



Annual report 2015

Appeal of the Chief Executive Officer .....	<b>3</b>	Aviation and Space Insurance .....	<b>17</b>
AlfaStrakhovanie Group .....	<b>4</b>	Insurance of Corporate Liability and Financial Risks .....	<b>18</b>
Board of Directors .....	<b>5</b>	Online Insurance .....	<b>19</b>
Management Board .....	<b>6</b>	Compulsory Health Insurance .....	<b>20</b>
Recognition .....	<b>8</b>	Reinsurance .....	<b>21</b>
Key Performance Results. Portfolio Structure .....	<b>10</b>	Alfa Health Center Multidisciplinary Healthcare Clinics .....	<b>22</b>
Life, Accident And Financial Risk Insurance .....	<b>12</b>	Business Development .....	<b>23</b>
Voluntary Health and Foreign Travel Insurance .....	<b>13</b>	Information Technology .....	<b>24</b>
Property Insurance .....	<b>14</b>	High-Quality Service .....	<b>25</b>
Motor Insurance .....	<b>15</b>	Personnel Policy .....	<b>26</b>
Insurance of Transport and Marine Risks .....	<b>16</b>	Social Responsibility .....	<b>27</b>

## Dear customers, shareholders, partners and colleagues:



This report presents the results of AlfaStrakhovanie Group for 2015. For us, this was a successful year; as we have grown faster than the market, AlfaStrakhovanie has been able to strengthen its market positions in a number of key areas.

Fees collected by the Group (including compulsory health insurance (CHI)) in 2015 amounted to 233.5 billion rubles, which is 52.5% higher than in the previous year; the company's market share was 9.1%, exceeding the figure of 2014 by 2.6% percentage points.

Fees collected without CHI increased by 15.5% up to 67.4 billion rubles in 2015 against 58.4 billion rubles in 2014; our market share increased by 0.7 percentage points to 6.6%. The company has strengthened its place in the top three leaders of the insurance market and the compulsory health insurance market.

The Group outstripped its target in the underwriting result and profit. The growth of fees by segment was, in particular:

in the CMTPL segment – 92.3%, CNC – 4.3%, accident insurance – 11.6%, insurance of individuals' property – 7.4%. The growth in VHI was 10.7%. The business of AlfaStrakhovanie-Life increased by 32.4%. For the second year in a row, the Group remains the leader in online insurance among all Russian insurers and ranks second among largest aviation risk insurers for the third year in a row.

Due to business expansion and active work in compulsory health insurance in 2015, the number of retail customers has almost doubled – to 24.8 million Russians.

Last year, we made another step towards improving the quality of service and simplifying customer interaction with the insurance company, we launched AlfaStrakhovanie Mobile – the first service mobile application in the insurance market.

We are going to continue to improve the quality of our work.

The work of the Group in 2015 was awarded with a number of professional awards and prizes. On winning a prestigious world competition in finance – World Finance 2015 – AlfaStrakhovanie was recognized the best insurance company of the year in Russia, according to World Finance Media magazine (UK).

The mobile application AlfaStrakhovanie Mobile was included in the rating "Russian Software: Achievements and Innovations" Best Soft 2015 which was made by one of the oldest Russian IT periodicals – PC Magazine/RE.

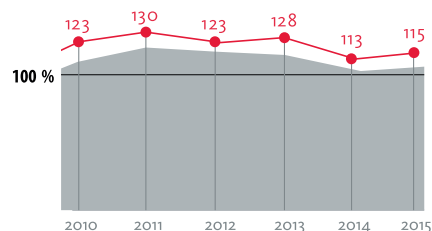
For us, 2015 was a year of sustainable growth. We achieved good results due to our successful projects aimed at expanding the business and partnerships, the development of new lines of insurance, promotion to the sectoral and regional markets, active work to win customer loyalty. It is important that this growth is qualitative and accompanied with good financial performance and profitable growth.

Our main goal for 2016 is to achieve even greater efficiency, develop business and improve our own market positions.

Best regards,  
Chief Executive Officer  
AlfaStrakhovanie  
Vladimir Skvortsov

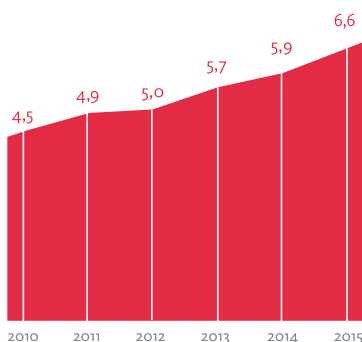
A handwritten signature in dark ink, appearing to be 'V. Skvortsov', written in a cursive style.

### Annual growth indexes of AlfaStrakhovanie Group from 2010 to 2015



- Fees collected by AlfaStrakhovanie Group
- Insurance market (excl. of CHI)

### Behavior of the market share of AlfaStrakhovanie Group in the market, exclusive of CHI, %



For AlfaStrakhovanie Insurance Group, 2015 was a success; as we have grown faster than the market, the Group companies were able not only to strengthen their market positions in a large variety of key areas, but also to achieve new results, taking 9.1% of the country's insurance market

AlfaStrakhovanie Group includes AlfaStrakhovanie JSC, AlfaStrakhovanie-Life LLC, AlfaStrakhovanie-OMS LLC, Insurance Health Company Yugoria-Med JCS and Medicine AlfaStrakhovanie LLC.

Under our license, the Group companies offer more than 100 insurance products including life insurance and accident insurance. More than 270 regional offices operate in Russia.

In 2015, the share of the insurance market controlled by the Group, amounted to 9.1% with collected fees of 233.5 billion rubles. A year earlier, the respective figures were 6.3% and 149.3 billion rubles. The growth of insurance volumes as compared to 2014 was achieved in all key market segments of the Group.

In 2015, the Group's fees without CHI achieved 67.4 billion rubles, and the market share achieved 6.6%. According to the results of 2015, the largest share in the overall structure of AlfaStrakhovanie Group's insurance portfolio (without CHI) falls on life insurance (19.7%), CNC (18.7%), CMTPL (15.8%) and voluntary health insurance (12.3%).

Fitch Ratings International Agency restated the insurer's financial strength rating (FSR) of AlfaStrakhovanie at AA- on the national scale and at the level of BB on the international scale. The outlook for the ratings is "Stable"

Expert RA Rating Agency restated the reliability rating of AlfaStrakhovanie at A++ "Exceptionally High Level of Reliability." The rating outlook is "stable".

Also in 2015, Expert RA assigned to AlfaStrakhovanie-OMS the highest rating A++ "Exceptionally High Level of Reliability and Quality of Service", the rating outlook is "stable."

In 2015, AlfaStrakhovanie JSC caused to perform the certification audit of its quality management system for compliance with GOST ISO 9001-2011.

AlfaStrakhovanie JSC and AlfaStrakhovanie-Life LLC were included by the Central Bank of the Russian Federation in the list of systemically important insurance companies.

Currently, 24.8 million private customers and more than 435 thousand companies use services by AlfaStrakhovanie Insurance Group.

The equity funds of AlfaStrakhovanie Group are more than 8.7 billion rubles.

The Group's total income according to IFRS was as high as 2.557 billion rubles in 2015 against 643 million rubles in 2014.

**Chairman of the Board of Directors:**

**Petr Aven** Chairman of the Board of Directors of ABH Holdings S.A.,  
Member of the Board of Directors of Alfa-Bank JSC.

**Members of the Board of Directors:**

**Andrei Baranov** Independent Member of the Board of Directors.

**Andrei Elinson** Director of Asset Management, CTF.

**Ildar Karimov** Member of the Board of Directors of Alfa-Bank JSC.

**Elena Kataeva** Deputy General Director of Gazprom Gazoraspredelenie JSC.

**Andrei Kosogov** Member of the Board of Directors of Alfa-Bank JSC,  
member of the Board of Directors of ABH Holdings S.A.

**Aleksey Marey** Member of the Board of Directors, Chief Managing Director,  
member of the Management Board of Alfa-Bank JSC.

**Vladimir Nazarov** Head of the Financial Research Institute of the Russian  
Ministry of Finance

**Vladimir Skvortsov** Chief Executive Officer of AlfaStrakhovanie JSC, Member of the  
Supervisory Board of Alfa Group Consortium.

