insurance subject to legal quote, we passed on 96.6 % of the earnings to the pension fund institutions in the form of pensions, lump-sum benefits, surplus participation and reserves.

Surplus participation in group business subject to legal quote



- Swiss Mobiliar ratio
- Average competitor ratio (if applicable/available)
- Legally required minimum ratio

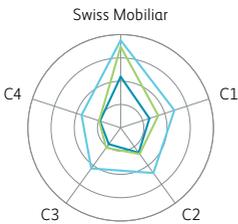
Benefits

In the individual life segment, death benefits incurred were slightly below the level of 2017. Disability benefits recorded a year-on-year increase, while remaining on a comparatively low level for this segment. Death benefits incurred in group insurance were significantly lower in 2018, whereas disability benefits were up compared to the previous year. Overall, benefits incurred were slightly higher than in 2017.

Brand, advertising and sponsorship

Swiss Mobiliar’s brand enjoys the highest reputation values in the Swiss insurance landscape.

Reputation in comparison with competitors
GfK Business Reflector 2018
(C1 – C4: competitors)



- Rational appeal
- Sustainability
- Emotional appeal

With regard to the insurance sector at least 400 persons were surveyed for each company.

The Swiss Mobiliar brand is highly esteemed by our customers. As Switzerland’s most personal insurance company, we are fully committed to our policyholders. We are there for our customers whenever and wherever they need us.

Corporate reputation is the principal factor in the success of a brand. According to the latest Business Reflector Study 2018, we now rank 11th among Switzerland’s leading companies in terms of reputation, up by five places compared to the previous year. Compared to its direct competitors, Swiss Mobiliar has the highest reputation values of all. Moreover, a study by GfK commissioned by Swiss Mobiliar shows that customers in the insurance field are most impressed by contacts experienced with Swiss Mobiliar. In terms of the attributes

personal, close and reliable, we are perceived as the number one in the insurance industry. This brand claim – characteristic for our company – reflects our corporate values and marks our daily dealings with customers. Living our brand claims in all situations plays a decisive part in our business success.

Swiss Mobiliar focuses on two ecosystems

The bundling of offers from various insurance lines has gained considerably in importance, and we are actively participating in this development. Our chief focus is on designing and developing the ecosystems “Renting, buying, living” and “Services for SME”. Our marketing and communication strategy has been revised accordingly. In August 2018, we set up our first agile and cross-departmental Scrum Team for marketing activities across all channels with the aim

of automating and measuring data-based direct marketing campaigns. Swiss Mobiliar intends to build up the requisite technology and know-how enabling it to take hybrid customer behaviour into account and to assess new opportunities arising from the ecosystems.

General agencies with new agency window concept

Since the end of June 2018, the majority of our locations have had a new and uniform visual design. Screens and modules with analogue posters are displayed in the windows of our general agencies, agencies and offices. This enables us to address existing and potential customers with both local and national content in a targeted fashion. Thanks to our digital communication tools, we can react to special events with relevant messages in real time. This new agency window concept gives rise to an up-to-date and pleasing brand experience and strengthens the company's recognition value.

Sponsorship strategy

The Swiss Mobiliar brand experience is further enhanced by our multifaceted national and cross-regional sponsorships. These build on partnerships that bolster the good image enjoyed by our company. For the past five years we have been committed as main sponsor to the four indoor sports basketball, handball, volleyball and floorball ("unihockey"). To strengthen customer relations, our general agencies and other sections of Swiss Mobiliar Group use the Hospitality Circle, an electronic platform launched in the autumn of 2018. Up to the end of the year, around 9,000 hospitality packages were booked from a broad range of events in the fields of sport, culture and entertainment. Swiss Mobiliar's offer resulting from its partnership with the Zurich zoo has also proved extremely popular. Almost 30,000 customers made use of it in the year under review.

Capital resources

Swiss Mobiliar has a cooperative structure and a solid capital base for the further development of the Group on the strength of its own resources.

