

Private Pension (PPS)



Türkiye Hayat Emeklilik ended 2021 as the industry leader by reaching a fund size of TL 43.8 billion, including state contribution and a market share of 19.2% in PPS branch. It ranked number one in the industry by achieving the following figures: 2 million participants, market share of 29% in number of participants, 2.5 million contracts and certificates and market share of 29.6% in number of contracts and certificates.

In 2021, the company outperformed the industry in terms of growth in all PPS categories. Fund size went up by 47% while the number of participants and the number of contracts and certificates escalated by 5.6% and 7.3%, respectively.

In 2021, the company took critical steps in deduplication and simplification of the PPS products it offered in different distribution channels, and monitored such activities with its new project team. Specifications of the products in the new product range were determined in line with the company strategies and needs of the customers and sales channels. A plainer and segment-oriented approach was adopted. Sales of this new product range will commence in the first month of 2022.

After the legislation for including the younger population aged under 18 in the Private Pension system as participants came into effect, the Company launched "PPS under 18" product in all sales channels. Inclusion of the young population in the private pension system for their future enabled the system to be regarded as not only a pension system but also a saving system. With this new exclusive plan for young population, the Company obtained about TL 45 million future fund and 35 thousand new participants only within 6 months.

In addition, the "Life Clubs" which were offered to only Vakif and Halk customers in PPS branch before and comprise free and discount services were put into the service of everybody in 2021, and customer satisfaction was boosted.

Buying and Selling Platform for Private Pension Funds

The fund buying and selling platform established via Takasbank (Settlement and Custody Bank) in 2021 provided participants the flexibility in tracking the fund performance of all pension companies, making pension contracts opened and managing their investments by choosing

funds of the other companies as well. To quickly introduce customers to the platform, the Company first offered its private pension plan with the highest number of participants, and the funds presented within this plan, in BEFAS platform. In the beginning of 2022, all of the voluntary PPS and automatic PPS plans, other than the participation plans will be launched in this platform.

Distribution Channel Activities

Sales campaigns for Bank, Agency and Private Customer Management channels were organized in 2021 with the aim of promoting the rise in production and sales in PPS branch. Brochures and banners of the products were prepared and sent to the bank branches to support the product promotion. Training sessions and training presentations were held to enable the field teams to understand and sell the products better.

PPS and AES in pandemic

Saving benefits of PPS and AES came into prominence further in the pandemic that witnessed a change in consumers' spending habits and future expectations. Participants generally continued to make savings during pandemic as well.

On PPS and AES side, savings were maintained in the new normal continuum. This period features especially the funds composed of the commodities with rising value, and fund combinations.

Deduplication Activities

A total of 130 plans defined in different data processing infrastructures, and the group contracts within these plans were reidentified in the insurance application deduplicated as part of the additional benefit practices, commission processes and merger project, and were put into service of the customers and agencies without causing any disruption.

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