

Bruno Gehrig
Chairman of the Board of Directors
Annual General Meeting of Swiss Life Holding Ltd
Zurich, 7 May 2009

(The spoken text is definitive)

Ladies and Gentlemen

The world economy experienced a wave of dramatic changes in 2008. The financial market crisis swept through the financial world like a storm, causing new casualties practically every day. Banks and insurance companies went out of business in droves, or were taken over by the state – not just in the US, the epicentre of the crisis, but in Europe too. Central banks and governments were forced to pump unimaginable sums of money into corporations and the markets, thus halting the downward spiral. However, it was not possible to stop the crisis spilling over to the real economy and triggering a more prolonged recession.

Your company, the Swiss Life Group, was also unable to escape the damage inflicted by this crisis. Our results and the performance of our share price in no way reflect our expectations. Thanks to strategic and operational progress, however, we were and are able to master this crisis without outside help. In the past few years, the processes and instruments for managing risks have been improved, enabling us to introduce the right measures at the right time to protect our solid core capital. We can therefore face the current challenges with confidence. As the leading specialist for life insurance and pension solutions and with our 9000 dedicated employees, the company is well placed to benefit from the long-term growth in the life and pensions market.

However, due to the negative developments on the financial markets, we were unable to achieve our financial targets. The crisis on the US real estate market, by which Swiss Life was in no way directly affected, negatively impacted almost all asset classes. Share prices tumbled across the globe. The liquidity crisis also dragged down the valuations of alternative investments, such as hedge funds,

and caused the market for corporate bonds to collapse. The financial result was significantly impacted by the necessary impairments on investments and the losses incurred in reducing risks. Thanks to the gains realised on the sales of the Dutch and Belgian business at a very favourable point in time, as well as the sale of Banca del Gottardo, the Swiss Life Group was still able to post a profit for 2008. On the basis of this result and taking the market environment into consideration, we propose today a distribution of profit of 5 Swiss francs per share. This is equivalent to around 160 million francs and a dividend payout ratio of 46%.

In Switzerland, Swiss Life has maintained its position as market leader, despite tough competition, and is still the leading specialist for life insurance and pension solutions with a market share of about 30%. Further increases in efficiency, new products and an organisation that is geared even more closely to client needs will continue to improve our competitive position in our home market. Cost management is still a top priority. In November we announced the streamlining of our Corporate Centre in Zurich, which will bring further cost savings of 90 million francs by 2012.

In France, Swiss Life continued to outperform the market in 2008. Thanks to a well-diversified distribution network, an attractive range of products and our excellent position in the health insurance business, we posted premium growth of 8%, which is well above the market average.

In Germany, Swiss Life has been a preferred provider in the broker distribution channel for many years. The cooperation with AWD and the launch of the first product in the promising variable annuity family have significantly strengthened our competitive position going forward. We expect our growth in Germany to clearly outperform the market in the years ahead, as underscored by premium growth of 9% in local currency in the first quarter of 2009.

Progress in the business providing insurance solutions for high net worth individuals has slowed. The crisis on the financial markets, the uncertain economic outlook, and also legal uncertainties in Germany all contributed to this slowdown. We still

believe this global business has great potential. With new products and the new locations in Singapore and Dubai, we have laid the foundations for further growth.

An important step in the implementation of our strategy was the acquisition in 2008 of the AWD Group. This substantial strengthening of distribution is key to the future success of Swiss Life. Providers of independent financial advisory services will continue to gain in significance in the life and pensions market. The cooperation between Swiss Life and AWD has got off to a good start in both Germany and Switzerland and is progressing to plan. In Germany, the products brokered by AWD as part of Swiss Life's new business increased by over 130%. This pleasing development continued in the first quarter of 2009.

AWD further strengthened its own position in Germany and Switzerland in 2008 and achieved a good result in these markets in the given circumstances. Work on the refocusing of business activities in the UK is on track and the issues in Austria are being addressed with high priority. On the basis of the measures prepared and implemented to improve the income and profit situation, the AWD Group intends to grow sales revenues from about 630 million euros to 1 billion euros, and to achieve operating income before interest and tax of 130 million euros.

To create the best conditions for achieving these targets, the Board of Management of AWD Holding AG was reinforced on the first of September last year and given additional functions. Manfred Behrens, CEO Germany at Swiss Life until August 2008, subsequently joined the Board of Directors of AWD as Co-CEO. Since 1 April 2009, when Carsten Maschmeyer withdrew from the operational management of AWD, Manfred Behrens has assumed all the functions of Chairman of the Board of Directors of the company.

In connection with the increasing significance of independent financial advisory services in the area of retirement provision, we also acquired a stake in the German financial sales company MLP last year. The business advantages of a closer cooperation between Swiss Life, AWD and MLP are obvious, particularly given the current crisis and the consolidation among distribution companies in Germany. Unfortunately, not all the involved parties were in agreement, and we were unable

to reach our targets in this regard. The strategic partnership with Talanx, announced in March 2009, is a good solution for this situation. Talanx and Swiss Life will cooperate in distribution through AWD, in the international business with life insurance solutions, in life reinsurance, in operations involving selected products in certain defined areas, and in the reciprocal use of public investment funds.

To reinforce this partnership, Talanx will acquire a stake of around 10% in Swiss Life. A stake exceeding 10% is not planned. Talanx currently holds around 6% of Swiss Life shares. We have also sold Talanx an 8.4% participation in MLP. Talanx thus holds a 9.9% stake in MLP. We intend to reduce our remaining participation in MLP from 15.9% to below 10%. Independently of each other, Swiss Life and Talanx will each seek to cooperate with MLP within the new structure. Through the partnership with Talanx, we can further strengthen our position in Germany and have gained a strong shareholder who will support us in strategic development and international growth.

