

28 Years of Anadolu Hayat Emeklilik The Author of "Firsts" in Its Industry...

1990

Founded as Turkey's first life insurance company

2000

Became the first and only life insurance company whose shares are publicly traded

1990

Anadolu Hayat Emeklilik A.Ş. was founded as Turkey's first life insurance company taking over the life insurance activities carried out by Anadolu Anonim Türk Sigorta Şirketi.

1991

District offices were opened in Ankara, Bursa, Adana and İzmir.

1995

First payouts on maturity were made in the "Insurance of the Future".

1999

Lefkoşa Branch was set up in the Turkish Republic of Northern Cyprus to conduct life insurance activities. Sirkeci and Kadıköy branches were opened.

2000

Anadolu Hayat Emeklilik A.Ş. became the first and only life insurance company whose shares are publicly traded.

2001

"Life for everyone" policy, Turkey's first-ever insurance coverage without any age limitation and without requiring any health conditions was introduced.

Bursa, Adana, İzmir and İstanbul branches were reorganized as Marmara, South Anatolia, Aegean District Offices, and İstanbul District Office 1 and 2.

2003

In accordance with the "Private Pension Savings and Investment System Law", the Company was transformed into a private pension company.

The first private pension contract was issued on October 27.

2004

Undersigning yet another first, the Company introduced the "Pension Plan for Housewives" that provides income for housewives without social security and supplementary income in older ages.

According to legislation, the Company's health insurance portfolio and activities were transferred to Anadolu Anonim Türk Sigorta Şirketi.

Online payment of private pension contributions and life insurance premiums via the internet was enabled.

2005

Bancassurance activities carried out with the parent company İşbank were expanded by agency agreements with Türk Ekonomi Bankası A.Ş. (TEB) and HSBC Bank A.Ş. (HSBC).

2006

With the support of the Ministry of National Education, the Company initiated the social responsibility project "Girls: The Insurance of Our Future" in cooperation with the Association for Supporting Contemporary Living (ÇYDD).

Bancassurance activities were expanded through agency agreements with Anadolubank A.Ş. and TSKB A.Ş.

2007

First pensioners of the private pension system were entitled to pension benefits.

An agency agreement was signed with Bank Pozitif A.Ş.

"Shots from Life as Seen by Women" photography contest has been held for the first time.

2008

Anadolu Hayat Emeklilik became the first pension company to hit the 300,000 participants mark under the private pension system.

The Company exceeded TL 1 billion in total funds.

2003

Transformed into a private pension company

2007

"Shots from Life as Seen by Women" photography contest held for the first time

2010

Became the first pension company to reach 500,000 participants in the private pension system

PPS+ packages were started to be sold covering either one of "Life Insurance with Serious Illness Cover", "Annual Life Insurance" or "Life for Everyone Insurance" products in addition to the Private Pension Plan.

A new variant was added to life insurance policies issued in connection with loans, and Loan Support Insurance incorporating unemployment cover was added to its product range.

The competition "Young Ideas by Owner" was launched, thereby enabling university students' idea conception related to the industry.

2009

The Company became the first pension company to reach 400,000 participants in the private pension system (PPS).

Targeting İşbank credit card customers, Credit Card Protection Insurance policy, which provides cover in the event of death, disablement and unemployment, was launched.

Private Pension Plans portfolio was further expanded with "Master's Pension Plan", which incorporates the special features of "Life-Cycle Fund Exchange Model" and "Auto Re-Balancing System", a first in Turkey.

2010

The Company became the first pension company to reach 500,000 participants in the private pension system.

Volume of the participants' private pension funds topped TL 2 billion.

An agency agreement was signed with Albaraka Türk Katılım Bankası A.Ş. (Albaraka Türk).

Anadolu Hayat Emeklilik was named the "Most Admired Private Pension Company" at the "Turkey's Most Admired Companies 2010" survey conducted by Capital magazine.

The Company set up "Emerging Markets Flexible Pension Growth Fund" (BRIC Plus Fund) and "Alternative Flexible Pension Income Fund" (Alternative Income Fund) and started their sales.

"Pension Income Plan" targeting private pension system participants was put on sale.

2011

Anadolu Hayat Emeklilik became the first company to reach TL 3 billion in funds in the private pension system.

With the aim of new customer acquisition activities alternative delivery channels were started to be used.

An implementation was introduced enabling participants holding İşbank credit cards incorporating Maximum card features to transfer the MaxiPoints earned to their private pension accounts as additional contribution.

2012

Anadolu Hayat Emeklilik became the first pension company to reach TL 4 billion in total funds and 600,000 participants in the private pension system.

Anadolu Hayat Emeklilik was named the "Most Admired Private Pension Company" in the "Turkey's Most Admired Companies 2012" survey conducted by Capital magazine.

"Standard Critical Illness Insurance" was launched.

Mediterranean District Office was established and started operations.

2013

Anadolu Hayat Emeklilik became the first pension company to reach TL 5 billion in total funds in the private pension system.

Anadolu Hayat Emeklilik was named the "Most Admired Private Pension Company" in the "Turkey's Most Admired Companies 2013" survey conducted by Capital magazine.

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2014

Became the first pension company to reach TL 7 billion in total funds in the private pension system

2015

Became the first pension company to reach 1 million participants in the private pension system

"AHE Gold Fund" was introduced.

The scope of the new customer acquisition activities of the alternative delivery channels was widened with retention and deepening activities.

