

PZU Group to acquire 100% of MetLife Ukraine shares

PZU SA has entered into a conditional agreement to acquire a 100% stake in MetLife Ukraine, the leader of the Ukrainian life insurance market. The transaction strengthens the PZU Group's position in Central and Eastern Europe, increases the scale of operations in the life insurance segment, and aligns with the Group's strategy to build a regional champion.

MetLife Ukraine is the largest life insurer in Ukraine, with a market share of approximately 50%. The company serves around 900,000 customers and offers a broad product portfolio, ranging from individual and group life insurance to health and accident insurance, as well as employee benefits programs. Its operations are based on a diversified distribution model that includes brokers, partnerships with leading banks, and a professional agency network.

“The acquisition of MetLife Ukraine is an important step in the implementation of our long-term strategy to build a strong, international insurance and financial group in Central and Eastern Europe. We are investing in a market leader with an experienced team and a resilient business model, which strengthens our presence in Ukraine and significantly increases the scale of our life insurance operations. This decision combines strategic ambitions with solid business fundamentals,” said Bogdan Benczak, President of the Management Board of PZU.

Benefits for the PZU Group

The acquisition is in line with the PZU Group's strategy of expansion in Central and Eastern Europe, particularly in markets where the Group already has an established presence. The Ukrainian life insurance market remains relatively underpenetrated compared to other countries in the region, creating significant opportunities for further growth. At the same time, in recent years the sector has undergone deep consolidation and restructuring, enhancing the stability of market participants.

From the PZU Group's perspective, the transaction is also financially attractive. MetLife Ukraine has a strong capital position, high profitability (approximately 20% ROE), and liquidity that supports the potential for dividend payouts.

For PZU Ukraine, the acquisition represents a significant increase in scale, access to a sales network complementary to that of PZU Ukraine, advanced product capabilities, and an experienced team with a broad customer base.

“Leveraging the experience and expertise of the MetLife Ukraine team will not only enable further development of the PZU Group's business in Ukraine, but will also contribute to raising standards of products and customer service across the entire market. Moreover, this is an important step towards strengthening customer trust in the life insurance market in Ukraine,” emphasised Maciej Szyszko, President of PZU Ukraine.

Investment in Ukraine: risk management and a long-term perspective

The PZU Group has responsibly and proactively addressed the risks associated with investing in a country affected by armed conflict. The investment is covered by insurance provided by KUKE (PFR

Group), protecting against the negative effects of a potential deterioration of the military or political situation.

“The PZU transaction is another foreign investment by a Polish entity in Ukraine that has been insured by KUKE this year. The absence of political and force majeure risks, including those related to military operations, creates potential for the safe expansion of our companies,” said Janusz Władyczak, President of KUKE.

Macroeconomic data indicate a high level of resilience of the Ukrainian economy, a gradual stabilisation of inflation, and prospects for moderate GDP growth in the medium term.

“Our investment and the way it has been executed demonstrate that we are able to combine responsible risk management with long-term strategic thinking. We invest where we have experience, local presence, and a genuine capacity to build value – even under challenging market conditions,” added Bogdan Benczak.