**Oleg Sysuev** First Deputy Chairman of the Board of Directors of Alfa-Bank JSC.



**Chairman of the Management Board**

Vladimir  
Skvortsov

Chief Executive Officer



Aleksandr  
Gorin

Deputy CEO,  
Retail Insurance Director



**Members of the Management Board**

Irina  
Alpatova

Deputy CEO,  
Corporate Insurance Director



Ilya  
Kabachnik

Aviation Insurance Deputy CEO



Mikhail  
Bershadskiy

President



Vera  
Mammadova

Deputy CEO,  
CFO





Ilya  
Olenin

Deputy CEO,  
Director of Underwriting in Retail Insurance



Tatiana  
Puchkova

Deputy CEO,  
Marketing and Development Director



Andrey  
Ryzhakov

Health Insurance Deputy CEO  
CEO of AlfaStrakhovanie-OMS



Sergey  
Savosin

Finance and Operations Deputy CEO



Alexey  
Slyusar

Life-insurance Deputy CEO  
CEO of AlfaStrakhovanie-Life LLC



Fitch Ratings restated AlfaStrakhovanie's financial strength rating at AA- on the national scale and at the level of BB on the international scale.



Expert RA Rating Agency restated the reliability rating of AlfaStrakhovanie at the highest level A++ "Exceptionally High Level of Reliability" for the thirteen time.

Expert RA Rating Agency recognized AlfaStrakhovanie the leader of the travel insurance market



ASSOCIATION  
OF MANAGERS

The senior management of AlfaStrakhovanie were included in the annual rating "Top 1000 Russian Managers" for the sixteenth time in a row. The final rating of the competition included all the company candidates applied for participation in six professional categories.





The mobile application AlfaStrakhovanie Mobile was included in the rating “Russian Software: Achievements and Innovations” Best Soft 2015 which was made by one of the oldest Russian IT periodicals – PC Magazine/RE



AlfaStrakhovanie became the winner of World Finance 2015 – the most prestigious world competition in finance held for several years by British-based reputable World Finance Media. AlfaStrakhovanie was recognized the best insurance company of the year in Russia.



In 2015, the companies of AlfaStrakhovanie Group: AlfaStrakhovanie JSC and AlfaStrakhovanie-Life LLC were included by the Central Bank of the Russian Federation in the list of systemically important insurance companies.



In 2015, AlfaStrakhovanie JSC was included in the “Top 1000 Successful Russian Suppliers” of B2B Center.



AlfaStrakhovanie JSC ranked third in the rating of successful insurers of legal entities in 2015 according to the portal [sravni.ru](http://sravni.ru).

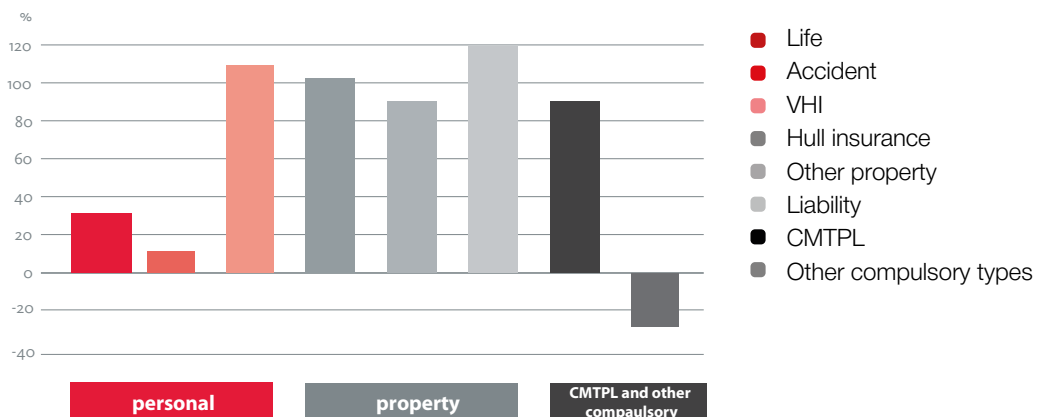
Behavior of AlfaStrakhovanie portfolio and market share in the segments of the insurance market (2012-2015)

Segment	Collections, M rubles				Portfolio behavior in 2015	AARG, 2015 / 2012	Share of the segment in the portfolio (exc. CHI) in 2015	2014		2015	
	2012	2013	2014	2015				market share	Rank	market share	Rank
Life	6024	10756	10027	13273	32.40%	30.10%	19.70%	9.20%	4	10.20%	3
Accident	1232	1759	3002	3351	11.60%	39.60%	5.00%	3.10%	6	4.10%	5
VHI	5402	6347	7510	8315	10.70%	15.50%	12.30%	6.10%	7	6.40%	5
Hull	9976	11526	12093	12616	4.30%	8.10%	18.70%	5.50%	6	6.70%	6
Other property	9846	11151	16964	15435	-9.00%	16.20%	22.90%	7.60%	3	7.40%	4
Liability + HIFI	2542	2605	3080	3672	19.20%	13.00%	5.40%	6.90%	4	7.80%	4
CMTPL	5142	7166	5524	10624	92.30%	27.40%	15.80%	3.70%	6	4.90%	5
Other compulsory	145	188	198	146	-26.10%	0.30%	0.20%	0.90%	8	0.70%	9
Total, exc. CHI	40308	51498	58398	67431	15.50%	18.70%	100.00%	5.90%	5	6.60%	5

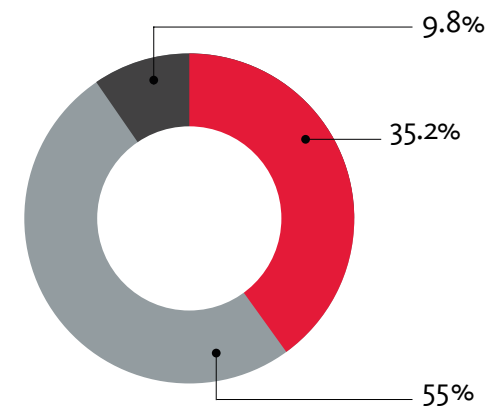
  

CHI	56546	79338	94684	166 095	75.40%	43.20%	71.10%	6.90%	5	10.80%	5
Total	96854	130 837	153 082	233 526	52.50%	34.10%	100.00%	6.50%	5	9.10%	3

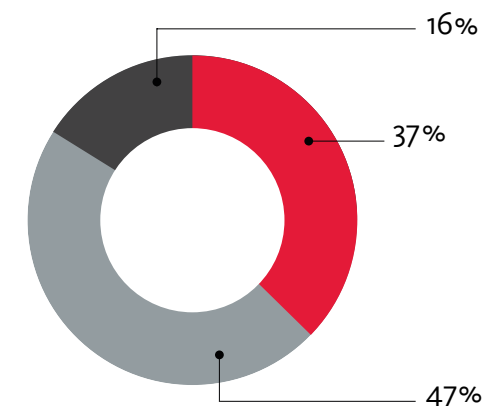
Growth rates in 2015



Behavior of the portfolio, without CHI



2014



2015



In 2015, AlfaStrakhovanie Insurance Group showed a significant increase in premiums. Fees increased by 52.5% to 233.5 billion rubles. The company's share of the Russian insurance market increased and reached 9.1%. The Group ranks third in the rating of the largest insurance groups in the country.

Fees collected by AlfaStrakhovanie in 2015 increased by 15.5%, the market share grew from 5.9% to 6.6%, which allowed us to strengthen our positions as the fifth largest insurer in terms of fees among all insurers, excluding CHI.

AlfaStrakhovanie Group actively increases the range of activity in the compulsory health insurance market. In 2015, the company's fees increased by 75.4% up to 166.1 billion rubles, and the market share up to 10.8%. Increase in the collected fees was due, in particular, to the acquisition of 100% shares of Insurance Health Company Yugoria-Med JCS – one of the largest Russian regional companies in the compulsory health insurance market. The total number of regions with the company's presence in the segment of CHI increased from 9 to 13.

