

PRESS RELEASE

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Ageas partners with MDRT to grow agency distribution

Ageas announces today that it has become an official sponsor of the Million Dollar Round Table professional association (MDRT) as a strategic lever for its ambition to grow agency distribution. The Group has signed a three-year sponsorship agreement with MDRT, a global association of the world's leading life insurance and financial services professionals. As of January 2023, Ageas will become the fourth global sponsor of this prestigious organisation.

Each year, MDRT sets qualification criteria (by country) for insurance and financial services professionals. MDRT's mission is to professionalise and educate insurance and financial agents so that the industry becomes increasingly customer focused, in all markets. Achieving MDRT status is an international designation that is recognised by the whole industry.

Value-driven partnership to strengthen and grow the Core

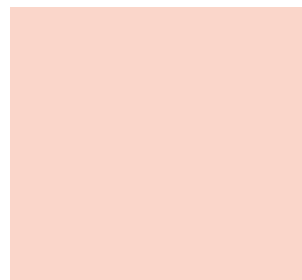
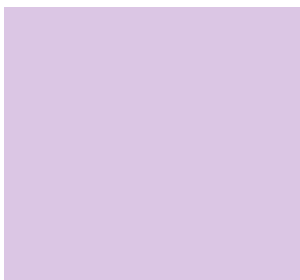
Through its Impact24 strategy, Ageas aims to strengthen and grow its core business by unlocking the full potential and growing its agency distribution network. **Hans De Cuyper, CEO of Ageas remarks:** "With this three-year partnership, we are improving distribution development and diversification as well as commercial excellence for our customers, as part of our long-term Impact 24 Strategy."

In addition to this sponsorship, Ageas will also be hosting a biennial event called "Ageas and Partners Education Xperience" in collaboration with MDRT, with the ambition to inspire the agency force and other business partners to expand their knowledge and improve their skills in order to achieve MDRT qualification. "The educational and motivational content provided by these kinds of events will make a difference in supporting people to elevate their game", says **Hans De Cuyper**.

Harnessing a 'Great Place to Grow'

In its Impact24 strategy, Ageas commits to being a 'Great place to Grow' for all its people. **Hans De Cuyper** comments, "This partnership offers tremendous opportunities for the development of our people. There is no better way to do that than use MDRT as the foundation on which we can build. I'm very proud that Ageas is making an investment not only for its own people, but also for our joint venture partners and agencies wherever we operate."

Ageas is a listed international insurance Group with a heritage spanning almost 200 years. It offers Retail and Business customers Life and Non-Life insurance products designed to suit their specific needs, today and tomorrow. As one of Europe's larger insurance companies, Ageas concentrates its activities in Europe and Asia, which together make up the major part of the global insurance market. It operates successful insurance businesses in Belgium, the UK, France, Portugal, Turkey, China, Malaysia, India, Thailand, Vietnam, Laos, Cambodia, Singapore, and the Philippines through a combination of wholly owned subsidiaries and long term partnerships with strong financial institutions and key distributors. Ageas ranks among the market leaders in the countries in which it operates. It represents a staff force of about 40,000 people and reported annual inflows close to EUR 40 billion in 2021 (all figures at 100%).



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