



Investors' Day Germany

Manfred Behrens

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In a nutshell: A strong and reliable partner for both customers and brokers

History

- Swiss Life Germany was founded in 1866 and is one of the oldest foreign insurance companies in Germany

Segment

- Focused on a highly attractive customer base (both individual and corporate clients)

Products

- High competence in employee benefits and disability solutions; individual and tailored solutions

Positioning

- Swiss Life is positioned in top 20 (out of 120 life insurers)
- Swiss Life stands out as a premium brand for brokers

Key strengths: Outstanding reputation in the broker market also due to top-ranked products

Strong relationship with brokers

- Outstanding reputation and long-lasting relationships with brokers based on high degree of trust, loyalty and professionalism
- Excellent individual sales support for brokers at the point of sale

Expertise

- Strong know-how in the execution of all forms of occupational pension schemes
- Setting standards in disability insurance
- One of the market leaders in the profitable credit life business

Key strengths: “Partner for a lifetime”

Customer base with high potential

- Focused on a highly attractive customer base
 - Large number of private clients with above average socio-demographics (better educated, higher income)
 - Administration of approximately 30 000 individual corporate client contracts mainly GGF’s¹⁾ (owner-manager) which are particularly attractive
- Administration of approximately 3 800 group contracts
- Leading to higher savings/investment potential

Individual solutions

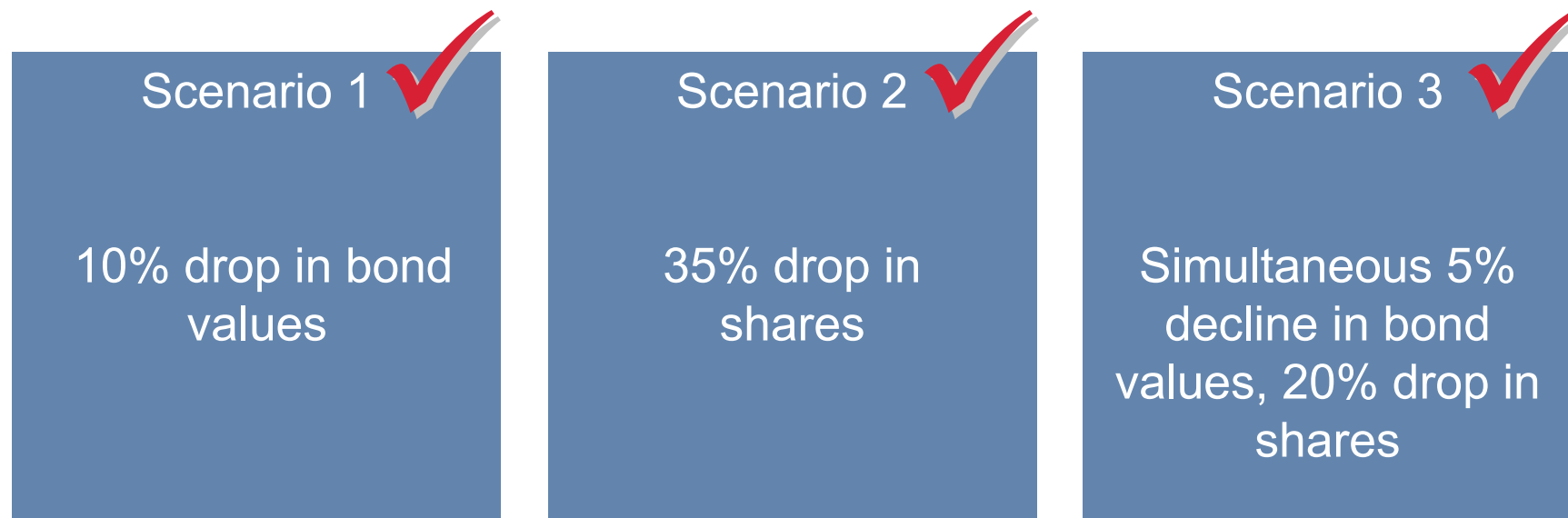
- Ability to identify relevant pension products for client’s respective lifecycle phase, proven by several product ratings