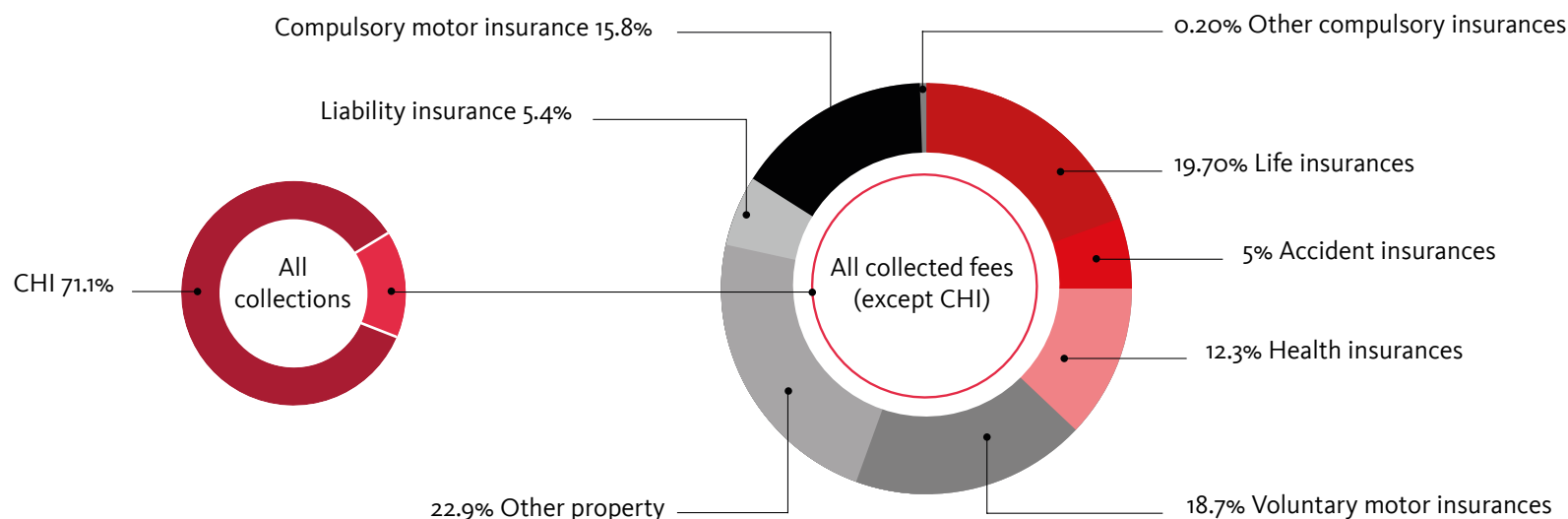
The market share of AlfaStrakhovanie grew in most segments. The largest increase of the market share in 2015 compared to 2014 was recorded in the following segments: CMTPL

+92.3% (market share – 4.9%), life insurance +32.4% (market share – 10.2%), liability insurance +19.2% (market share – 7.8%), accident insurance +11.6% (market share – 4.1%), voluntary health insurance +10.7% (market share – 6.4%).

The Group showed good dynamics in the auto insurance market. While the total CNC market decreased by 14.3%, fees collected by AlfaStrakhovanie in CNC increased by 4.3%. Our market share grew from 5.5% in 2014 to 6.7% in 2015.

The shares of individual insurance segments in the total portfolio of AlfaStrakhovanie, exclusive of CHI, were as follows: life insurance (19.7%), CNC (18.7%), CMTPL (15.8%), and voluntary health insurance (12.3%).

### Structure of the portfolio with CHI



AlfaStrakhovanie Group continues strong growth in life insurance, accident insurance and individuals' financial risks



According to the results of the year, AlfaStrakhovanie ranked third in the rating of the largest insurers of the segment with its market share of 10.2%. The total amount of fees obtained by AlfaStrakhovanie in life insurance in 2015 amounted to 13.3 billion rubles, which is 32.4% higher than in 2014. The whole market grew by 19.5% only in 2015.

In 2015, AlfaStrakhovanie Group continued to strengthen its position in accident insurance. During the year, the amount of premiums in this type grew by 11.6% to 3.4 billion rubles, the market share increased from 3.1% to 4.1%.

During 2015, AlfaStrakhovanie-Life launched sales of new products. Alfa-Bank started sales of a new investment life insurance program Multicurrency FORWARD. In addition, currency versions of AlfaHealth and AlfaHealth Children were launched.

BINBANK started sales of a new cash-value life insurance product – Protection of Family. Since October, sales of the program “Capital in Plus” in two banks at one time: Promsvyazbank and Credit Bank of Moscow.

Another product, sales of which started through the network of Alfa-Bank, is the protection FORWARD from AlfaStrakhovanie-Life and BNP Paribas, which allows to invest money without risk of losing investment and provides customers with reliable coverage against unforeseen events.

In 2015, AlfaStrakhovanie-Life presented its innovative portal @Lifepoint for sellers of the VIP module of Alfa-Bank JSC. The new system is intended to facilitate access to professional knowledge, a document library, and simplify the issuance of insurance

products that should ultimately improve the level of customer service even in the most distant branches.

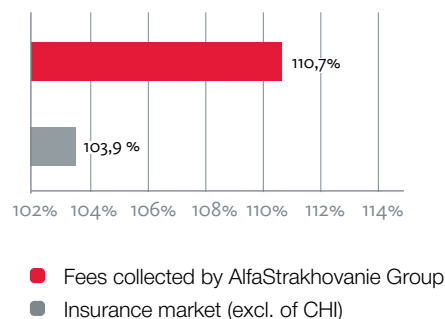
Last year, AlfaStrakhovanie Group continued to develop credit and risk insurance. The main channel remained bank assurance. Alongside with that, it was supplemented with new partners both among banks (PJSC Baltic Bank, PJSC CB “Orient”, PJSC APB) and retailers (Euroset, Svyaznoy), etc. At the same time, the main area of business was the development and scaling of sales in numerous existing partners.

Given limited purchasing power, simple inexpensive products became of immediate interest for most consumers. Therefore, much attention was paid to development of non-credit products – first of all, fully packaged products, such as “Money for health+”, “All Inclusive”, etc. Increased distribution of these products resulted in an increase in demand.

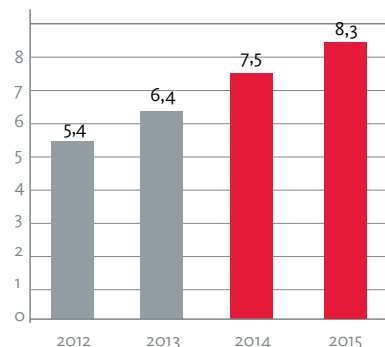
In the economic environment in 2015, when the paces of consumer lending slowed down, AlfaStrakhovanie-Life continued to work to improve service to customers. We significantly simplified and accelerated for customers such processes as claims settlement, advisory support, developed and implemented an electronic client area for convenience of our customers.

## Growth rates in 2015

### Health Insurance



### Fees collected by the Group in the VHI market, billion rubles



In 2015, AlfaStrakhovanie continued to successfully develop voluntary health insurance. The active work in this area provides a steady increase of the share and collected fees in the segment

In 2015, fees collected by AlfaStrakhovanie in the voluntary health insurance segment increased by 10.7% and amounted to 8.3 billion rubles with a whole market growth of only 3.9%. Our market share in the voluntary health insurance market grew from 6.1% in 2014 to 6.4% in 2015.

We are capable of holding leading positions and successfully progress in the voluntary health insurance market due to the accumulated experience and knowledge of the industry, cooperation with the best suppliers of medical services, engagement of experienced and competent professionals, including in unique disciplines, as well as the adequate organization of insurance service of the highest quality and maximum flexibility in our work. A customized approach and development of new insurance programs help AlfaStrakhovanie to offer our customers the optimum schemes of work, and regular control of the quality and cost of services rendered ensure reliable protection and a high level of health care.

Strengthening the Group's position in VHI is facilitated by our own network of "Alfa Health Center" high-tech multidisciplinary medical clinics in 12 cities of Russia. We develop and implement long-term programs of personnel health management, conduct system monitoring and use the world's best practices for the prevention of diseases and support of employees' health.

For the convenience of customers, we have introduced a Client area of HR and the insured, and the first service mobile application AlfaStrakhovanie Mobile (for iOS and Android).

Our competitive advantages include: a wide regional network, full informational and

analytical support of HR departments and the insured, a round-the-clock service responsible for health care organization, a three-tier system of medical support, a single center of medical examination to monitor the quality of health care provided in all regions of the Russian Federation.

In 2015, AlfaStrakhovanie updated international health insurance programs AlfaSynopsis Silver and Gold that were launched in 2014 and cover all methods of cancer treatment: sums insured were increased, the coverage area was extended, the restrictions on travel and accommodation in the country where a cancer patient is treated were canceled, a paragraph on the second and subsequent cycles of chemotherapy was added.

The medical unit of AlfaStrakhovanie continued to actively build up our portfolio of corporate customers. The largest customers include: Alfa Bank, Metro Cash&Carry, British American Tobacco, Danone, Uralkali, Efes, Ferrero Rocher, Amway, Henkel, Ehrmann, Volvo, Peugeot, ConsultantPlus, the Tuapse Commercial Sea Port, Sanofi and many others.

We implement the project "Health of Personnel", the main mission of which is to identify and disseminate the best experience and innovative HR practices of socially responsible conduct of business to increase Russian companies' transparency and competitiveness, promulgation of health management practices among a mass audience: we organize professional conferences, where we gather market professionals demonstrating best cases in the area of employee health management, help to exchange experiences, talk about these practices, and we give advice on management through various media channels and in our in-house periodical AlfaHealth.

The project involves more than 1.8 million people, 250 HR directors of the largest Russian companies.