Insurance companies require a sound base of financial resources in order to cope with fluctuations in loss incidence and unfavourable developments on financial markets while continuing to conduct their business without being hampered by such events and circumstances. As an alternative to an assessment by rating agencies, the amount and quality of the capital resources of private insurers, which are subject to a special statutory supervision, is also reflected in the solvency ratios.

For solvency purposes, Swiss Mobiliar uses a consolidated group model approved by the Swiss Financial Market Supervisory Authority (FINMA), which takes Swiss Mobiliar Holding Ltd. and all its directly or indirectly held participations into account. Minority participations and associated organisations are included in the consolidated Group Swiss Solvency Test (SST) as participation risk.

With an SST ratio of 594 % as at 1 January 2019, Swiss Mobiliar Group has an extremely solid capital base. The solvency ratio indicates in percentage terms the extent to which allowable funds cover the solvency requirements laid down for private insurance companies in the Swiss Insurance Oversight Ordinance. The minimum requirement is 100 %.

Ready to serve – welcome to Swiss Mobiliar.

As Switzerland's most personal insurance company, we want to convince and inspire our customers. An important contribution is made by our Mobi24 Call-Service-Center staff, who are geared to provide help and support at any hour, night and day. They handle a wide range of challenges with passion, empathy and know-how and, on 365 days a year, they breathe life into Swiss Mobiliar's brand claim of being personal, close and reliable.

No two days are the same at Mobi24. On the following pages, our chart will give you a brief insight into some of the numerous interactions that took place within 24 hours on 5 and 6 August 2018.

All Mobi24 interactions

Incoming

Outgoing

● = Calls ☎

○ = Emails ✉

▨ = SMS 📱

⦿ = Calls passed
on by general
agency

✕ = Wrong
number

| = all activities
(☎, ✉, 📱 etc.)

12:07

Mobi24 ▶ Business partner in Norway, member of Astrum Assistance Alliance

- Please get in touch with our policyholder.
- **Organise breakdown service** so that the tyres can be repaired or replaced.



Tyre damage

Salvaging

Repatriation



12:20

Policyholder ▶ Mobi24

- Car has **slid down a slope**.
- It is stranded in a place full of stones.
- We call a breakdown service provider.



12:37

Mobi24 ▶ Rega

- We transmit the **discharge report issued by the hospital in Mallorca**.



15:17 Shift heads discussing on-going activities.



15:21

A brief respite during a hectic Mobi24 workday.

16:07
Mobi24 ▶ Policyholder

- The policyholders are now on the parking space of a tyre store.
- **The tyres will be replaced tomorrow.**



17:33
Policyholder's sister ▶ Mobi24

- The hotel was completely destroyed by the **earthquake in Lombok.**
- The policyholder and her husband want to fly home as quickly as possible.



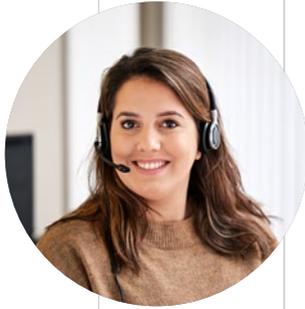
16:20
Rega ▶ Mobi24

- Rega informs Mobi24 that the **plane will land at 17:30.**



16:32
Breakdown service provider ▶ Mobi24

- The breakdown service provider reports that they were able to **haul the vehicle back onto the road.**



“I learn something new every day through my direct contact with customers. It is also nice to know that I can help and support people with my work.”

Laura Remund, Mobililar 24 h Assistance

18:10

Mobi24 ▶ Policyholder's sister

- To book a flight, we need the passport numbers and dates of birth of the policyholder and of Mr A.
- We then organise their **flights home** to Switzerland.



Earthquake

Water damage



18:37

Policyholder ▶ Mobi24

- Policyholders report **water damage** from their holiday resort in Greece.
- The house is on a slope and the water has spread through the house (15 cm deep in the cellar).



