

Let's talk





Welcome to Atlas

The Atlas Group of companies is one of Malta's foremost insurance and financial services organisations. The basis of Atlas' operations is a philosophy of integrity, honesty and fairness and a commitment to quality customer service with an emphasis on claims service.

A handwritten signature in blue ink, appearing to read 'Michael Gatt'.

Michael Gatt
CEO

Atlas' roots





In the seventeenth century, the early days of fire insurance in London, the naming of streets was haphazard at best and private homes were not numbered. Fire brigades were privately run by insurance companies, and they distinguished 'their properties' by developing a distinctive emblem, some of them very beautiful. These were called fire marks and their use was widespread for about 250 years all across Europe including Russia and eventually in the US.

The original fire marks shown on this page are displayed at the Atlas offices in Ta' Xbiex.

The Atlas Group has its roots very firmly set in the Maltese shipping industry of the 1920s. The political and commercial climate of the period encouraged the establishment of various agencies for British insurance companies, dealing mainly with marine cargo business and following that, accident and fire business. Following the Second World War, motor business began to establish itself in Malta and local agencies began to flourish.

During the economic boom of the 80s, the various Atlas forerunners established themselves on the local market and grew their portfolios, specialising in diverse areas, which today form the pool of expertise that makes up the Atlas Group.

When, during the late 1990s, Malta followed the worldwide pattern of buyouts and mergers, four local agencies merged with a long term view to eventually forming a local company. The name Atlas was revived as a way of acknowledging the significance of the group's history during a period of focus on future growth and opportunities.

Things you may not know about Atlas



1920-24

The agency for Commercial Union, one of the first UK insurance companies to insure Malta risks, was set up by Hugh von Brockdorff in 1920 following contacts made in the trenches during the First World War. This was followed soon after in 1924 by the agency appointment of Walter Camilleri, a cargo surveyor, who handled a large marine claim and subsequently became local agent for the Caledonian, later part of the Guardian Group.

1945

In 1945, Alfred Formosa became agent for the UK Company Atlas Insurance Company and, although the company later became part of the Guardian Royal Exchange Group, Mr Formosa's round-the-clock marketing made Atlas a household name in Malta. At the time of the 1998 merger, all parties agreed to use the Atlas name for the future.

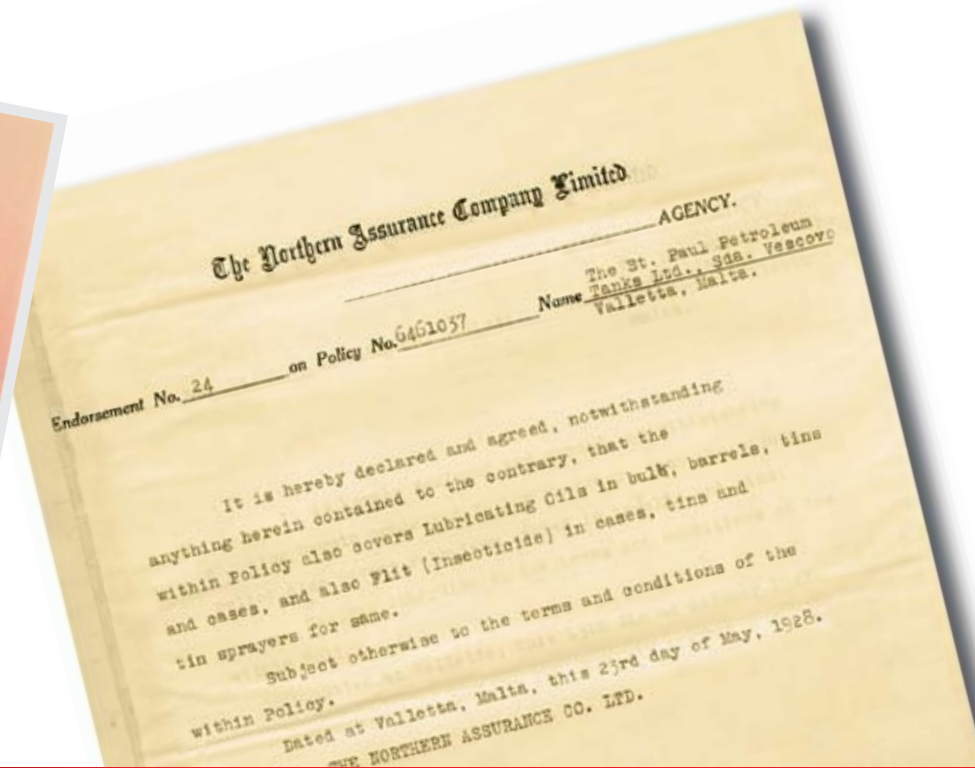
1981

The new Insurance Business Act necessitated market consolidation and a number of mergers took place. Formosa & Camilleri was formed out of the merger of Alfred Formosa & Sons and Walter Camilleri Limited as agents for the Guardian Royal Exchange Group. Arva Insurance Agency was also formed as agents for Norwich Union from the two previous agencies Arva and P. Cutajar.



