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People to People – with the ease of online services

The Innovative strategy of Trust that Drives the future of Insurance

As the CEO of Trust Insurance, what are some of the biggest challenges you see in the insurance industry today, and how does Trust Insurance address these challenges to maintain its growth and success in the local and international markets?

One of the biggest challenges that the insurance industry facing today is striking the right balance between the accelerating pace of digital transformation and the enduring need for human connection. Many insurers are moving toward fully digital, direct-to-consumer models, believing technology alone will define the future.

At Trust, we see it differently. We believe insurance isn't a commodity. It's not something to be bought with a few clicks, without truly understanding what's being protected. That's why we've embraced a philosophy we call «Online – from People to People».

We use technology to enhance the customer journey-but never at the expense of personal relationships. At the end of the day, no one can replace the professional advice of a personal Insurance Agent. People want to feel heard, understood and supported when it matters the most.

Another major challenge is the demand for personalized, flexible coverage. At Trust, we don't believe in one-size-fits-all packages. Every insurance plan is carefully tailored to meet the real, specific needs of each client-without unnecessary extras or risky gaps. We offer true All Risk coverage, including protections against modern threats like Cyber Risk, ensuring our clients are fully covered not just on paper, but in practice.

On the business side, maintaining financial resilience and staying compliant with regulations are critical, especially in today's unpredictable global economy. With an MCR of 570% and an SCR of 184%, we



far surpass the required benchmarks. That level of financial strength gives both our customers and partners confidence that we're built for the long haul.

We're also extremely proud of our claims management performance. Nearly all our claims are ultimately handled in a timely manner, with the majority resolved immediately.

Our growth numbers tell the story: In 2024, while the overall insurance market in Cyprus grew by 6.1%, Trust Insurance achieved a growth rate of 11.4%, adding over 5.6 million euros in new premiums-an increase equivalent to the size of an entire small insurance company or nearly half the size of a mid-tier player.

Our premium growth rates are consistently two to three times higher than the market average and significantly ahead of key competitors. This success wasn't accidental. It is the result of a clear, customer-first strategy, a commitment to ongoing innovation and a team fully dedicated to delivering real value, not just policies, but lasting trust.

We're building a future where choosing Trust Insurance isn't just a good decision-it's the obvious one.

Given that Trust Insurance has been a fast-growing company in Cyprus since 2009, what factors have contributed to its ability to break into the local market in such a dynamic manner?

At Trust Insurance, our success has been built on a simple but uncompromising principle: we are part of this community-we live it, we understand it and we protect it.

Since our very first day, we have operated as a purely Cypriot company, with Cypriot leadership, Cypriot expertise, and a deep respect for the needs and aspirations of the Cypriot people.

We didn't just study the market-we became part of it. We listened. We adapted. We earned trust, one client at a time. Rather than offering generic solutions, we focused on what matters most to our clients: true protection, transparency, flexibility and personal service.

This approach has not only allowed us to grow, but to consistently outperform the market itself.

Today, Trust Insurance is the only insurance company in Cyprus that, year after year, records growth rates higher than the industry average. It's a testament to the strength of our strategy, our values, and the trust placed in us by our clients.

Our growth is the result of hard work, strong principles, and a genuine commitment to delivering real value not slogans. At Trust, we don't just sell insurance. Our relationships are built to last - grounded in integrity, strengthened over time. And that's exactly what will continue to drive our success in the years ahead.

Trust Insurance is known for its commitment to providing the best value for money by offering upgraded products and services at the same cost.

How does the company manage to maintain this balance, and what innovative strategies are in place to achieve it?

Providing more value without raising costs isn't just a strategy for us-it's part of who we are. At Trust, we're driven by a clear philosophy: insurance should genuinely protect people, not just tick the minimum legal or regulatory boxes. That's why we push beyond the basics, offering enhanced coverage and added services at the same-or sometimes even lower-cost compared to standard market options.