18:43

Mobi24: Outstanding damage incident

- A garden hose has burst.
- The electricity system is damaged, the parquet floor is already warping.
- **Drying equipment has been organised.**
- The policyholders are on holiday in Greece.
- The damage was discovered by a neighbour.

18:00

20'

40'

19:00

20'

40'

00:13
Business partner in the Netherlands,
member of Astrum Assistance
Alliance ▶ Mobi24

- Dutch business partner **reports breakdown** of a customer's car in Bellinzona.
- He sends us the location details.



00:28
Business partner in the Netherlands,
member of Astrum Assistance
Alliance ▶ Mobi24

- Partner in the Netherlands calls.
- We have summoned breakdown service.
- I ask the service provider if he can take the customer and his wife **to their hotel**.



01:46
Business partner in the Netherlands,
member of Astrum Assistance
Alliance ▶ Mobi24

- Our business partner in the Netherlands asks why the breakdown service provider has been unable to find the customer.
- The customer was not at the arranged place.
- He couldn't find a roadside emergency call point.
- I again summon **breakdown service**.



Breakdown
at midnight



01:01
Business partner in the Netherlands,
member of Astrum Assistance
Alliance ▶ Mobi24

- Breakdown service provider **cannot find the customer**.
- I set up a telephone conference with their customer – he cannot establish his whereabouts.
- The arrangement is for him to find an emergency call point and call the police in 10 minutes. Then the police can establish his whereabouts.



01:36 A soothing voice when it matters – even in the middle of the night.

04:25

Policyholder ▶ Mobi24

- Policyholder reports a vehicle breakdown.
- The car **won't start**.



Car failure at night



04:28

Mobi24 ▶ Breakdown service provider

- I summon **breakdown service**.

05:02

Policyholder ▶ Mobi24

- Policyholder reports damage to his vehicle **caused by a wild animal**.



Damage caused by wild animal



05:03

Mobi24: Outstanding damage incident

- A wild animal ran into the vehicle.
- Damage caused to headlight and mudguard.
- **The police and a gamekeeper are on site.**



“Entering into a partnership with Swiss Mobilier was a great decision. We very much appreciate the friendly, honest and uncomplicated cooperation with the Mobi24 staff.”

Adrian Jost, head of breakdown service, Th. Willy AG, Berne

07:37

Mobi24 ▶ General Agency

- Mr A. has asked for **vehicle insurance**.
- Offer sent by email.



07:11

Business partner in the Netherlands,
member of Astrum Assistance
Alliance ▶ Mobi24

- Ask us to **contact the garage** for a damage assessment, cost estimate and approximate duration of repair work.

06:00

20'

40'

07:00

20'

40'

11:00
Policyholder ▶ Mobi24

- The policyholder is having **difficulties with her car**. She is in Southern Italy.
- Requisite spare parts not available at local garages.
- They might nevertheless risk the return journey.
- She will discuss this with her husband.

11:03
Mobi24 ▶ Policyholder

- The policyholder is now at the **Lucerne cantonal hospital** and receiving good and appropriate treatment.
- Her partner is with her.
- I wish her a speedy recovery.

10:33
Mobi24 ▶ Policyholder's sister

- We send **the plane tickets** for the next day's flight home.



10:44
Mobi24 ▶ Policyholder

- "Happy-end" call.



11:08
Mobi24 ▶ Policyholder

- **The tyre store is mounting** the new tyre.

Vehicle breakdown in Italy



10:08 After each conversation the details are meticulously documented.



10:15

The team head presents her ideas on future developments at Mobi24.

Swiss Mobiliar – committed to Switzerland

Assuming responsibility for our customers, employees and the public in general is an integral part of our corporate culture.