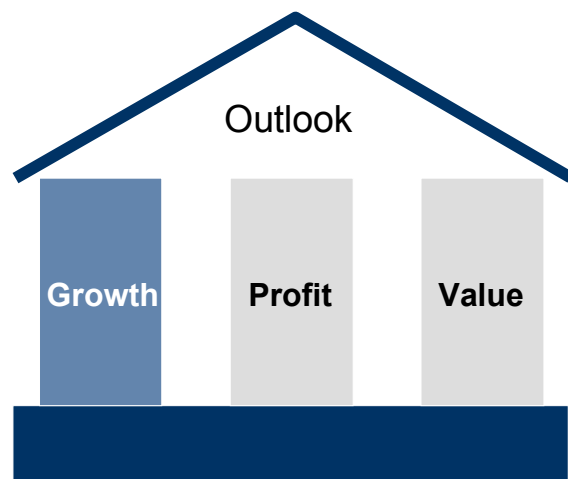
1) Gesellschafter-Geschäftsführer

Sounding capital base: Stress tests passed with flying colours

- Swiss Life Germany passed the stress tests of the German supervisory authorities (BaFin) in June 2004
- All scenarios were passed



Growth above market average



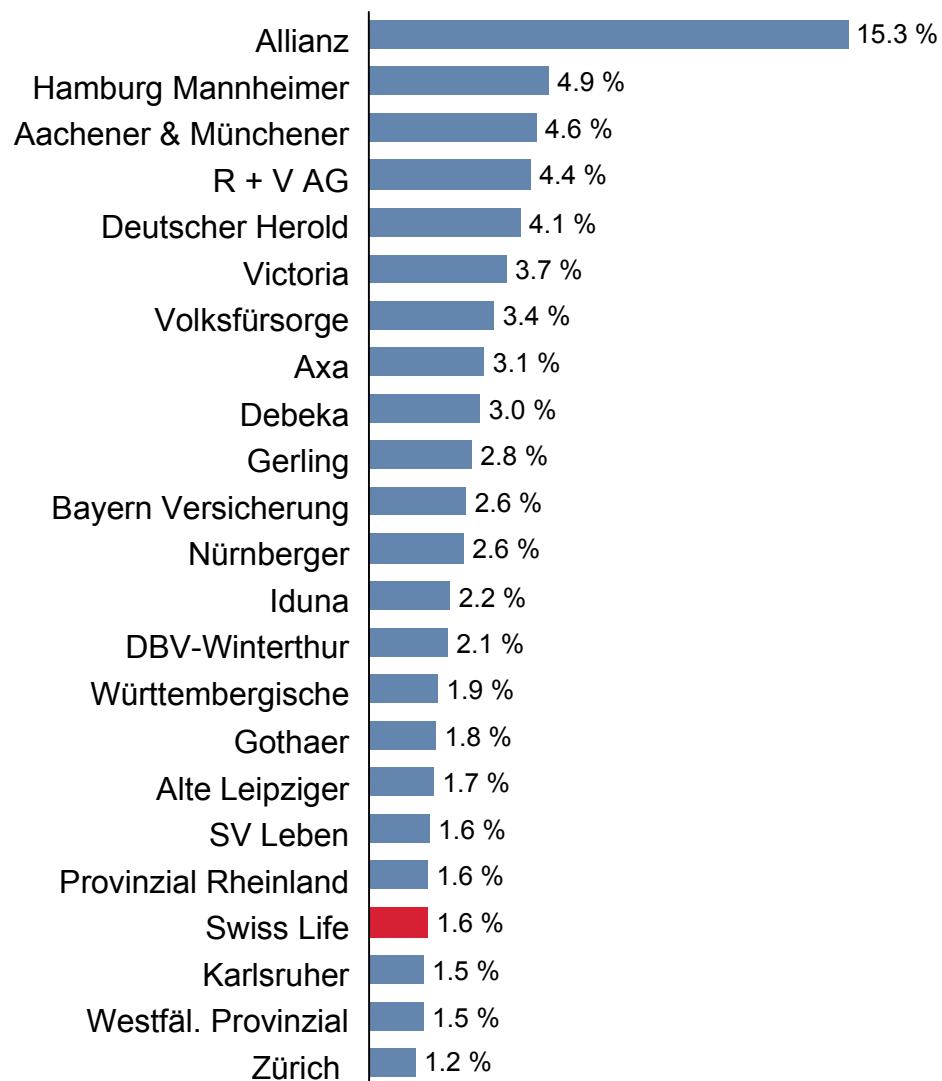
Growth

Premiums and policyholder deposits (Y-on-Y):

- HY 04: 4% (local currency)
- Forecast 2004: between 1% and 2% above market
- Target 2005: at least 1% above market