Our asset and liability management, designed to coordinate assets and liabilities vis-à-vis policyholders in an optimum manner, worked well, even in the difficult conditions of the past financial year. The risks assumed were within the bounds of our business model and our risk capacity at all times. Given the distortions on the financial markets in the second half of the year, we greatly reduced the risks carried on the balance sheet to protect core capital from any further negative impacts arising from the financial market crisis. In response to continued market volatility, we adjusted the asset allocation and discontinued the share buyback programme. These measures proved effective in recent months. Our capital base is solid and our investments are structured to generate earnings exceeding the benefits guaranteed to our clients, even under persistently difficult market conditions and at today's low interest levels.

In addition to the strategic management of the company and taking steps to overcome the financial market crisis, one of the most important tasks of the Board of Directors in 2008 was to ensure the best possible composition of the Board of Directors and the Corporate Executive Board. We decided to reinforce the market and client orientation of the Corporate Executive Board by extending it to include

the national CEOs of France and Germany and the CEO of AWD. Charles Relecom, CEO France, and Klaus Leyh, CEO Germany, thus joined the Corporate Executive Board in the course of the year. In his capacity as CEO of AWD, Manfred Behrens remains a Member of the Corporate Executive Board.

On 1 September 2008, Ivo Furrer joined both Swiss Life and the Corporate Executive Board as the new CEO Switzerland . Ivo Furrer has acquired over 25 years of experience in the insurance industry, both in Switzerland and abroad. He succeeds Paul Müller, who withdrew from operational business last year and is now a Member of the Board of Directors of FINMA.

These appointments create an excellent foundation for the future success of our company. Reto Himmel and Thomas Müller, Members of the Board of Directors, will leave Swiss Life in May and June respectively. Reto Himmel's function will cease to exist following the reallocation of tasks in the IT area. Thomas Müller is pursuing a new professional direction after seven successful years with the Swiss Life Group. We hope to be able to present a worthy successor as CFO soon. I would like to take this opportunity to thank Reto Himmel and Thomas Müller warmly for their significant contribution to the further development of our company over the past years and wish them all the best for the future.

We were able to inform you well in advance of the planned change in the position of Chairman of the Board of Directors. As you know, I will not be standing for re-election today. Rolf Dörig, who you elected to the Board of Directors at the Annual General Meeting in May 2008, will assume the office of Chairman. In addition, Pierfranco Riva, who has served on the Board of Directors for six years, will not be standing for re-election as he will reach the statutory age limit in the coming year. We are delighted that both Frank Schnewlin, former CEO of the Bâloise Group and, before that, a Member of the Group Executive Committee of the Zurich Financial Services Group, and Carsten Maschmeyer, founder of AWD and Chairman of its Board of Management for many years, have accepted nominations to our Board of Directors. I will come back to the changes in the Board of Directors under the agenda item "Elections".

Another important task of the Board of Directors is to determine the company's compensation policy. As an integral part of HR policy, it aims to ensure that qualified employees stay with the company and to acquire new employees with specialist skills. The overall compensation takes into account the employees' professional skills, commitment and personal performance. It comprises a basic salary and variable, short-term and particularly medium or long-term compensation components, and also includes the contributions for retirement and risk provision. The basic salary is determined according to the employee's function and skill-set, and is annually re-assessed and adjusted if appropriate. The variable compensation components are linked to the company's strategic objectives and the associated financial and HR policy targets. Personal performance and attainment of goals are appraised annually as part of the Group-wide institutionalised process for employee assessment.

In line with recent developments in corporate governance and the disclosure of compensation, the Board of Directors has proposed separately distributing the report on compensation, which forms part of the annual report, to the Annual General Meeting for approval. This vote is of a consultative nature because the Swiss Code of Obligations stipulates that the authority to determine compensation lies with the Board of Directors. This means that although the vote is not directly binding for the Board of Directors, it is of key importance in the decision-making process and will be taken into consideration by the Board of Directors when determining compensation. I will look at this issue in greater detail under agenda item 1.

Ladies and gentlemen, we are facing great challenges. The global economy is in recession and the financial markets are extremely volatile. There is no sign of a speedy recovery. We are confident that we at Swiss life have created the necessary environment to successfully weather this difficult period.

Firstly, we are in a business with long-term growth prospects. The demand for privately-financed life insurance and pensions solutions will continue to grow due to demographics and the intensifying pressure on state budgets.

Secondly, professional advisory services and products offering security and protection have gained in significance because of the financial crisis. This improves the competitive position of life insurance and pension providers such as Swiss Life, particularly at a time when three out of four autonomous pension funds are experiencing shortfalls.

Thirdly, thanks to the strategic and operational progress made in the past years, Swiss Life has created the necessary conditions to grow and to increase profitability, even in today's difficult market environment. Swiss Life is synonymous with expertise in life and pensions, security and reliability in all markets. This profile has proven its worth in the current crisis.

Ladies and gentlemen, success in our business is built on long-term performance and trust. I would like to thank all our dedicated employees who work towards this success every day. I would also like to thank our clients for their loyalty, and of course you too, dear Shareholders, for placing your trust in us.

Thank you for your attention. I will now hand over to Bruno Pfister, who will explain the 2008 annual results to you in more detail.