[mobiliar.ch/
download](https://mobiliar.ch/download)

GRI-Index

Companies nowadays are expected to earn their money in an ecologically and socially acceptable way and to contribute a part of their profit to the welfare of society in general. Thus, corporate social responsibility is understood to encompass responsible conduct vis-à-vis markets and customers as well as in relation to society and the environment. Conviction, independence and financial strength are the pillars of Swiss Mobiliar's strong commitment in these fields.

Our solid financial base is one of the factors allowing us to set our own, independent agenda in connection with our business and social responsibilities and to engage in a variety of projects that are in line with our cooperative philosophy. We focus on topics that are both highly relevant to the stakeholders concerned and with which we can make the largest possible positive impact. On this basis, we have defined four areas of engagement. One of them is natural disaster prevention. Here, we support the University of Bern in its climate research and participate in the financing of flood protection projects in Switzerland. In so doing, our company plays an active role in protecting lives and property. In the cultural field, we seek to foster fresh dialogue between the arts and society. For example, we stage high-profile exhibitions and sponsor other cultural and social projects throughout the country. In the business and work field, we finance an idea workshop in the form of Mobiliar Forum Thun, aimed at boosting innovation at small and medium-sized companies. Together with our general agencies, we also support local projects that foster sustainability in the cultural, social and ecological domain. Finally, in the domain of living and community, Swiss Mobiliar supports research institutions at ETH Zurich and EPF Lausanne.



■ **Customers, insurance products and services**

- Insurance solutions with added value
- Incentives to protect resources
- Damage prevention measures
- Customer trust and satisfaction

■ **Employees and work environment**

- Modern employer
- Diversity
- High level of employee satisfaction
- Profit sharing
- Development, basic and advanced training
- Inhouse health promotion
- Attractive pension fund benefits

■ **Asset Management**

- Sustainable investment policy
- Investment in real estate and ecologically responsible construction work

■ **Environmental management**

- Procurement management
- Social and ethical code
- Ecological awareness in insurance operations

■ **Prevention of natural hazards**

- Prevention projects
- Research into climate risks and natural hazards

■ **Art and culture**

- Art collection
- Exhibition series
- Prix Mobilière promotion award
- Anniversary Foundation
- Award Fund

■ **Business and work**

- Mobiliar Forum Thun innovation campus
- Commitment at local level

■ **Living and community**

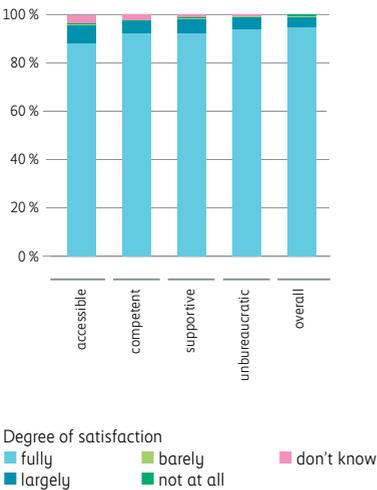
- Mobiliar Lab for Analytics at ETH Zurich
- La Chaire Mobilière at EPF Lausanne

Customers, insurance products and services

The various aspects of sustainability are becoming increasingly important in a company's core business too.

Swiss Mobiliar's service quality in the event of a claim

Swiss Mobiliar study,
90,000 individual customers



Since its foundation in 1826, the core idea behind Swiss Mobiliar's cooperative model has been to reduce the economic, social and ecological consequences of loss or damage for our policyholders and the public in general. This sense of responsibility guides us in our aim to act in a sustainable way for the benefit of our customers, our society and our natural environment. Through the design of our products and services, we create incentives for conscious and responsible use of natural resources. We not only aim to bring about such an attitude and such conduct within our company, but also to motivate our customers, by means of incentives, to use resources sparingly.

Swiss Mobiliar is at hand when something happens. In the digital age, too, personal contact with people remains something precious. Our proximity to clients and the outstanding quality of our claims processing represent the most important factors

for the high level of customer satisfaction. Customers can rely on the dedicated claims settlement, advisory and support services of our staff working at 79 entrepreneurially-run general agencies in over 160 locations throughout Switzerland. Nine out of ten claims are settled locally.