No. 20 out of 120 life insurers, but ...

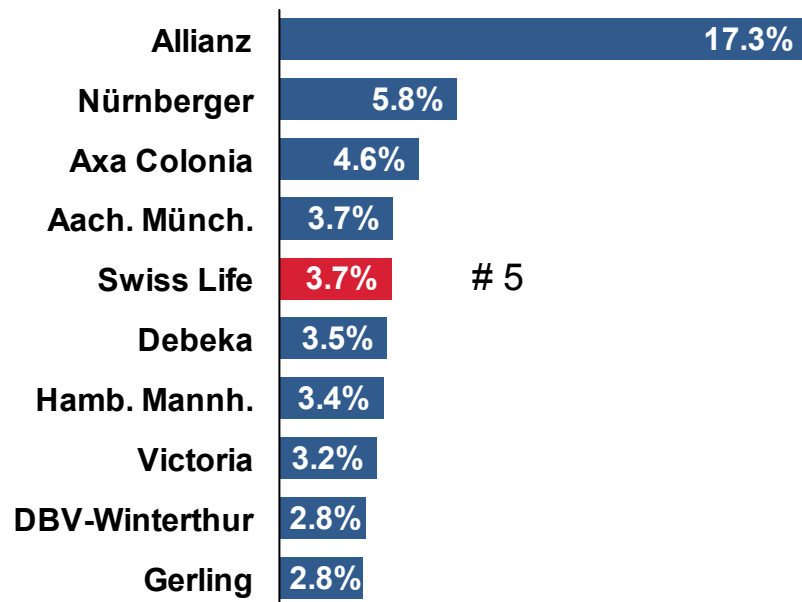
Market shares by GWP (2003)



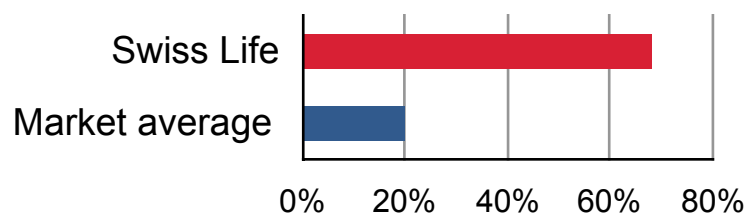
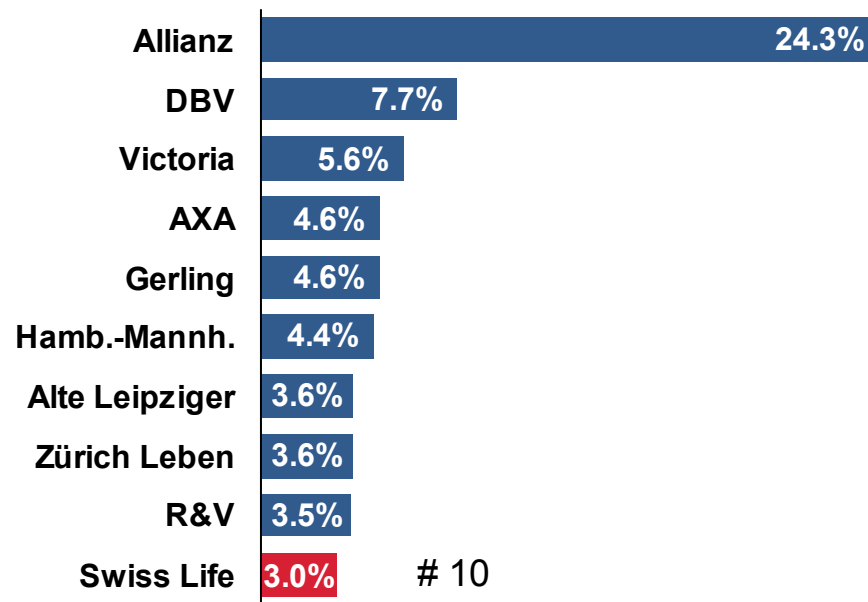
- Germany is the third-largest life market in Europe
- The German market remains highly fragmented
- Internally financed growth due to its well-executed and independent business approach
- Annual growth of Swiss Life Germany's GWP above market average
- Top position in disability business, employee benefits and credit life

