

OUR GOALS AND STRATEGIES

Our goals are to achieve a sustainable increase in company value and constantly build on our market position. To this end, we are continuously strengthening our strategic success factors. We allow our shareholders, clients, employees and MLP consultants to participate in this long-term increase in value. "Performance" and "trust" form the basis of our corporate culture. They shape our relationship with each other, with our customers and with all other stakeholders.

An important USP in our traditional private client business is that we support our clients as a partner in all financial matters – from old-age provision and wealth management to health and non-life insurance and financing and brokering of real estate property. Unlike the majority of market participants, we rely on the offers of all relevant providers in the market. In addition to this, clients can take care of all their important banking business with MLP. Gaining a profound understanding of our clients and their life situation also represents a highly important part of our philosophy.

Therefore, our more than 2,000 client consultants each focus on one professional group, primarily physicians, economists, engineers and lawyers. The further training of our client consultants at the Group's own accredited MLP Corporate University is regarded as a benchmark in the financial consulting industry.

In the last few years, we have established additional core fields of expertise and significantly expanded our business model. To this end, we have also substantially expanded our offering for corporate and institutional clients as well as B2B services. For instance, we serve corporate clients as well as for large assets and institutional investors through our subsidiary FERI. Since 2014, we have successfully strengthened our real estate business and taken it to a new level with the acquisition of DEUTSCHLAND.Immobilien in 2019. With the acquisition of DOMCURA in 2015, we have again significantly broadened our range of products and services, also for other market players in non-life insurance. With the acquisition of the industrial broker RVM in spring 2021, we have laid the foundation for strategically developing the market segment for commercial and industrial property insurance. Overall, this diversification has significantly increased the stability of the company's development, while at the same time we are increasingly benefiting from the interaction of the Group units.

We complement our growth strategy with systematic efficiency management. This is also reflected in the successful earnings performance of recent years.