

## Pillar Five: Business and Growth

### 1. Does the firm state that it has responsible marketing practices and/or transparent product labeling?

Yes

### 2. Business – How is this product distributed and the major contributor to this success?

Magnitude is distributed by broker companies and independent financial advisers (IFAs) and the seamless coordination between IFAs, brokerage firms, and the Zurich team are the major contributors to the product's success.

### 3. Please share with us the successes of this product and its contribution to the company's bottom-line.

As shared in opening, Magnitude was officially launched in June 2021. Although only a few months have passed, the product is deemed an early success by exceeding set sales target and is on path to have more than 200% YoY growth.

### 4. How does the company feel about the statement of: Prioritizing the customers' needs before revenues?

We care about our customers because they are the reason we are in business. Putting their needs at the heart of what we do and providing them with protection for the things and people they value has been our mission since Zurich was founded in 1872.

In all business activities, we make sure to keep the customer at the heart of what we do and promote positive customer outcomes.

We NEVER put short-term gains over long-term success. Our company will succeed through building long term relationships with our customers and by empowering sustainable practices.

### 5. What is the Net Promoter Score (NPS) over the past three years?

2020

46.3

[W0801] Zurich - Investment-Linked Assurance Schemes (ILAS)

**2019**

41

**2018**

31