... one of the leading providers in the growing disability and occupational pensions segments

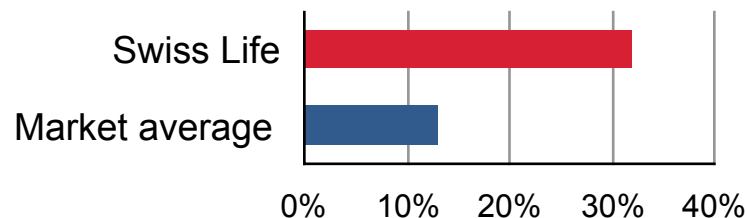
Market shares supplementary disability insurance



Market shares group business



Share of contracts including disability insurance far above market average (by number of contracts, individual business)



Share of group business: Three times as high as market average (by sum insured)

Reasons for this exceptional positioning

Disability insurance

Know-how and experience in sales as well as in administration of disability solutions

High quality of advice and service for complex situations (taxes, inheritance, etc.)

Individual lifecycle solutions

Group business

Knowledge leadership for all types of occupational pension schemes

High degree of advisory competence across the sales force

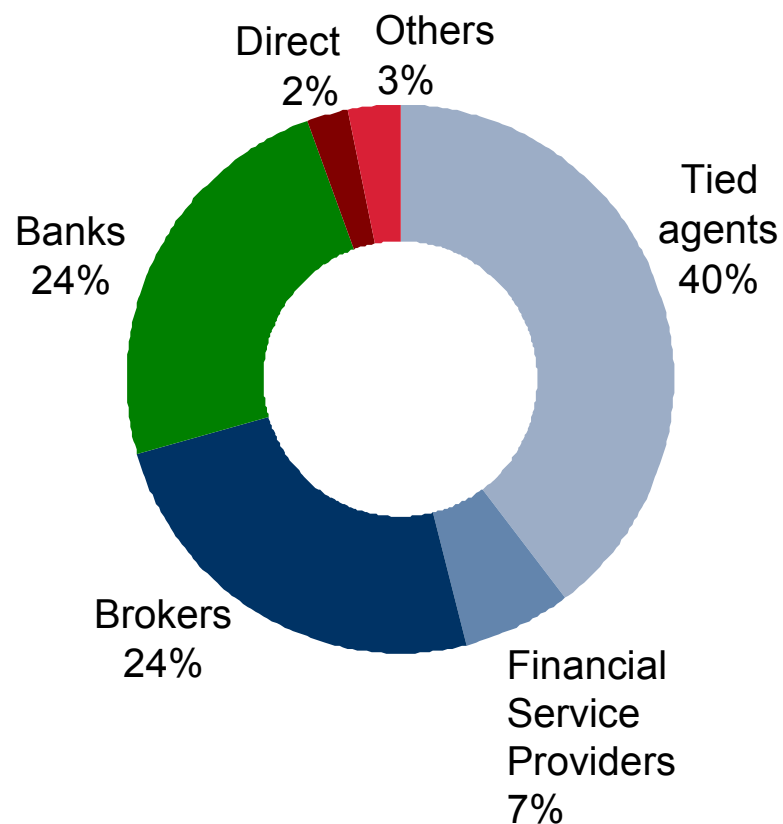
Unique offerings for owner-managers (GGF¹⁾)

