

BTA's Roadmap to the Future

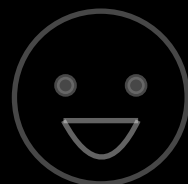
Strategy Bold 2030

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



Financial resources
and pioneering mindset



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

Regulatory pressures

Geopolitical uncertainties

We take bold steps

We dream bigger

We set better standards

We significantly change the way we approach demanding targets

Prepare for the best

We take risks and are not afraid of failure

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

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



Pasiruoškite
geriausiam



Gatavojies
labākajam



Valmistu
parimaks

Values

Bold

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

Trustworthy

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

Accessible

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



BOLD
2030