The Company began selling "Investment Insurance for My Child" insurance policy that is designed for investment for the future of children at an age of 0-15.

2014

Anadolu Hayat Emeklilik became the first pension company to reach TL 7 billion in total funds in the private pension system.

Anadolu Hayat Emeklilik was named the "Most Admired Private Pension Company" in the "Turkey's Most Admired Companies 2014" survey conducted by Capital magazine.

East Black Sea District Office was set up and started operations.

2015

The Company became the first pension company to reach 1 million participants in the private pension system.

The uncle/aunt themed advertising campaign entitled 'Bana Amca/Teyze Dediler' received six different awards including the big prize in the Crystal Apple Turkey Advertising Awards Competition, and the Golden Effie in the 7th Effie Awards Turkey Marketing Effectiveness Competition, while garnering seven different awards in the Mediacat Felis Awards.

The "Youth Pension Plan", Turkey's first pension plan designed for the youth, was introduced.

"İşbank Subsidiaries Index Fund" was put on sale.

"Life Insurance Linked to Commercial Loans" was introduced.

Critical illness insurance product range was expanded and "Female Critical Illness Insurance" and "Comprehensive Critical Illness Insurance" were put on sale.

Anadolu Hayat Emeklilik was named the best Zurich Employee Benefits Network service partner.

Anadolu Hayat Emeklilik "Mobile Branch" application was launched.

District offices were renamed to "District Sales Offices".

Western Black Sea, Thrace and Central Anatolia II District Sales Offices were set up and started their operations.

2016

The Company exceeded TL 10 billion in total funds in the Private Pension System.

Anadolu Hayat Emeklilik participants received the highest amount of state contributions once again in 2017, the fourth consecutive year from the date state contribution practice was introduced.

The Company was named the "Most Admired Private Pension Company" for the fifth time in the "Turkey's Most Admired Companies" survey conducted by Capital magazine.

Anadolu Hayat Emeklilik was named the "Best Life Insurer in Turkey" by World Finance, crowned with this award for the second time by this eminent business and finance magazine.

Anadolu Hayat Emeklilik was recognized as the "Best Overall Insurance Company in the Levant Region" in 2016 at the Middle East Insurance Forum.

Based on the outcomes from the Voice of Customer Turkey survey administered by KalDer (Quality Association of Turkey) and Ipsos, Anadolu Hayat Emeklilik has been the private pension and life insurance company with the highest customer loyalty.

Credit-linked life insurance product began to be offered via İşbank Internet Branch and İşcep mobile branch.

"Commercial Life Insurance" aimed at İşbank's commercial segment customers was introduced.

2016

Exceeded TL 10 billion in total funds in the Private Pension System.

2017

Neutralized its carbon footprint and became a carbon neutral company

2018

Became a signatory of the Women's Empowerment Principles (WEPs)

2017

Having completed the first phase of technological infrastructure transformation, Anadolu Hayat Emeklilik was given the Best Corporate Transformation Award at the "FinTech Projects of the Year" awards organized within the scope of IDC Turkey Financial Services Conference 2017.

The Company has become the first and only private pension and life insurance company from Turkey to affiliate with UNEP-FI, the United Nations Environment Program - Finance Initiative.

Anadolu Hayat Emeklilik neutralized its 2016 carbon footprint within the scope of the Sustainability Management System introduced, and became a carbon neutral company.

It became the first company from Turkey to receive the Customers' Friend award given by ICERTIAS, an international certification association, in recognition of its successful customer relationship management.

It was named the best in its sector at the "Social Media Awards Turkey", Turkey's most comprehensive first social media competition co-organized by Marketing Türkiye and BoomSonar.

"Life Insurance with Premium Refund" was introduced, which offers cover against the risk of loss of life and also refunds the premiums collected in case the risk does not occur during the policy term.

"Excellence in Customer Experience Project" was launched to gain an insight into customers' true expectations and their experiences at touchpoints, to ensure optimum end-to-end operation, and to offer the desired deliverables to the customers.

2018

Considering the needs of diverse professional groups, Anadolu Hayat Emeklilik introduced the Farmers' Retirement Plan.

Education Insurance was launched, which ensures a safe future for children by covering his/her care and education costs against the risk of parents' death or permanent disability or critical illness.

The Brand Personality Project was launched in a bid to make clearer and best express the messages conveyed to customers on every communication channel.

The Company presented on the market the "IQ Funds" that allow the customers to invest their savings in optimum pension mutual funds in line with their risk / return expectations.

"Shots from Life as Seen by Women" photography contest was held for the 12th time.

Anadolu Hayat Emeklilik neutralized its 2017 carbon footprint resulting from its operations through the support extended to wind energy power plants and remained a carbon neutral company also in 2018.

The Company became a signatory of the Women's Empowerment Principles (WEPs) co-established by the UN Global Compact and UN Women.

Anadolu Hayat Emeklilik was named the best-in-class private pension company in customer experience at the A.L.F.A. Awards organized by Marketing Türkiye and Akademetre.

In a repeat of last year's success, the Company claimed the "Gold Award" in Private Pension and Life Insurance category at the Social Media Awards Turkey.

At the Model Insurer Awards 2018, which is a recognition program by Celent - a global financial services consultancy firm, it was given the "Model Insurer" award for its Basic Insurance Transformation Project- Phoneix, in the Legacy and Ecosystem Transformation category.

Customer Services Center began operating in Kartal Manzara Adalar Office.