Swiss Life Germany's goal is to provide lifecycle-oriented solutions rather than the cheapest product for both brokers and end customers

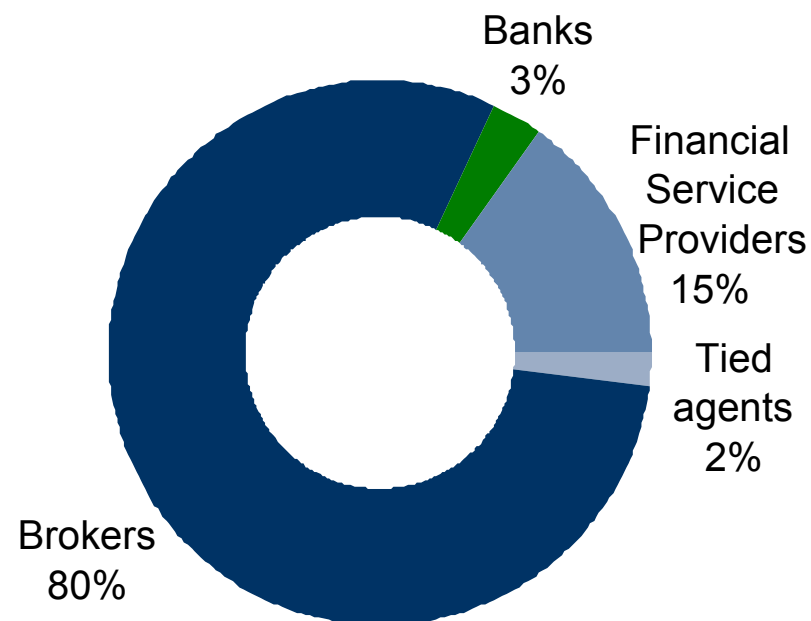
Specialist in the broker channel

Share of sales channels by new business 2003

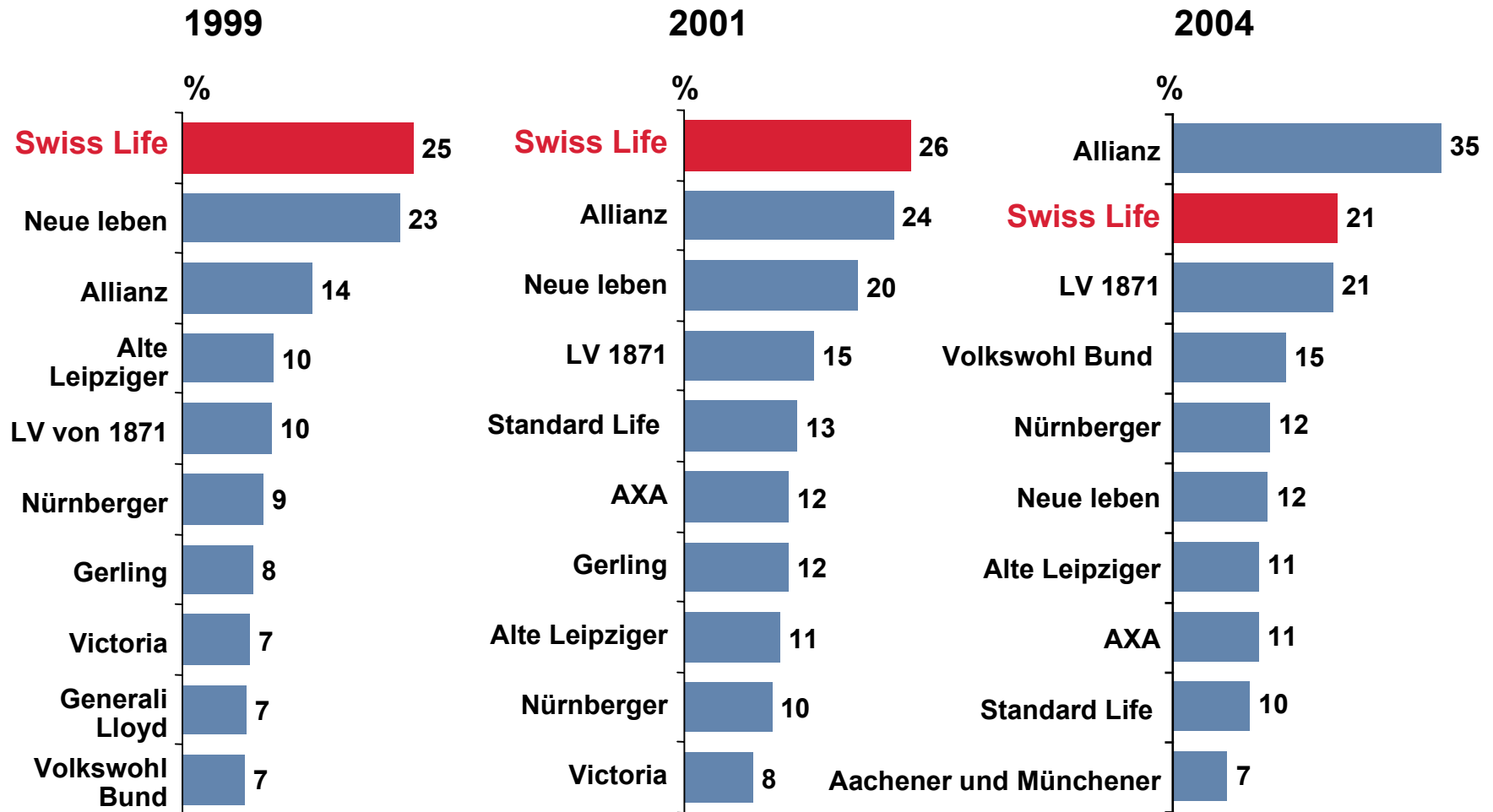
German market