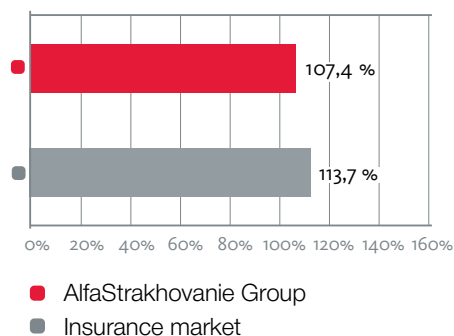
Last year, the publishing house "Mann, Ivanov and Ferber" published the book by Rich Karlgaard "A healthy mind in a healthy business" (translation of The Soft Edge: Where Great Companies Find Lasting Success) with the assistance of AlfaStrakhovanie under the project "Health of Personnel". The book is geared towards business owners and senior managers who seek a long-term leadership in the market; it tells how great companies develop immunity to crises, and also allows to re-look at the main driving asset of business – its employees.

### Travel Insurance

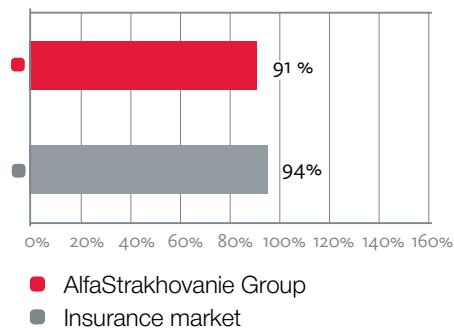
In 2015, fees collected by AlfaStrakhovanie in travel insurance exceeded 1 billion rubles. Russia's largest international rating agency RAEX (Expert RA) recognized AlfaStrakhovanie the market leader in travel insurance, the company ranked first in the rating with its market share of 12%. During 2015, AlfaStrakhovanie has actively developed its in-house and partner projects for online travel insurance, retail and partner sales, which allowed us to significantly increase fees amid a drop of tourist flow.

## Growth rates in 2015

### Insurance of individuals' property



### Property insurance (except CNC)



Insurance of individuals' and legal entities' property is one of the priority markets for AlfaStrakhovanie Group. In 2015, collected fees in this business area constituted a large part of the portfolio, reaching 22.9% of the total collected fees.

In 2015, AlfaStrakhovanie ranked fourth in the property insurance market with a share of 7.4% and collected fees of 15.4 billion rubles. The whole market showed a decrease of 6.5% in 2015.

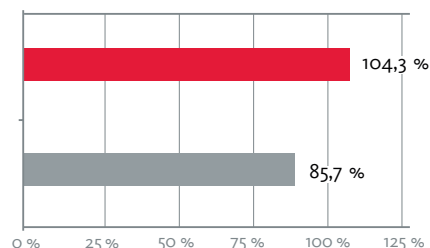
The Company continued to actively build up its insurance portfolio for individuals' property. Collected fees in this segment increased by 7.4% from 4.8 billion rubles to 5.1 billion rubles, and the market share of AlfaStrakhovanie by 11.7%. The company ranks second in insurance of individuals' property among the largest insurers in the Russian market by the end of 2015.

In 2015, we continued to develop the network for distribution of three retail packaged products for home insurance, the protection of bank cards against fraud and insurance of gadgets. We launched a brand-new product for the insurance market – "All Inclusive", which combines several insurance types and provides for the protection of property, civil liability in the operation thereof, personal belongings, bank cards against fraud, accidents, expenses and insurance of risks of those traveling abroad.

In corporate property insurance, fees collected by the company amounted to 6.3 billion rubles amid a drop of 12% in the market during the year. The share of AlfaStrakhovanie in the segment is 4.4%. The company strengthened its position in the top four largest insurers in the segment.

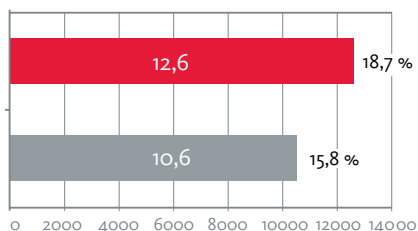
## Growth rates in 2015

### CNC



■ AlfaStrakhovanie Group  
■ Market

### Share of motor insurance in the Group's portfolio, billion rubles



■ CNC  
■ CMTPL

Motor insurance as part of the retail unit of AlfaStrakhovanie is one of the key areas of our business. We are able to expand our portfolio every year and show the high dynamics of collected fees in motor insurance and liability insurance due to excellent service, customer care, a professional sales team, our proven underwriting and marketing policy

In 2015, fees collected by AlfaStrakhovanie in motor insurance increased by 4.3% up to 12.6 billion rubles, while the market decreased by 14.3%. As a result, we rank:

– sixth in the CNC market, where our share increased over the year from 5.5% to 6.7%;

– fifth in CMTPL with a share of 4.9% of the whole market in 2015 and collected fees of 10.6 billion rubles;

– second in the market of the “Green Card” with a market share of 18.6% and the premium of 605.3 million rubles.

The results for 2015 were made possible due to the fruitful collaboration with motor manufacturers.

AlfaStrakhovanie has retained its positions in such makes as Volkswagen and Skoda, has taken leading places in the programs of makes such as Audi, Mercedes-Benz, BMW, Volvo.

The largest partners of AlfaStrakhovanie are: dealer holding companies ROLF, Major, Avtomir, Genser, TransTechService, Independence, Avilon, AvtoSpetsTsentr, Business Car, Inchcape, FAVORIT MOTORS, KLYUCHAVTO, U Service+, Modus, Evrosib, Axsel, etc.

In 2015, we continued to develop the telematic product “Very Smart Casco” that was launched the previous year, where the

price of coverage is directly dependent on the parameters and skills of safe car driving. The more careful driving is, the lower the price of coverage is. The discount can be as high as 55% per “AlfaBusiness” CNC policy.

We extended the functionality of a free mobile application that allows to monitor driving performance and the condition of the car under the “Very Smart Casco” program. Now, the driver will be able to use the application to learn about car recovery, impact, low battery.

A product line for sale on our own website was further developed. Now, the website of AlfaStrakhovanie is available for customers to renew their CMTPL policy, buy either a product with limited coverage for skilled drivers “AlfaCasco 50x50+” or classic CNC both for a new vehicle and for a used vehicle. In the user's client area at [alfastrah.ru](http://alfastrah.ru), a unique service is available that indicates the status of processing of the insured event, which enables customers of AlfaStrakhovanie to follow online the progress of the settlement of their insured event.

We continued to develop a large-scale federal project to improve the quality of customer service in motor insurance. During 2015, new claim settlement centers were opened in another two cities of the regional network: Samara and Saint Petersburg. In total, such centers have been opened in eight cities since 2013.

AlfaStrakhovanie studies on an ongoing basis the net promoter score (NPS).

The results showed: customers of AlfaStrakhovanie assess significantly more highly the quality of settling insurance claims than customers of other companies.

The study was conducted in form of a poll according to the NPS methodology (net promoter score). The poll involved more than 1,000 customers of the six largest companies offering CNC coverage who claimed losses in 2015.



Professional underwriting, experience in the development of individual programs and high-quality reinsurance allow AlfaStrakhovanie to successfully develop its business in insurance of transport and marine risks



Well-proven technologies in cargo transportation insurance coverage, enhancement of customer service and expansion of the range of services made it possible to substantially increase the portfolio in 2015. Fees collected by AlfaStrakhovanie related to coverage of transport and marine risks in 2015 increased by 11.1% to 806.7 million rubles.

Customers of AlfaStrakhovanie are the largest players in all industries: MMC Norilsk Nickel, VimpelCom, Yokohama Rus, RusAgro-Sugar, CV Protek, SUE Moscow Metro, RPC UWC, LLC BSS, Logiterra, Rosoboronexport, Orsk Meat Processing Plant, VOLGOTRANS, Samaratransshipping, Palmali, Khatanga Sea Trading Port, Transbunker Group of Companies, PJSC Nakhodka Active Marine Fishery Base, Leningrad Shipyard "Pella", LLC Baltic fleet, LLC Sofko, the fleet of Sodrugestvo Group of Companies, LLC Yarbunker, etc.

We successfully insure rolling stock and containers, enter into liability insurance contracts with carriers and freight forwarders and, when requested by customers, develop programs of comprehensive transport risk insurance with convenient options for workflow and business processes.

In insurance of marine risks, increase in collected fees was 2.6%, the premium reached 356.7 million rubles, which allowed us to rank fifth in the segment. AlfaStrakhovanie is an exclusive insurer of the two largest training sailing ships: the barques "Kruzenshtern" (Kaliningrad) and "Sedov" (Murmansk), which once again

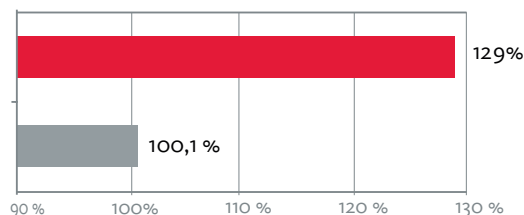
confirms the recognition of the company's goodwill by the leading maritime educational institutions of Russia.