How do we make it work? It starts with efficiency. We've built a lean, agile organization that isn't bogged down by red tape. We invest in technology that sharpens our internal operations and makes customer service faster and smoother. Tools like our Customer Portal let clients manage their policies digitally without hassle or delay. This lowers administrative costs and allows us to channel more value back to our customers.

Second, we customize every policy to the client's actual needs-nothing more, nothing less. That means clients aren't paying for unnecessary extras. Instead, they get full, tailored protection, including coverage for modern risks like cyber risk, Personal Liability, or contents insurance-often at no additional cost.

We also focus on product innovation. Our flexible, modular approach allows us to design insurance solutions that are more relevant and cost-effective. We deliver smarter solutions that maximize the value of every euro our clients invest. And perhaps most importantly, we prioritize trust and transparency.

There are no hidden clauses, no unpleasant surprises buried in fine print. This approach builds long-term relationships, and those relationships are not just good for clients, they're good for business. Happy clients stay, recommend us to others, and help fuel sustainable growth.

In short, we achieve this balance through a mix of customer-centric product design, smart technology use, operational efficiency, and a strong ethical foundation. That's how we deliver insurance the way it should be-valuable, fair, and always with the client's best interest at heart.

With 34 years of experience in the insurance industry, how does Trust In-

surance ensure continuous improvement in its products and services to stay ahead of the competition and meet the evolving needs of customers?

After 34 years in the insurance industry, we know that sustained success is not about standing still-it's about continuously moving forward with purpose. At Trust Insurance, continuous improvement is embedded in our DNA.

We follow three fundamental principles: First, we listen carefully to our customers and partners. Maintaining an open dialogue allows us to stay closely attuned to changing needs, expectations, and emerging risks. We don't wait for change to happen-we anticipate it and adapt proactively.

Second, we invest strategically in innovation and technology. Our innovations are

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not just about new products, but about better solutions-like offering comprehensive All Risk coverage, developing Cyber Risk protections, and enhancing customer access through platforms like the Trust Customer Portal. We focus on creating insurance solutions that are simpler, smarter, and more relevant to modern life.

Third, we maintain an uncompromising commitment to quality and transparency. Every year, we rigorously review and enhance our product offerings to close potential gaps and ensure complete, real-world protection. Our clients know exactly what they are covered for-no fine print, no hidden surprises.

Beyond processes and products, continuous development is part of our internal culture. Our teams participate in ongoing professional training, and our four-time recognition by 'Investors in People' is a testament to our dedication to excellence both externally and internally.

At Trust, staying ahead of the competition

isn't a goal-it's a mindset. We are committed to shaping the future of insurance, guided by one unchanging belief: genuine protection starts with genuine understanding.

Trust Insurance emphasizes the importance of technological innovation and exemplary service. Can you elaborate on how these principles guide the company's daily operations and how they contribute to an exceptional customer experience?

At Trust Insurance, technological innovation and human connection are not opposing forces-they are two sides of the same vision. We have embraced a philosophy that truly sets us apart: «Online – from People to People.»

While technology is an extraordinary enabler, we believe that insurance, at its core, is about people, emotions, and trust. It must never become a cold, transactional experience.

That is why we invest heavily in advanced digital solutions, like our Customer Portal, that allows clients to manage their insurance quickly, securely, and effortlessly. But technology alone is not enough.

Unlike others moving towards fully automated, self-service models, we combine digital convenience with real human connection. Every Trust client has direct access to an experienced insurance advisor-someone who listens, understands, and provides guidance tailored to their unique needs.

Our «People to People» model ensures that behind every screen, there is a professional committed to delivering protection that truly fits each client life, not just a standard policy.

This approach allows us to offer the best of both worlds:

► The speed, flexibility, and efficiency of cutting-edge technology,

► Combined with the personal care, insight, and empathy that only human interaction can deliver.

At Trust, we view technology not as a replacement for people, but as a bridge that deepens human relationships. This fusion of smart innovation with authentic service defines who we are, and it's what sets the Trust experience apart. It's why our clients feel secure not just in their coverage, but in the people who stand behind it with commitment and care.