



Welcome to the October issue of our Newsletter.

This issue focuses on how SCOR can assist in the areas of marketing and distribution – highly important in a competitive and changing world.

We also want to share with you some information surrounding the forthcoming actuarial prize that we hand out to recent actuary graduates.

Finally we are very excited to share the news that Moody's has upgraded SCOR's rating to an 'Aa3 with Stable outlook'.

## SCOR GLOBAL DISTRIBUTION SOLUTIONS

Our clients today face numerous challenges to succeed in a competitive market such as; accessibility, expansion, cost cutting and digitalization.

Therefore, in addition to providing traditional reinsurance solutions, we also take care of the above-mentioned through our business area - Global Distribution Solutions.

ReMark - within Global Distribution Solutions, is a direct marketing expert that boosts your sales and marketing efficiency.

### ReMark – Boost sales and marketing

ReMark helps increase your sales by designing and executing distribution programmes. It also assists in establishing and sustaining brand loyalty while increasing the lifetime value and profitability of your customers.

ReMark focuses on your entire customer journey, using all accessible data to identify not only those most likely to buy, but those most likely to pay and stay.

Contact us for an introductory meeting about desired improvement areas. ■



With extensive multi-channel expertise, ReMark enjoys considerable competitive advantage in:

- Data Analytics
- Behavioural Insight
- Product Innovation
- Distribution Strategy
- Campaign Management
- Thought Leadership
- Creative Design and Development

## UPGRADED RATING

# MOODY'S Aa3 stable outlook

Moody's expects SCOR to «continue to gradually strengthen the groups franchise and diversification without significantly increasing the groups' risk profile.» ■

## SCOR SWEDEN RE REWARDS EXCELLENT ACTUARY GRADUATES

For the third year running, SCOR Sweden Re will award the prize for the best diploma thesis written by an actuary graduate. The prize, which was established in conjunction with our company, celebrates its 100th anniversary in 2014. It is awarded together with the Swedish actuary compound, which also appoints a committee to select a winner.

The candidates must have completed their diploma thesis during the last three years and the prize is 25 000 SEK. Furthermore, the winner gets to present the report in connection with the award ceremony at SCOR Sweden Re's annual Life conference in October.

Last year, the prize went to Anna Flodström for her thesis in the areas of disability and personal accident insurance, in which she demonstrated the optimal way to separate unknown claims in *not yet reported claims* and *not enough reported claims* when reserving.

This year's winner is still a secret, and we are all looking forward to unveiling who it is on October 7th! ■

### SCOR Sweden Re Seminar

The risk of foster and newborns diseases



Spårvagnshallarna, Stockholm

Contact us if you didn't receive an invitation.  
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