Employees and work environment

Swiss Mobiliar offers its employees personal development opportunities in an inspiring work environment.



[mobiliar.ch/
karriere](https://mobiliar.ch/karriere)

With its work@mobiliar project, Swiss Mobiliar has redefined and redesigned its work spaces. Roughly three-thirds of the head office in Berne and the entire office in Nyon is made up of multi-space offices. At the Zurich premises, the newly designed offices will be ready for use in spring 2019. As far as the remaining locations are concerned, the concept will be implemented by 2020.

Modern employer with an attractive social environment

Competent and knowledgeable employees are the key to success. To keep our employees fit for the future, we offer them development opportunities on an ongoing basis, be it in interdisciplinary projects, on-the-job training or other basic and advanced courses. By means of different work models such as home office, part-time employment, working while travelling, job sharing and the option to purchase holidays, we enable our staff to achieve a healthy work-life balance. Swiss Mobiliar sets great store on diversity within the company and currently employs people from 37 nations. The diversity of perspectives and manners of thinking impacted by differences in gender, culture of origin, age and experience abroad represents an enormous potential.

To keep pace with increasing digitalisation, Swiss Mobiliar is investing in the use of new technologies. For this purpose, we will be creating around 150 full-time positions in the fields of software development as well as business and data analysis up to the end of 2019.

Based on our cooperative philosophy, we pursue a sustainable personnel and remuneration policy. Swiss Mobiliar maintains solidly financed pension funds offering generous benefits and flexible retirement models.

Prevention of natural hazards

Swiss Mobiliar fosters preventive measures throughout Switzerland to identify risk potential at an early stage and forestall damage.



[mobiliar.ch/
praevention](https://mobiliar.ch/praevention)

[mobiliar.ch/
praxisbeispiele](https://mobiliar.ch/praxisbeispiele)

The numerous projects for protection against natural hazards are spread over the entire country. Since 2006, the company has co-funded 130 natural hazard prevention projects to the tune of over CHF 35 million. 13 new projects were added in 2018.

To provide adequate protection, we have to know what kind of damage could occur where, and we need reliable protective measures. This is what Swiss Mobiliar's commitment focuses on. The preventive projects we support serve to reduce damage in a direct and effective way, while Mobiliar Lab for natural hazards and the professorship for research into the consequences of climate change at the University of Bern conduct socially relevant research projects with an eye on future risks.

In 2018, various products for the benefit of decision makers and the population at large were created in connection with the research initiative looking into flood risk. The two websites ueberschwemmungsgedaechtnis.ch and risikodynamik.ch, for instance, are designed to raise risk awareness and highlight the necessity of protective measures. In addition, Mobiliar Lab published "Entscheidungshilfe Oberflächenabfluss", facilitating decisions regarding surface water run-off, in autumn 2018. It is aimed at specialists and wants to significantly enhance protection against surface water run-off, which is responsible for around half of all the damage incurred by floods.

Support for prevention projects



- Projects concluded (82)
- Projects approved (46)

Art and culture

Art and culture provide valuable stimulus. The innovative force of art is an important factor in any process that shapes the future.



mobiliar.ch/kunst

[mobiliar.ch/
jubilaemsstiftung](https://mobiliar.ch/jubilaemsstiftung)

Wherever possible we involve cultural practitioners in various work processes and projects at our company. This helps us remain fit for the future in a sustainable and responsible way. The in-house art exhibitions we organise are a key component of our cultural commitment. Twice a year, we stage high-profile exhibitions that deal with the relations between art and sustainability as well as between art and society.

Prix Mobilière – our promotion award

Our prize for up-and-coming young artists is the oldest promotion award bestowed by a Swiss insurance company. Prix Mobilière, which was first awarded in Nyon in 1996 and comes with a prize sum of CHF 15,000, enjoys high esteem in the art scene. As a rule, our award goes to artists whose work touches on socially relevant topics and thereby contributes to an understanding of the contemporary world we live in.