Swiss Life Germany



Rated by German brokers as leading life insurance company in 1999, 2001 and 2004

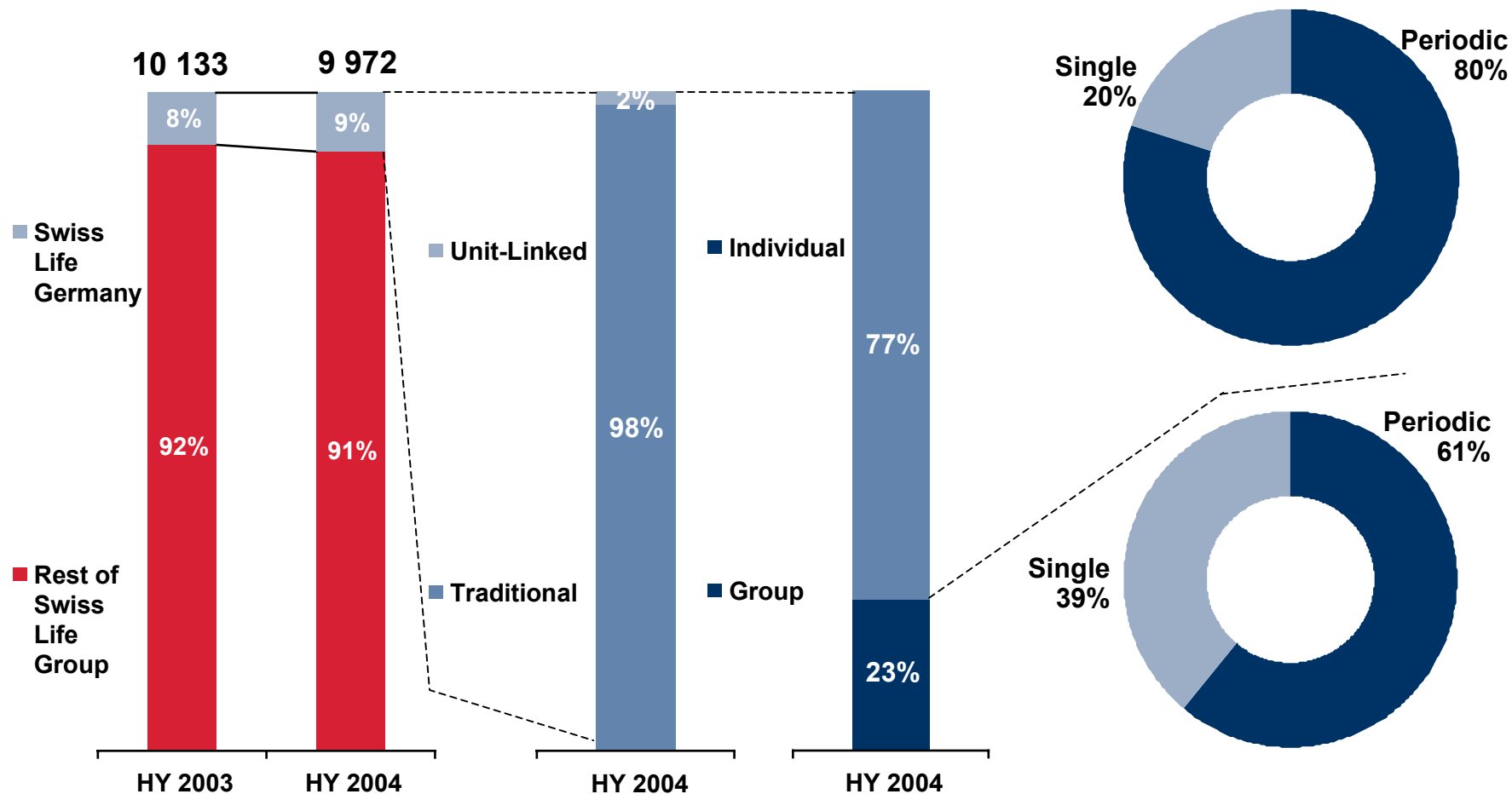


Source: TNS-Emnid Broker Surveys (there were no surveys in 2000, 2002, 2003)

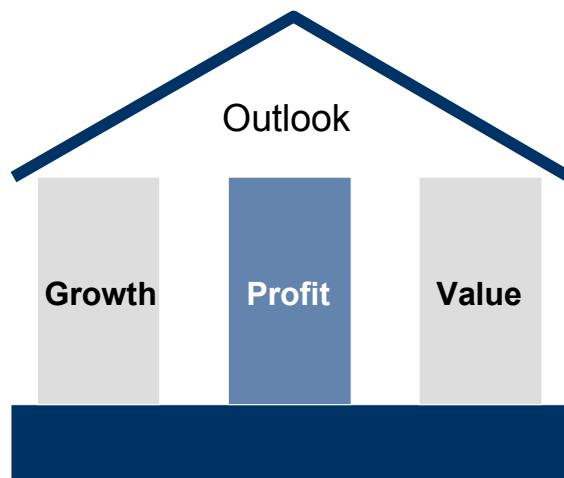
Increasing contribution of Swiss Life Germany to group

HY 2004, CHF million (IFRS basis)

Life premiums incl. PH deposits



Increasing profitability



Profitability

- Operating result
 - HY 2004: CHF 39 million
 - 2004E: increase expected
- Operating expenses reduced
 - HY 2004: by 5.6 pts
 - 2004E: further reduction expected

Increasing premiums, decreasing expenses

CHF million (IFRS basis)

