ALLIANZ GROUP COMMUNICATIONS

Media Release: Allianz affirms its status as the world's most valuable insurance brand; achieving its highest-ever brand value at $28.2 billion

- **Allianz increased its brand value by 20 percent to $28.2 billion, up from $23.5 billion in Interbrand's Best Global Brands 2025 ranking.**
- **Allianz climbed two ranks up to #27 of all brands globally, and is once again the most valuable insurance brand in the world.**
- **The company's record value increase is driven by its strong financial performance and customer centricity combined with an uplift in brand strength through its consistently executed global brand strategy.**

Munich, October 16, 2025

Allianz, the leading insurer and asset manager, is once again among the most valuable brands in the world and, for the seventh consecutive year, the most valuable insurance brand globally. In Interbrand's Best Global Brands 2025 ranking, Allianz climbed two ranks to #27 of all corporate brands across all sectors, with the top five brands being Apple, Microsoft, Amazon, Google, and Samsung. Furthermore, Allianz increased its brand value to $28.2 billion, an increase of 20 percent over the prior year – five times the growth rate of other ranked brands.

> *"In this time of uncertainty, more people are turning to partners they trust to protect what they value most. Allianz's position as the top insurance brand globally, alongside our rising brand valuation, shows that this flight to trust trend is a competitive advantage for us. By delivering the best experience for our customers, being relevant in their lives, and inspiring a sense of confidence and optimism in the future, we are building a world-leading brand that drives our growth," said* ***Oliver Bäte, CEO of Allianz SE****.*

Strategic brand evolution drives success

Allianz's strong performance in Interbrand's annual ranking is a result of its dynamic and effective brand strategy. Centered on its core strengths of trust, competence, and protecting what matters most to people, the brand has been positioned to create deep connections, emotional experiences, and social contributions worldwide. Allianz leverages long-term partnerships and pioneering initiatives that position the company as a trusted partner and unifier, bringing together customers, employees and society through the power of sports and societal programs.

> *"Through our 'brand in action' strategy, Allianz transforms partnerships into powerful platforms of belonging. Across 70 markets, we go beyond traditional advertising to bring*

our brand to life through meaningful actions and authentic, social engagement," said ***Dorothee Mathieu, Head of Global Brand, Partnerships & Sponsoring at Allianz****.*

Enhancing global presence through strategic partnerships

As Worldwide Insurance Partner of the Olympic and Paralympic Movements, Allianz is a leading contributor to the largest sports gathering in the world, while also owning the biggest sports naming rights through its Family of Stadiums across continents. These stadiums host sports events for 10 million fans every year around the world. The Allianz Arena, home stadium of its partner FC Bayern Munich, marked its 20th anniversary in 2025 and has become a landmark icon for modern football. Besides these global partnerships, Allianz also engages with national clubs and foundations. A core element of the company's social engagement is its commitment to youth, fostering health as well as inclusion and equality to develop skills and opportunities.

Building trust through unity

Allianz lives up to the meaning of its name: 'alliance.' In a time of polarization and division, the company's Power of Unity program inspires constructive engagement, optimism, and togetherness among individuals and organizations. Through thought leadership, learning programs, community initiatives, and Unity Sports Awards, the program aims to foster dialogue and inclusion, bridge divides, and restore trust in organizations.

About the Interbrand Ranking

The Interbrand Best Global Brands Ranking is a renowned annual report that ranks the 100 most valuable global brands based on financial performance, the brand's role in customer purchase decisions, and its brand strength.

Downloads

PDF of the release

Further links

20 years of Allianz Arena: 20-years-of-allianz-arena-honoring-a-football-landmark
Twickenham Stadium (UK) becomes Allianz Stadium: Allianz-pledges-commitment-to-rugby-through-multi-year-rfu-partnership
Allianz is worldwide Olympic and Paralympic Insurance Partner: Olympic-paralympic-movements
Allianz Safety Sled: New-partnership-to-improve-safety-in-bobsleighing
Global activation: Power-of-unity

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About Allianz

The Allianz Group is one of the world's leading insurers and asset managers serving private and corporate customers in nearly 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 749 billion euros* on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage about 1.8 trillion euros* of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are among the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2024, over 156,000 employees achieved total business volume of 179.8 billion euros and an operating profit of 16.0 billion euros for the Group.

* As of June 30, 2025.

Mandatory corporate information: Corporate disclosures

These assessments are, as always, subject to the disclaimer provided below.

Cautionary note regarding forward-looking statements
This document includes forward-looking statements, such as prospects or expectations, that are based on management's current views and assumptions and subject to known and unknown risks and uncertainties. Actual results, performance figures, or events may differ significantly from those expressed or implied in such forward-looking statements.

Deviations may arise due to changes in factors including, but not limited to, the following: (i) the general economic and competitive situation in the Allianz's core business and core markets, (ii) the performance of financial markets (in particular market volatility, liquidity, and credit events), (iii) adverse publicity, regulatory actions or litigation with respect to the Allianz Group, other well-known companies and the financial services industry generally, (iv) the frequency and severity of insured loss events, including those resulting from natural catastrophes, and the development of loss expenses, (v) mortality and morbidity levels and trends, (vi) persistency levels, (vii) the extent of credit defaults, (viii) interest rate levels, (ix) currency exchange rates, most notably the EUR/USD exchange rate, (x) changes in laws and regulations, including tax regulations, (xi) the impact of acquisitions including related integration issues and reorganization measures, and (xii) the general competitive conditions that, in each individual case, apply at a local, regional, national, and/or global level. Many of these changes can be exacerbated by terrorist activities.

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