



PRESS RELEASE

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Ageas and Personal Lines Brokers, Brilliant Together

Ageas UK brings brokers the opportunity to be part of a powerful partnership in Personal Lines insurance at this year's BIBA Conference (stand D10).

As the UK's largest insurer focused exclusively on Personal Lines, Ageas has ambitious plans to elevate its position as a leading personal lines insurer through powerful partnerships with brokers.

With a heritage of intermediated home and motor insurance, Ageas is committed to creating brilliant partnerships with brokers, providing them with innovative and appropriate services that meet the needs of brokers and their customers. With an engrained culture of working collaboratively with brokers to provide technical excellence in the insurance fundamentals, Ageas's ability to deliver for brokers is reflected in their highest ever broker survey sentiment scores – 92% satisfaction with effectiveness of engagement and 87% satisfaction with the underwriting experience.ⁱ

Customers are at the heart of Ageas's success and the commitment to putting customers first is enterprise wide. This was recently acknowledged by the Institute of Customer Services who have now awarded Ageas its ServiceMark accreditation with Distinction, making Ageas the largest UK Personal Lines insurer to achieve this standard.

This brilliant customer service includes our award-winning claims service which last year won a string of industry awards for proactive, preventative action to support customers in the face of extreme weather, sustainable motor repairs and fraud prevention.

Recognising the opportunities presented by data driven decision making, Ageas has invested in data analytics, AI, technology and digital tools to ensure we are ahead of the curve even when market conditions change.

Looking forward to the 2025 BIBA Conference Adam Beckett, Managing Director, Broker & Partnerships said,

“Since we announced our sole focus on Personal Lines insurance, we have revolutionised our business while staying true to what makes Ageas stand out – our desire to do the right thing by everybody, brokers and customers alike.

“We are ambitious for both ourselves and the brokers we work with and I’m really looking forward to two busy days at BIBA, meeting brokers large and small to talk about how we can elevate our success and be brilliant together. “

-Ends-

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Notes to Editors

About Ageas

Ageas is one of the largest personal lines insurers in the United Kingdom, protecting the needs of around four and a half million customers. It offers car and home insurance through electronically traded brokers and intermediary partners and was named Personal Lines Insurer of the Year at the 2021, 2022 and 2023 British Insurance Awards, as well as the 2021, 2023 and 2024 Insurance Times Awards. The insurer has achieved the Institute of Customer Services coveted ServiceMark with Distinction accreditation and been certified by the Top Employers Institute as a Top Employer for 2022, 2023 and 2024. Ageas (UK) Limited is a wholly owned subsidiary of Ageas SA/NV, which has been protecting customers for nearly 200 years and is listed on the Euronext Brussels and is included in the Bel20 index.

ⁱ Ageas Your Platform Broker Survey conducted by Walnut on behalf of Ageas Insurance Limited June 2024