In 2015, the company developed a new CNC risk assessment system that allows for the analysis of vessels' technical condition and a system for customer fleet management. The rules were updated in all types of marine insurance. In addition, the sales channel was expanded and cooperation started with new partners from the Russian Federation and the Baltic republics: Marine Services Group, Nautilus Insurance Agency, Max Marine, Starling services, Greco JLT, Sea & Trade - Law Firm, etc.

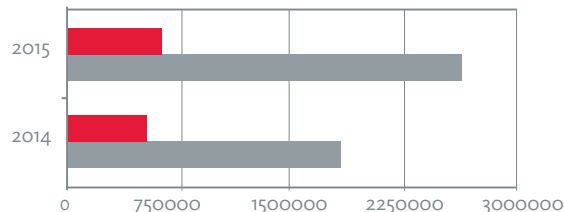
The quality management system of the department of transport and marine risk insurance was introduced in 2001 and is certified to ISO 9001 by the "Russian Register" Certification Association.

## Growth rates in 2015

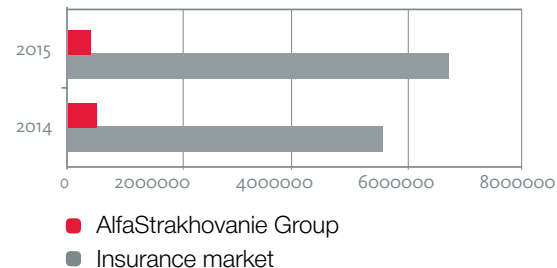
### Aviation insurance market in Russia



### Fees collected by AlfaStrakhovanie Group in civil liability insurance market



### Fees collected by AlfaStrakhovanie Group in aircraft CNC market



The aviation and space industries are the most important development areas for AlfaStrakhovanie. The company holds leading positions in risk insurance in these industries. Our customized approach to each customer, reliable coverage and rapid claims settlement, unique competences of our professionals – all this determines the choice of the company by the largest domestic airlines, enterprises of the aviation industry and civil aviation infrastructure and makes cooperation efficient and enjoyable

In 2015, the premium of AlfaStrakhovanie in air transport insurance, including aircraft CNC and the liability of carriers amounted to 2.97 billion rubles. For the third year in a row, the company ranks second in the market in terms of collected fees among aviation risk insurers with our market share of 17.2%.

AlfaStrakhovanie offers a full range of insurance services for the aviation market businesses, the company is focused on providing high quality service. Our largest customers include: State Air Traffic Management Corporation of the Russian Federation, Sukhoi, Vnukovo Airport, Domodedovo International Airport, the Center for Business Aviation Pulkovo, airlines Aeroflot, Russia, Pobeda, Ural Airlines, Orenair, Yamal, and many others.

For the second year in a row, the company ranks third in the market in terms of collected insurance premiums among space risk insurers with collected fees of 564.6 million rubles. The most significant projects in space risk insurance in 2015 became the insurance of Express-AMU1 spacecraft launch and on-station operation risks, and insurance of the satellite constellation of FSUE Russian Satellite Communications Company consisting of eight space vehicles in orbit. Coinsurance under these projects was carried out in collaboration with SOGAZ and Ingosstrakh.

The second most important customer is JSC Academician M.F. Reshetnev Information Satellite Systems, for which we developed especially a new

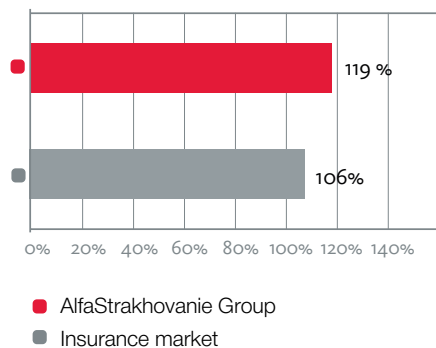
insurance product that is a combination of financial and space risk coverage – insurance of financial losses in the operation of space hardware.

In 2015, AlfaStrakhovanie implemented more than 50 online projects in insurance services for passengers and tourists. The partners include the leading Russian airlines, the largest online travel agencies and other prominent market players: Aeroflot, S7 Airlines, Ural Airlines, the Russian low-cost airline Pobeda, the online travel agencies: Ozon.travel, AnyWayAnyDay, Biletix, OneTwoTrip, Tutu.ru and other significant players in the Russian online travel market. In 2015, more than 4.8 million passengers purchased AlfaStrakhovanie coverage with “1 click” on the websites of the company's partners.

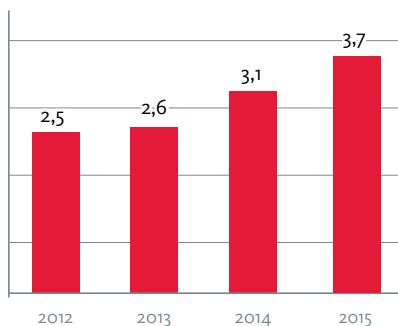
AlfaStrakhovanie takes part in the life of the professional aviation community, is a member of the International Union of Aerospace Insurers, Association “Airport” of Civil Aviation, the Russian Association of Air Transport Operators and the Society of Flight Accident Investigators.

## Growth rates in 2015

### Liability Insurance



### Fees collected from liability insurance, billion rubles



Liability insurance is one of the fastest growing segments of the Russian insurance market, and AlfaStrakhovanie connects with it significant opportunities for the growth of its business

In 2015, fees collected by AlfaStrakhovanie in liability insurance increased by 19.2% to 3.7 billion rubles. The company ranked fourth in this market in terms of collected fees with its market share increased from 6.9% to 7.8%.

In 2015, AlfaStrakhovanie actively developed insurance of small and medium-sized businesses. The company was the first in Russia to launch the insurance online product for business - AlfaOffice for tenants of commercial premises.

The new product allows to insure tenants' third party civil liability for damage to third parties' property, life and health in the operation of leased premises: offices, shops, restaurants and other commercial real estate.

Such types as professional liability insurance, liability for the quality of goods and services are gradually developing in the Russian market. Relying on acquiring promising niches, AlfaStrakhovanie is building up its portfolio under these programs. Our customers include industry professional organizations, representatives of various business sectors.

In 2015, AlfaStrakhovanie Group developed insurance programs for financial and business risks of corporate customers. Total collected fees in 2015 in this type amounted to 3.9 billion rubles.

AlfaStrakhovanie continued to develop the existing insurance programs, and launched new products that meet market needs.

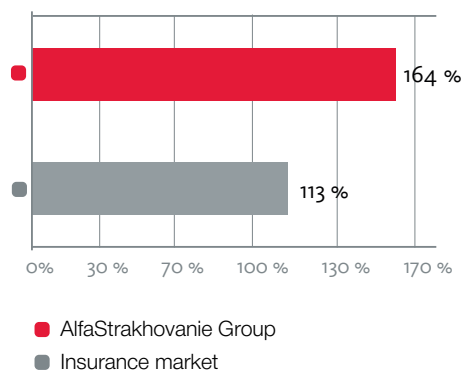
The company implemented a business risk protection program in the event of failure to perform or improper performance of obligations under a contract on a bank guarantee issued in accordance with applicable customs laws of the Russian Federation.

AlfaStrakhovanie continues to successfully expand its presence in the corporate banking insurance market, including during storage or carriage of valuables. The new partners of AlfaStrakhovanie include Promsvyazbank and other financial organizations.

A positive result was achieved in insurance of mass sports and cultural events. One of the biggest electronic festivals of the country and a number of exciting boxing matches and concerts were held under the protection from AlfaStrakhovanie.

## Growth rates in 2015

Fees collected by AlfaStrakhovanie Group



Online sales are a rapidly growing segment of the market and the leadership in this channel of sales is a formula for success in the future. AlfaStrakhovanie is a market leader in online insurance with a market share of 31.5%

The company sells its products both to individuals and businesses through its own website [alfastrah.ru](http://alfastrah.ru), and via our partners' websites. In 2015, fees collected through this sales channel increased by 79% to 1.5 billion rubles.

Today, every business unit of AlfaStrakhovanie is ready to offer online solutions for customers. Private customers can purchase and renew existing CNC and CMTPL policies, buy coverage for their travel, business trip or leisure, insure their property. For corporate customers, we make available protection of the civil liability of commercial real estate tenants.

The company develops online sales in partnership with airlines, the largest online travel agencies, uses their websites to sell trip cancellation, luggage loss and damage, flight cancellation insurances and travel insurance.

During 2015, the company continued to develop its product line on its website, launched new projects for online sales of insurance policies through its partners, implemented new projects on sales of insurance policies to people traveling abroad. An important achievement of the last year in online travel insurance is doubling of the net promoter score (NPS) during a year.