Anniversary Foundation

Swiss Mobiliar's Anniversary Foundation, set up in 1976, supports research projects, cultural projects from the disciplines of visual and performing arts, film and music, e.g. concerts, as well as public heritage projects such as the restoration and renovation of historic buildings. In 2018, the foundation's board of trustees selected 42 out of around 400 submitted projects, and backed them with a total amount of CHF 692,000.

Award Fund

The Award Fund was set up in the early 1970s. With this fund, our company supports social, cultural, charitable, economic, educational and political projects throughout Switzerland with a total amount of CHF 1.5 million a year.

Business and work

Swiss Mobiliar is set to expand the successful Mobiliar Forum Thun concept for boosting the innovation capacity of Swiss SME by including firms in French-speaking Switzerland too.



mobiliar.ch/mft
[mobiliar.ch/
praxisbeispiele](https://mobiliar.ch/praxisbeispiele)

More than ever before, entrepreneurs need business-related input and inspiration to succeed in today's complex markets. Swiss Mobiliar is therefore offering small and medium-sized companies (SME) in Switzerland opportunities to take part in unique innovation workshops.

Launched in 2014, Mobiliar Forum Thun has evolved into an integral part of the company's social commitment. The 100th such workshop was conducted in May 2018. With its innovation workshops, Mobiliar Forum Thun focuses on those areas where change processes are currently underway. At so-called Design-Thinking workshops, firms and their multi-disciplinary teams are given time and space in an inspiring environment to start and test development processes. The focus of the 2 1/2-day, professionally led events is on showing that structural change can be an opportunity and on exploring practicable ideas for the future. From autumn 2019, the Mobiliar Forum Thun concept will also be realised in the form of pop-up events in Lausanne, in collaboration with the local future-oriented urban planning project Plateforme 10.

Support for regional sustainability projects

For Swiss Mobiliar as a cooperative company, it is important to play a socially beneficial role outside the country's urban centres, too. Each general agency is best aware of its clients' requirements and the specific needs of the region it operates in. The general agencies will therefore, for the fourth consecutive year, receive a sum of around CHF 0.5 million in total, to be used for the support of local cultural, social or ecological projects.

Living and community

Together with EPF Lausanne and ETH Zurich we conduct research projects to gain new insights into important issues of our day.



herus.epfl.ch

mobiliarlab.ethz.ch

The quality of life in an urban environment depends not only on population density, but also on the quality of interaction among inhabitants, and on the extent of participation and freedom of design in and around one's home. A swiftly and noticeably changing environment gives rise to the question of what makes us feel comfortable and secure in the place where we live.

La Chaire Mobilière EPFL

Urban agglomerations play a decisive role in social and ecological developments. The ecological, social and economic issues connected to increasing urbanisation make for complex challenges and also impact the future of the insurance industry. The Human Environment Relations in Urban Systems (HERUS) team connected to the professorship we support at EPFL explores ways in which urban spaces can be designed in a sustainable way.

Mobilier Lab for Analytics

In 2018, the Lab placed the emphasis on the subject of SME growth. With its SME Opportunity research project, it examined ways of estimating the future growth of small and medium-sized companies on the basis of insurance-company and external data. Results show that, with the help of publicly accessible web data, the growth of such a company can be forecast with an accuracy of roughly 70 %. They also reveal that, on average, SME which own patents achieve higher annual growth and create more jobs than firms without patents. Another project conducted by Mobiliar Lab called Home Safety looks into the predictability of crime incidents.

Mobi24 – key indicators

Data from 5-6 August 2018 (24 hours)

Data from year 2018



157 different
business partners in 24 hours
3040 in 365 Tagen



3068 activities in 24 hours
889 549 in 365 days



292 assistance cases
in 24 hours
75 374 in 365 days

