

# Harel Insurance Investments & Financial Services Ltd.



**Yair Hamburger**  
Chairman



**Shimon Elkabetz**  
CO-CEO



**Michel Siboni**  
CO-CEO

#### ESTABLISHED

1982

#### SHAREHOLDERS

Hamburger Family  
49.62%  
The Public  
50.38%

#### LINE OF BUSINESS

Insurance and financial services – health (health insurance, long term care, dental care and foreign travel insurance), non-life insurance (motor insurance, residential insurance, liability insurance, mortgage insurance, credit insurance), life insurance, pension funds, provident funds, study funds, mutual funds, investment portfolio management, exchange-traded notes, as well as other financial services

**H**arel Insurance Investments & Financial Services Ltd. is one of Israel's largest insurance and financial groups offering comprehensive insurance and financial solutions, including – non-life (motor, residential, liability, mortgage, credit), health and life insurance, pension, provident funds, study funds, mutual funds, exchange-traded notes, as well as other financial services. With 2010 premium and management fee revenue of NIS 8 billion (compared with NIS 7.3 billion during 2009), and a balance sheet of NIS 52.3 billion for 2010 (compared with NIS 43.5 billion for 2009), Harel is Israel's third largest insurance group, with a market share of 18%. The Group is Israel's largest in health insurance with a market share of 40%, the second largest in non-life insurance, and the fourth largest (in terms of premiums) in life insurance. Group assets under management, in insurance, pension, provident, mutual, and financial funds, as of December 31 2010, totaled over NIS 102 billion. **Over 70 Years of Insurance Activity** – In 1935, the late Ernst and Margot Hamburger founded the Hamishmar Insurance Agency, which was the start of their insurance activity in Israel. In 1975, the Family established Harel Insurance Company, and seven years later, both became subsidiaries of Harel Hamishmar Investments Ltd. listed on the Tel Aviv Stock Exchange (TASE) in 1982. In 2007, the company's name was changed to Harel Insurance Investments & Financial Services Ltd. Harel Investments shares are currently traded on the TASE's Tel Aviv 100 and Tel Aviv 75 Indices. Harel is controlled by the Hamburger Family, which holds (primarily through a holding company) 49.62% of the company's shares. Harel retains its traditional family values with an emphasis on integrity, fairness, reliability and personalized service. Harel is the insurance industry's service leader. In survey's held by the Israel Insurance Agents Institute, Harel was found to provide the best service possible vis a vis the largest companies in the non-life insurance field. In addition at the beginning of 2011, Harel was ranked first, for the seventh consecutive year, to provide the best service possible in the fields of insurance: life, health, nursing care,

pension and provident funds, and advanced study funds. **Insurance – Harel Insurance Company Ltd. (100%)** – active in all lines of insurance – health, long term care, dental care, foreign travel insurance, life insurance, non-life insurance, motor, residential, liability and mortgage insurance. In health insurance, Harel is Israel's leader, and benefits from more than 75 years of experience, with more than 10% growth each year, strong and consistent profitability over the years, and close ties with medical institutions in Israel and abroad. More than 3 million insured parties benefit from this professional and advanced service platform. Harel insures the Israeli branches of numerous multinational corporations operating in Israel and is a "Global Partner" of large insurance conglomerates such as Ace, Royal & Sun Alliance, AXA, Allianz, Zurich and Chubb. At the end of 2008, the Group signed a unique cooperation agreement with National Indemnity Company – a leading company in the insurance arm of Berkshire Hathaway. According to the agreement, BH insures 20% of Harel's retention from all non-life insurance lines. At the beginning of 2011, Harel signed a cooperation agreement with XL Capital and an exclusive cooperation agreement with HDI Gerling, a German insurance firm. **Dikla Insurance Company Ltd. (100%)** – specializes in health insurance and long-term care insurance. Dikla has long-standing relationships with the world's major reinsurance companies, as well as with hospitals and medical service centers, worldwide. **Israel Credit Insurance Company Ltd. (ICIC) (33.3%)** – offers credit insurance (expert and for the domestic market), in Israel. ICIC is jointly controlled with Bituah Hahk'lai and Euler Hermes, the world's largest credit insurer. **EMI (100%)** – Ezer Mortgage Insurance Company Ltd, operates in Israel as an insurer in the residential credits insurance field (mono line insurer). **Hamishmar Insurance Agency Ltd. (100%)** – Hamishmar is a licensed Lloyd's agent and the exclusive Israeli representative of Zurich Insurance, an international insurance conglomerate. **Interasco S.A.G.I. – Societe Anonyme General Insurance Company (97.25%)** – is an insurance company established in Greece by the Harel Group in 2006 and involved in non-

life and health insurance. **Turk Nippon Sigorta A.S. (97.25%)** – acquired In November 2008, in 2009 started operations all non-life fields in Turkey. **Long Term Savings** – Provident funds – as of December 31, 2010, the Harel Group had NIS 23.4 billion of provident fund assets under management. Pension funds – as of December 31, 2010, the Harel Group had NIS 11.7 billion of pension fund assets under management. Harel's pension funds hold a 12% market share, and lead in pension fund industry yields, in almost every sub-segment. **Investments** – over the last decade the Group has increased its investments in Israel and international markets, and continues to strengthen its position in bonds, credit, and real estate in Israel and abroad. The Group strives to earn superior returns while taking calculated risks, with the intent to improve its yield profile and to diversify its operations into a number of investment fields, while using its economies of scale in non-marketable investments. **Real Estate** – Harel Group invests in revenue producing real estate properties in Israel and abroad. Among its properties are shopping malls, commercial centers, office buildings, and light industry buildings. The Group holds properties in Europe and during 2010 Harel added to its real estate holdings in the US, by buying buildings in Houston, Texas, Manhattan, New Jersey and Connecticut. **Capital Market Operations (financial services)** – The Group is actively involved in mutual funds management, investment portfolio management, securities trading, financial products through Harel Finance Ltd. (100%), the Group's financial arm, which manages NIS 26.1 billion of assets, and focuses on providing solutions for all financial needs in a wide range of products and financial services to both private individuals and institutions through its subsidiaries - Harel Pia Mutual Funds (100%), Harel Sal (100%), Harel Finance Investment Management Ltd. (100%), and Harel Finance Trade and Securities (100%).



For your peace of mind

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