

# Auto- Enrollment

**Türkiye Hayat Emeklilik achieved 2.8 million contracts and certificates and a market share of 33.7% in this respect, thus growing by 6.2% and taking the lead again.**



Türkiye Hayat Emeklilik ended 2021 as the industry leader by reaching a fund size of TL 8.9 billion, including state contribution and a market share of 54.3% in AES branch. The company raised the number of participants by 2.9%, compared to the previous year, to 2.3 million and captured a market share of 31.6%. It achieved 2.8 million contracts and certificates and a market share of 33.7% in this respect, thus growing by 6.2% and taking the lead again.

In AES branch, fund size of Türkiye Hayat Emeklilik, including the state contribution rose by 34.8% and a market share of 54.3% was accomplished. There is a 43.5-point difference in the market share between the company and its closest competitor in the industry. From the aspect of the number of participants, contracts and certificates, Türkiye Hayat Emeklilik is well ahead of its closest competitor in the industry.

In automatic enrollment, the processes of proposal to companies continued in 2021 to acquire new companies. In consequence of these efforts, 165 new contracts and certificates were acquired.