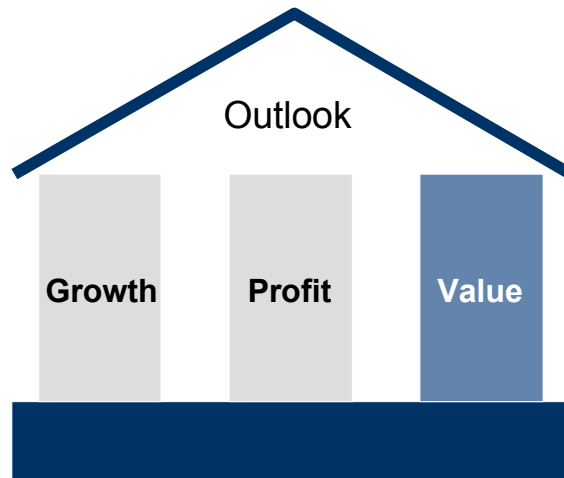
	HY 2004	HY 2003
GWP life incl. PH deposits	884	818
Operating expenses	-99	- 138
- Commissions & DAC amortisation ¹⁾	-32	-74
- Administrative expenses	-67	-63
Operating result²⁾	39	59
Cost ratio³⁾	11.2%	16.9%
FTEs	768	795

1) High initial DAC due to new business; new DAC model for annuities; new DAC assumptions

2) Tax reserve for depreciation of a special fund in 2002

3) Cost ratio calculated on GWP

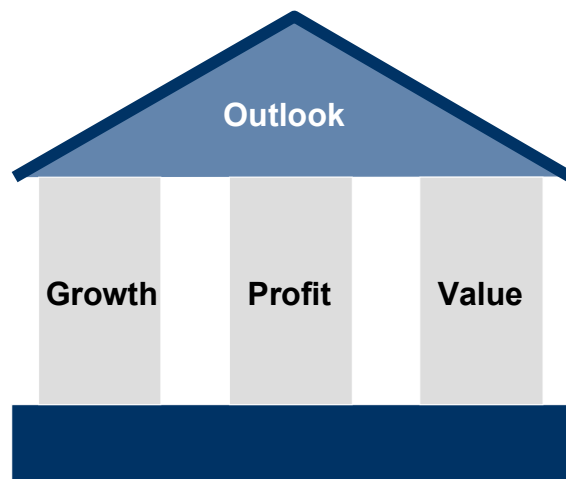
Embedded value increases and further growth expected



Value

- Embedded Value HY 2004 increased by 13% compared to HY 2003
- Value of new business:
 - HY 2004: CHF 12 million
 - 2004E: Further growth expected due to new business

Strategic long-term objectives



- Increased profitability and financial stability and thereby optimised profit transfer
- Efficient processes in services and IT on defined service level
- High commitment of employees
- Additional distribution capacities are put in place
- Increased market share
- Established image as pension specialist

Growth and operational excellence in focus

Strategic business priorities

Growth

- Maintain and strengthen our value proposition for both brokers and end customers
- Optimally leverage broker channel for growth
- Direct sales channel to enhance sales capacity
- Direct sales to support broker channel
- GWP growth expected to be:
 - 2004E above market
 - At least 1% above market for the next 5 years

Operational excellence

- Increase customer satisfaction
- Streamline IT systems and customer service processes as a basis for future gains in efficiency
- Re-design the product range and implement ALM processes to optimise risk capital consumption
- Establish an internal performance culture as the basis for future success

Growing market for providers of annuity products with big advantages for Swiss Life

Market change:

Life market is expected to continue to grow strongly, due to high pressure on social systems and increasing need for private provisions

As a result of the coming taxation of life insurance, providers of annuities will benefit; company pension schemes expected to gain importance

Recent regulatory changes push retirement “savings” from pay-as-you-go into fully funded systems

Savings flows to be captured mainly by second and third pillars

Increasing demand for expert advice and sales capacity, especially in the field of deferred compensation

Swiss Life:

High quality of advice and service for complex situations

All kinds of pension schemes are offered

Expert in lifecycle-oriented annuity products

Very well positioned in both segments

Through the broker channel Swiss Life has access to attractive target groups



SwissLife
Prepared for the future.

Cautionary statement regarding forward-looking information



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