

# BTA's Roadmap to the Future

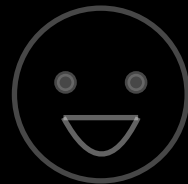
Strategy Bold 2030

BTA brand mission

We help people hold on to their **passion for life** and **pursue their goals** by offering insurance that truly covers risks and **provides support when it's needed most**



It's 2025 and the  
general mood in the  
Baltic States is:



Excited



Happy



Cautious



Worried



Sad



We want to change  
this narrative and  
encourage people  
to take their chances

And we have  
everything  
to achieve that

**We want  
to be the  
first!**



**2025**

One of the leading insurance companies in the Baltics

**2030**

Top-of-mind insurance provider in the Baltics

We must be

**BOLD**

and set new standards!

# BTA Strategic Foundation 2030

VIG

VIENNA INSURANCE GROUP

Financial resources  
and pioneering mindset

bta

VIENNA INSURANCE GROUP

bta

VIENNA INSURANCE GROUP

We help people hold on to their passion  
for life and pursue their goals by offering  
insurance that truly covers risks and  
provides support when it's needed most

New  
car

New  
home

Exotic  
trip

Better  
interior

New  
skills

Better  
self care



RATIONALLY  
BTA insures your:

Property

Health

Home

Employees

Assets

Vehicles

Travel

EMOTIONALLY  
BTA insures your:

**Passion  
for life**



While the general mindset is:

Prepare for the worst  
and hope for the best

**We say:**

BTA Brand Slogan

# Prepare for the Best



Pasiruoškite  
geriausiam



Gatavojies  
labākajam



Valmistu  
parimaks

BTA Brand Slogan

# Prepare for the Best

## Market leader

Prepare for the best insurance coverage you have ever had

## Positive mindset

Think about your ideas from the bright side

## Willing to help

Whatever happens, we got you covered

Prepare for the Best



BTA brand vision

Rooted in the resilience of Baltic people,  
we help them dream bigger, take bold  
steps and prepare for the best with  
confidence and protection

# Prepare for the Best

## The story behind our new vision

### Rooted in the resilience of Baltic people

Demographics & workforce shifts

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Regulatory pressures

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Geopolitical uncertainties

### We take bold steps

We dream bigger

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We set better standards

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We significantly change the way we approach demanding targets

### Prepare for the best

We take risks and are not afraid of failure

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We will create a concrete action plan and develop a robust response if things do not go as planned

### More confidence and protection

We have a clear action plan

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The progress we make along the journey gives us the confidence to be bold

## Mission

We help people hold on to their passion for life and pursue their goals by offering insurance that truly covers risks and provides support when it's needed most

## Vision

Rooted in the resilience of Baltic people, we help them dream bigger, take bold steps and prepare for the best with confidence and protection

# Prepare for the Best



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## Values



### Bold

We face challenges head-on and turn them into opportunities for progress in human-centric insurance

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### Trustworthy

We embrace humanity by earning and returning trust through every decision and every interaction

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### Accessible

We are always here, making insurance simple, human-centric, and support - effortless



**BOLD**  
2030