Since 2015, a CMTPL policy can be electronically renewed on the company's website. Customers who have already had a CMTPL policy in AlfaStrakhovanie can buy an electronic insurance policy online. The company launched a service – status of processing an

insured event in a user's client area at [alfastrah.ru](http://alfastrah.ru). Now, car owners who bought CNC policies in AlfaStrakhovanie will be able to track the progress of settlement online.

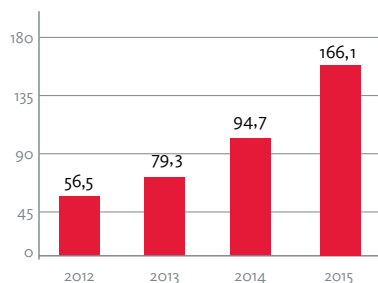
AlfaStrakhovanie seeks to simplify customer interaction with the company, to make it simple and transparent, intuitive. To this end, we launched a mobile application – AlfaStrakhovanie Mobile in 2015. This is the first service mobile application in the insurance market, which enables to claim and settle the losses under motor CNC and for passengers.

And all this is possible without visiting a company office. You can get in touch with the insurance company free of charge, even from abroad, and use the application as a handy reference book and storage of all necessary information.

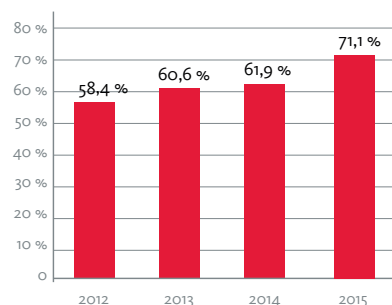
Using the mobile application, a customer can track the status of the settlement of an insured event under a CNC policy, and all the purchased policies are stored in the client area of the insured.

## Growth rates in 2015

**Fees collected by AlfaStrakhovanie Group in CHI, billion rubles**



**Share of collected fees under CHI in the portfolio, %**



Over more than 20 years, AlfaStrakhovanie-OMS has been responsible for organizing and providing affordable health care to the population, while controlling the quality of services rendered and protecting the rights of the insured. The company is a long established leader of the federal CHI market

In 2015, AlfaStrakhovanie-OMS continued dynamic growth in the CHI segment: fees collected by the company increased by 75.4% up to 166.1 billion rubles, and the market share up to 10.8%. The Company ranked third in the rating of compulsory health insurance companies. Perpetual Compulsory Health Insurance License OC No. 0193-01 of June 7, 2015 allows to work in 55 regions of the country.

In 2015, RAEX Rating Agency (Expert RA) assigned to AlfaStrakhovanie-OMS the rating A++ "Exceptionally High Level of Reliability and Quality Of Service". The experts of the agency evaluated the quality and stability assured by the company at an exceptionally high level.

AlfaStrakhovanie-OMS ranks 5 in the Russian Federation in terms of the number of insured people in the CHI system. In 2015, we insured 715 thousand people, of whom 292.7 thousand are newly insured people, 422.3 thousand customers changed their insurance company and chose AlfaStrakhovanie-OMS.

At the end of 2015, the total number of customers who acquired CHI policies in AlfaStrakhovanie was 14.5 million people, including the insured in Yugoria-Med JCS and ASKO-ZABOTA that joined AlfaStrakhovanie Insurance Group in December 2015. In 2015, AlfaStrakhovanie Group acquired 100% shares of Insurance Health Company Yugoria-Med JCS – one of the largest Russian regional companies in the compulsory health insurance market. Now, the company is present in 13 regions of Russia.

Protection of the interests and rights of the insured, including the organization of control of health care quality, monitoring of the availability of medical services and the study of patient satisfaction with quality of health care are an important priority for AlfaStrakhovanie-OMS.

We pay great attention to requests of people and answer as thoroughly as possible to each: last year, we handled 2.8 million requests from the insured.

Each of the company branches has a service for protection of the insured's rights, which gives people advice on the particularities of health care in the CHI system in a particular region. In 2015, pretrial protection of insured persons' rights was carried out in 554 cases, judicial protection – in 13 cases.

On a monthly basis, AlfaStrakhovanie-OMS carries out a scheduled control of quality of health care provided to the insured. In 2015, expert quality examination was carried out by 1212 doctors of different medical disciplines, including 52 doctors of medical sciences and 163 candidates of medical sciences.

Cooperation with more than 1700 healthcare institutions throughout Russia, rapid provision of services, responsible attitude to work, a systematic approach to service and the high quality of service – all provide a steady inflow of new customers.

In 2015, the website of AlfaStrakhovanie-OMS has a "Client Area of a Healthcare Organization", which contains applicable regulatory documents; analytics provided by departments for insured people's rights protection and medical expert examination to healthcare organizations;

feedback form preserving the history of questions and answers for an efficient interaction between a healthcare institution and AlfaStrakhovanie-OMS.

We are actively working to improve the availability of insurance services, their quality and easy obtaining of services by customers. To solve these problems, we use SMS notification, phone calls, e-mail notifications. The company has more than 400 regional representative offices, branches and policy issuance points.

Mobile policy issuance points come to distant rural areas and to enterprise in order to make compulsory health insurance even more affordable. Doorstep courier delivery of compulsory medical insurance policies is available for some categories of people.

AlfaStrakhovanie-OMS is included in the Interregional Union of Medical Insurers (IUMI). The main activity of the Union is aimed at the development of health insurance as an integral part of health and social protection of people in the Russian Federation.

## Reinsurance limits of AlfaStrakhovanie

Risks	Limit		
Fire risks for legal entities	€100 million	\$125 million	5 billion rubles
Technical risks	€100 million	\$125 million	7 billion rubles
Marine obligatory reinsurance contract	€30 million	€20 million	
Liability	€12 million	\$15 million	900 million rubles
Fire risks for individuals	€8 million	\$10 million	400 million rubles
Aircraft CNC		\$10 million	
Civil liability of aircraft owners, air carriers, airports		\$75 million	
Civil liability of aircraft owners and air carriers		\$550 million	
Land transport CNC			200 million rubles
Accident		\$3,5 million	175 million rubles
Property loss due to ownership termination			150 million rubles
Animal insurance			600 million rubles
Agricultural harvest risks	stop loss		
Carriage of military or dual-use cargo		\$50,6 million	
Excess of loss of war and related risks of civil liability		\$550 million	
War aircraft CNC risks		\$10 million	

During its work, AlfaStrakhovanie Group has established long-term business relationships with the world's largest reinsurance companies and Russian insurance companies. Cooperation is carried out both directly and through international brokers Willis Towers Watson, Marsh Limited, AON Benfield and other brokers

Foreign partners of AlfaStrakhovanie in reinsurance are: Swiss Re, Hannover Re, SCOR, Munich Re, GenRe, Partner Re and other major insurance and reinsurance companies, the participants of Lloyd's of London.

In 2016, AlfaStrakhovanie has reinsurance protection programs:

- an obligatory fire risk reinsurance contract for legal entities with a limit of up to € 100 million (\$ 125 million or 7 billion rubles) for each loss;

- an obligatory technical risk reinsurance contract for an amount of up to € 100 million (\$ 125 million or 5 billion rubles) for each loss;

- a marine obligatory reinsurance contract for an amount of € 30 million for each loss in respect of cargo carriage risks, insurance of railway transport and insurance of cultural values and € 2 million for all other risks covered by the contract;

- an obligatory fire risk reinsurance contract for individuals for an amount of up to 400 million rubles (\$ 10 million , or € 8 million ) for each loss;

- an obligatory liability insurance risk reinsurance contract for an amount of up to € 12 million (\$ 15 million or 900 million rubles) for each loss;

- an obligatory reinsurance contract for aircraft CNC risks for an amount of up to \$ 10 million and for civil liability risks of aircraft owners, air carriers, civil liability risks of airports owners for an amount of up to \$ 75 million ;

- an obligatory civil liability risk reinsurance contract for aircraft owners and air carriers up to \$ 550 million for each loss;

- a catastrophic obligatory reinsurance contract for land transport CNC up to 200 million rubles for each insured event;

- an obligatory accident risk reinsurance contract for an amount of up to \$3.5 million or 175 million rubles;

- an obligatory reinsurance contract for property loss risks resulted from termination of the ownership for an amount of up to 150 million rubles for each object insured;

- an obligatory animal insurance risk reinsurance contract for an amount of up to 600 million rubles for each risk or event;

- an obligatory stop loss reinsurance contract for agricultural harvest risks;

- a proportional quota obligatory reinsurance contract for military and dual-use cargo carriage with a limit of up to \$ 50.6 million for each risk;

- an obligatory excess-of-loss reinsurance program for military and related civil liability risks with a limit of up to \$ 550 million ;

- an obligatory reinsurance contract for military aircraft CNC risks with a limit of up to \$10 million .

Alfa Health Center is a federal network of multidisciplinary healthcare centers that was created in 2009 and provides high-quality medical services to individuals and corporate customers in 12 cities of Russia: Moscow, Nizhny Novgorod, Yekaterinburg, Tyumen, Rostov-on-Don, Kirov, Saratov, Samara, Yaroslavl, Murmansk, Perm and Bereznyaki



In 2015, the network of clinics showed a 17% increase in a challenging operating environment. The best results are shown by offices in Rostov-on-Don, Nizhny Novgorod and Perm.

Each clinic of Alfa Health Center network offers a full range of health care for adults and children: all kinds of clinical studies, diagnostics, preventive examinations, medical examinations and treatment in more than 60 fields. Each clinic has a children's multidisciplinary department with a full range of medical specialists, including subspecialists, and vaccination, as well as an adult one-day hospital. Since 2015, a department of esthetic medicine has been available in the Moscow clinic.

At the end of 2014, "AlfaStrakhovanie Medicine" management company took into account the adverse changes in the economy and, as we understand the needs of our customers, we launched a new kind of programs of direct attachment in the form of a construction set that allows the user to create a customized package of services without exceeding their budget.

For corporate customers, we offer a wide range of health-improving programs, including formats new for Russia together with the traditional tools of voluntary medical insurance.

In 2015, Alfa Health Center entered the market with a unique product of Well-Being corporate programs, which allows employers to be aware in advance of the development of

their employees' chronic diseases and carry out health-improving activities, and, thus, reduce expenses for the health care of personnel, increase labor productivity and financial profit in the long term.

Alfa Health Center is the leader in occupational medicine in Russia. The clinic in Bereznyaki is a unique project on the organization of a multidisciplinary health care for an existing production – PJSC Uralkali.

Medicine AlfaStrakhovanie provides more than 20 thousand company employees with health care. На базе ПАО «Уралкалий» в 2015 г. At the premises of PJSC Uralkali in 2015, we implemented an automated system of pre-shift medical examination that provides an obligatory examination of each employee.

In 2015, we expanded cooperation with JSC "Mineral and Chemical Company "EuroChem" – the largest Russian producer of mineral fertilizers. For the company, we created a unique dynamic monitoring program for employees with chronic diseases, which involves regular preventive measures to identify risk factors of chronic diseases the employees may have. The program enabled Alfa Health Center to prepare a Company Health Passport for EuroChem together with AlfaStrakhovanie.

One of the priorities of Alfa Health Center is the development and training of medical personnel. In 2015, we created a corporate institution of leading specialists in various fields of medicine, who are involved in the selection of new employees, evaluation of complex clinical cases,

training of physicians, and in the examination of medical records. In addition, a training program for middle management – department heads was launched.

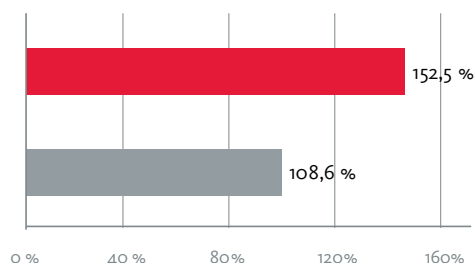
Physicians working in Alfa Health Center network of clinics are our main capital. Candidates are selected on the basis of tests developed by us for all medical specialties based on the US and UK medical education systems.

Alfa Health Center evaluates regularly the work of medical personnel to check the compliance of the healthcare offered by us with the established standards and checks the quality of customer service at every stage. To optimize the process, in 2015, we created a central quality control system, which includes checking outpatient medical records and rapid response to feedback from customers.

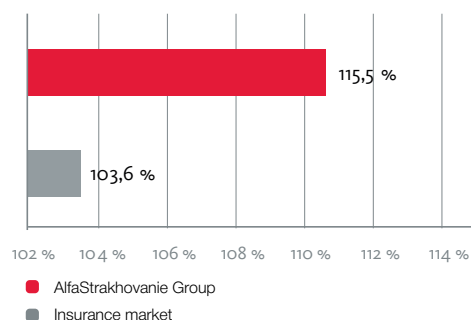


## Growth rates in 2015

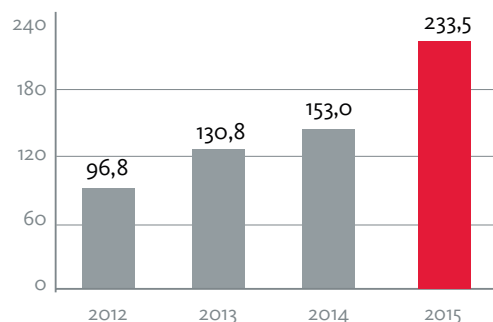
### All insurance types (except CHI)



### All insurance types (including CHI)



### Fees collected by AlfaStrakhovanie Group, billion rubles



In 2015, fees collected by AlfaStrakhovanie Group in the insurance market without compulsory health insurance increased by 15.5% to 67.4 billion rubles (data of the Central Bank of the Russian Federation). The share of AlfaStrakhovanie in the market increased by 0.7 percentage points and amounted to 6.6%. AlfaStrakhovanie strengthened its position in the top five leaders of the insurance market

Fees collected by the Group including CHI increased by 52.5% to 233.5 billion rubles. The company increased its share - from 6.5% to 9.1% in the market with CHI. The company improved its position in the market and now ranks third among the largest insurers in the country.

In 2015, AlfaStrakhovanie Group acquired 100% shares of Insurance Health Company Yugoria-Med JCS that is involved in compulsory health insurance in the Khanty-Mansiysk Autonomous Okrug – Yugra, the Tyumen region, the Republic of Bashkortostan and the Omsk region. Thereby, the total number of regions with the company's presence in the segment of CHI increased from 9 to 13.

The Group achieved a significant improvement in profitability, despite the challenging economic environment, the severe condition of motor insurance amid slumping sales of new vehicles, and negative trends in the corporate insurance types.

Within the year, the net profit of AlfaStrakhovanie JSC (according to RAS) grew by six times – up to 3.37 billion rubles. The total revenue of AlfaStrakhovanie Group in 2015 amounted to 2.89 billion rubles, in the previous year – 975 million rubles. Profit before tax of four business units in 2015 amounted to 3.95 billion rubles, in 2014 – 1.036 billion rubles.

During 2015, the company continued to develop its product line on its website, launched new projects for online sales of insurance policies through the websites of travel agencies and airlines, implemented new projects on sales of insurance policies to

people traveling abroad. In the past year, we implemented a number of significant projects, such as:

- the launch of AlfaStrakhovanie Mobile – the first service mobile application in the insurance market, which enable to claim and settle losses without having to visit the company's office, get in touch with the insurance free of charge, even from abroad, as well as it is a handy reference book and storage of information necessary for the customer;
- launching sales of E-SMTPL at [alfastrah.ru](http://alfastrah.ru), where the possibility to renew and sell all types of retail insurance is available.

- expansion of the functionality of the free mobile application that allows to monitor driving performance and the condition of the vehicle under the "Very Smart Casco" program. Now, the driver will be able to use the application to learn about car recovery, impact, low battery;

- increase in the number of partners in travel insurance and travelers on the websites of major airlines and travel agencies;

- we updated products AlfaSynopsis and AlfaUltraCare offering international health insurance that covers a wide range of diseases, including oncology, cardiovascular disease and transplantology.

During 2015, we continued to develop a large-scale federal project to improve the quality of customer service in motor insurance. In 2015, new claim settlement centers were opened in Samara and Saint Petersburg. In total, such centers have been opened in eight cities since 2013. The results of the study on the net promoter score (NPS) showed that customers of AlfaStrakhovanie assess significantly more highly the quality of the settling insurance claims than customers of other companies.

The work of the Group in 2015 was awarded with a number of professional awards and prizes:

- the company's senior management were included in the annual ranking "TOP 1000 Russian Managers" for the sixteenth year in a row;

- AlfaStrakhovanie was recognized the best insurance company of the year in Russia, according to World Finance Media magazine (UK) after winning the prestigious world competition in finance – World Finance 2015;

- Expert RA recognized AlfaStrakhovanie the leader of the financial risk insurance market and the leader in travel insurance – according to the results of 2015, AlfaStrakhovanie entered the TOP 1000 successful Russian suppliers from B2B Center;

- The company ranked third in the rating of successful insurers of legal persons in 2015 according to the portal [spravni.ru](http://spravni.ru).

In 2015, the Central Bank of the Russian Federation included AlfaStrakhovanie JSC and AlfaStrakhovanie-Life LLC in the list of systemically important insurance companies.

In 2015, Expert RA assigned to AlfaStrakhovanie-OMS the highest rating A++ "Exceptionally high level of reliability and quality of service".

The experts of the agency evaluated the quality and stability assured by the company at an exceptionally high level.

In 2015, AlfaStrakhovanie caused to perform the certification audit of its quality management system for compliance with GOST ISO 9001-2011.

In 2015, AlfaStrakhovanie implemented a number of large IT projects to enhance the efficiency of the company's work and improve the quality of customer service, through developing the infrastructure in two main areas: more efficient use of existing technologies and the introduction of new automated solutions, thus, completing the tasks set in the 2008 IT-strategy.



The Company switched to actively using the program complex "Single Storage of Customer Information" that helped to create a complete profile of each customer of our company. The information system is intended to verify the customer information in the company's accounting system, which would reduce the costs of searching and gathering information, simplify the operating account. These data formed the basis for the work of the first service mobile client application on the insurance market – AlfaStrakhovanie Mobile we put into operation.

We expanded the use of iLog online insurance contract rate-making system based on IBM ODM platform: raters are implemented for more than 15 insurance types products, including travel insurance, "Green Card", corporate property insurance.

One of the most important projects in 2015 is the migration of [alfastrah.ru](http://alfastrah.ru) to a new technology platform, which greatly helped to improve the availability of the electronic sale system, increase the volumes and efficiency of the on-line channel.

A new front-end system AlfaPolicy is put into operation for sale of CNC contracts, CMTPL contracts and other retail products. By December 2015, more than 95% of CMTPL contracts and approximately 80% of CNC contracts were executed through AlfaPolicy.

Under a commission fee accounting automation project, we developed an information system that automates the issuance of contracts with intermediate sellers, the calculation and generation of remuneration reports-acts. In the Retail Unit, the volume of reports-acts generated from the system exceeded 70%.

The divisions of the IT Department widely introduce agile software development management technologies, which helped to increase the efficiency of the creation of a new functionality, to make its capabilities as close to business requirements as possible.

In the future, those will win who provide a high level of customer service today. We in AlfaStrakhovanie do insurance better through creating solutions that allow customers to live easily and confidently and protect themselves from risks



We focus on our customers as we understand and anticipate their expectations and needs. The company faces a challenge to become the company of first choice for our customer through offering the best service at the best price, while remaining a leader in service quality in the whole chain – from sales to settlement of the insured event. An important challenge for AlfaStrakhovanie is to find the optimal solutions in our interaction with the customer.

“Providing Tomorrow's Service Today” is the value proposition by AlfaStrakhovanie. For the second year in a row, the company relies on improving the quality of customer service as the basis of its long-term strategy. In 2015, each business unit developed new strategic goals and objectives, we implemented a large-scale advertising campaign to support the new VP and the product corresponding to the highest quality of service, “Very Smart Casco”  
Currently, more than 24.8 million private customers and more than 435 thousand companies trust AlfaStrakhovanie. Employees of AlfaStrakhovanie are aware of their responsibility, a mission to protect customer interests, and the importance of the interaction with customers at all stages of cooperation.

Our focus on customer needs is the basic operating principle of AlfaStrakhovanie: reliability, efficient consulting, user-friendly design, prompt settlement of insurance claims, easy interaction with the insurance company are our key competitive advantages. This was confirmed by a customer loyalty study conducted in 2015 – AlfaStrakhovanie ranks first based on the net promoter score (NPS).

Seeking to increase the quality of customer service in motor insurance, the company opened two new claim settlement centers in Samara and Saint Petersburg in 2015. In total, since 2013, such centers have already been opened in eight cities:

in Yekaterinburg, Magnitogorsk, Tyumen, Krasnoyarsk, Kazan and Rostov-on-Don.

The company controls every interaction of the company's employees with the customer, seeks to maintain a constant feedback, respond quickly and resolve emerging issues, and provide all necessary information and support at all stages of the settlement.

AlfaStrakhovanie seeks to simplify customer interaction with the company, to make it simple and transparent, intuitive. To this end, we launched a mobile application – AlfaStrakhovanie Mobile in 2015. This is the first service mobile application in the insurance market, which enables to claim and settle losses without having to visit the company's office, get in touch with the insurance company free of charge, even from abroad, as well as it is a handy reference book and storage of all information necessary for the customer.

The Federal Contact Center and the Service Quality Control Service are responsible for rapid response and addressing emerging issues. The number of calls and requests received via the lines of the FCC each year exceeded two million per year, the number of customer service plans exceeded 450. The employees of the Service Quality Control Service handle requests from customers and monitor messages on social media and forums, in order to identify any difficulties the company's customers may encounter to help to solve them quickly and efficiently.

Rapid recording and processing of each request; analysis, subsequent identification of problems and launch of projects aimed at resolving them all allow AlfaStrakhovanie to constantly improve the service quality, develop new ways to solve problems, and, therefore, meet the highest expectations of customers.



A strong team is an important component of success. The personnel policy at AlfaStrakhovanie is based on the creation of an efficient and proactive team that not only performs tasks, but also implements its own ideas for the development of business and the strengthening of leadership positions

In 2015, the vigorous growth and development of the business of AlfaStrakhovanie in the current difficult economic realities, combined with the increasing competition in the insurance market determined the goal to strengthen the team for our personnel policy.

The company actively uses an advanced personnel audit system, develops modern programs for employee training and development. We create optimal conditions for professional and personal growth for our employees at all stages of their career in the company.

The company's personnel policy is aimed not only at identifying and retaining talented and efficient employees, but also at recruiting the best experts of the industry into our team. This is facilitated by a strong corporate culture, an efficient system of

motivation and the existing conditions for self-realization, self-development and career growth.

The high competence of our team and the business authority of AlfaStrakhovanie team traditionally gain public recognition. In 2015, the top management traditionally took six leading positions in the annual rating "Top 1000 Russian Managers" (a joint project of the Association of Managers of Russia and the Publishing House "Kommersant").

Social responsibility is not just words for the company whose activities cover at least 24.8 million Russian people insured by us, employees of more than 400,000 customer companies, and 8150 full-time employees of AlfaStrakhovanie Insurance Group. We take care of social problems of the society and the personnel of the Insurance Group, we implement projects affecting the protection of the widest possible range of people and employees of customer companies, participate in charity events and initiatives, support the projects of foundations and the activity of our colleagues



Over the years, the company has been actively involved in initiatives implemented by the "Life Line" Fund to support seriously ill children (a CAF partner in Russia): "Holiday of Life", "Red Nose – Kind Heart", "Charity Race 5275", "Charity Ski Run 6250", "Someone's life is not a little thing!"

AlfaStrakhovanie also cooperates with the Charity Foundation "DetskieDomiki" by participating in the annual "Miraculous Fir-Tree" charity event, supports GalaFest inclusive family charity festival held by the Galchonok Foundation, cooperates with the "Find your family" Foundation – a perpetual measure aimed at collection of financial funds to organize assistance to adoptive parents in adaptation of a child within the family and the new society. In 2015, AlfaStrakhovanie became a partner of the All-Russian Race "Green Marathon" organized by Sberbank in Krasnoyarsk, and took part in the skiing marathon "Nikolov Perevoz" providing all the participants with insurance coverage.

Volunteers of the company participate in social projects aimed at support of nurslings of orphanages and orphan asylums, large and low-income families, disabled children, war veterans, handicapped people.

Since 2015, the project "Health of Personnel" is implemented, its main mission is to identify and disseminate the best experience and innovative HR practices of socially responsible conduct of business, to increase Russian companies' transparency and competitiveness, strengthen the quality of health management practices among a mass audience and teams. To this end, we organize and hold professional conferences, where we gather market professionals

demonstrating best cases in the area of employee health management, implement a large awareness program in the mass media and our in-house periodical AlfaHealth, distribute our in-house tips on health management to mass audience through various media channels. Currently, the project involves more than 1.8 million people, 250 HR directors of the largest Russian companies.

For us, social activity is the protection of AlfaStrakhovanie employees' interests. Everyone has all the opportunities for career growth and professional development. The company has a corporate university for training and development of the personnel. At all stages of their careers, employees can receive any necessary training to improve their skills; training seminars and workshops on various topics are held on a regular basis. We have a distant learning system for personnel, which allows to receive highly specialized skills required for further career and professional growth, and for personal development.

For each division, AlfaStrakhovanie arranges on an annual basis in-house conferences where the main goals are the search for new ideas and a deep dive into the current state of affairs of the company and the division.

The company holds on an ongoing basis conferences attended by the Management Board of AlfaStrakhovanie, where employees in the regions get answers to key issues from the company management. The executives of all the branches and divisions, the Management Board of the company meet at the annual conference, where they exchange experience and anyone can ask a question, new solutions are developed for the challenges AlfaStrakhovanie faces.



PROVIDING TOMORROW'S SERVICE TODAY

8 800 333 0 999  
[www.alfastrah.ru](http://www.alfastrah.ru)