1998

Atlas Insurance Agency was formed following the mergers of Formosa & Camilleri, R. von Brockdorff Insurance Agency and Arva Insurance Agency, and became the new agent for the UK Guardian Group.



2000

Following AXA's purchase of the Guardian Group, Atlas Insurance Agency became agents for AXA Insurance plc and merged with Capital Insurance Agency, previously agents for AXA Assurances. It subsequently also became agent for AXA PPP healthcare.

2004

Atlas Insurance Limited, a Maltese insurance company, was set up following EU membership.

2007

Atlas Insurance Limited converted to a cell company as Atlas Insurance PCC Limited to take the company overseas. Atlas Insurance PCC was the first PCC in Malta and the first in a European State.

Our pioneering spirit





The Atlas offices in Ta' Xbiex represent our pioneering spirit - we were the first to set up operations in the area which has now developed into an insurance and financial services centre.

Atlas' progression from agency to insurance company on 1 May 2004, within a month of Malta's accession to the EU, was the fruit of long term strategic planning which prepared the organisation for its next innovation - the change to a protected cell company in November 2006. In the true spirit of Atlas innovation, this evolution was a first for Malta and the first in a European State.

This development took advantage of Malta's successful move towards establishing itself as a financial services centre within the EU. This restructuring is attracting foreign investments and facilitating Atlas' emergence into international markets. Changes in legislation and company structure are enabling captive and other insurance operations to establish themselves in Malta by setting up insurance cells within Atlas Insurance PCC, rather than raising their own capital to the rather onerous European minimum levels.

Atlas has always kept a prudent and secure underwriting approach, which is being maintained in the evaluation and the management of new cells, as well as the security of its existing Malta business.

The interest shown in Malta and the Maltese Protected Cell Legislation together with advantageous tax structures has been encouraging indeed and augurs well for Atlas' expansion on the international scene. For more information on Atlas' Protected Cell operations, do visit our website.

Atlas was also the first Maltese insurance company to quote for and sell insurance on-line on www.atlas.com.mt, and gives substantial importance to further developing our presence there for the convenience of all our clients and prospective clients, whilst committing to high levels of security and content.

Atlas today





Our companies

The flagship company of the Atlas group is Atlas Insurance PCC Limited, operating an extensive branch and intermediary network throughout Malta and Gozo. A connection with AXA is maintained through Atlas Healthcare Insurance Agency Limited that operates an agency of AXA PPP healthcare limited in Malta. Atlas JMFS Investment Services Limited, Ark Insurance Brokers Limited and Ark Insurance Management (Malta) Limited are logical extensions of the Group's field of operations that provide additional financial services support to the Group's client base.

Group gross insurance premium has today surpassed the €23 million mark, increasing several times over from the pre-merger figures of the mid 1990s.

Our people

The Group employs just over 130 staff members, numbering among them a substantial number of Fellows and Associates of the Chartered Insurance Institute of London. Many of the staff who operate Atlas' commercial insurance section are business graduates, with an increasing number choosing to qualify both in Business and Insurance. Risk management,

captive insurance and various financial qualifications are also increasingly popular choices throughout the group.

Atlas' professional staff also offer back office services such as Finance, Compliance, Information Systems, Human Resources, Marketing and Administration to the Group, including Ark Insurance Management (Malta) and Atlas Insurance's protected cell operations.

Apart from significant investment in all levels of industry related qualifications, Atlas also gives great importance to training and development in management, business and interpersonal skills as well as personal development.

To provide support for its quality people, Atlas continues to make substantial investment in developing its IT infrastructure and software. The backup these systems provide allow our people more time to dedicate to providing bespoke financial services solutions.

Our values





Ambition

We have a strong work ethic and are passionate about what we do in order to maintain our competitive advantage and provide security for our stakeholders. Our strong work ethic requires us to create accountability, identify each other's strengths and to reward performance. A positive attitude is essential to develop our potential to the full.

Respect

We foster a respectful environment between staff at all levels, clients, intermediaries and suppliers. This means that we endeavour to create a transparent, sincere and communicative atmosphere in our dealings to ensure trust so that these relationships will endure. Regardless of position or career goals, compensation must be fair and commensurate with performance and working conditions, orderly and safe. Atlas management and staff must foster this atmosphere of trust and integrity between themselves first.

Innovation and empowerment

We create new opportunities by investing in continuous learning and we support innovation so that we can be constantly moving ahead. This includes empowerment of employees so

that staff feel happy to suggest change and are supported when they take risks and it does not always work out. We value our staff and celebrate their successes and are proud to be Equal Opportunity Employers. We want our people to look forward to coming to work so that our clients will look forward to their dealings with them!

Commitment to service

We respond to each client as an individual while also providing the best possible products and services. We enjoy the challenge of responding to changing market needs and believe that professionalism in presentation and timeliness as well as consistency in approach are also paramount.

Creating value for all stakeholders

We recognise that a win/win situation must exist between all stakeholders - including shareholders, clients, suppliers and staff - and that a win/lose situation will not stand the test of time.

Atlas tomorrow





Our vision

The Atlas Group will be recognised as trusted, long term suppliers of insurance and financial services in Malta and overseas and will provide security and value to all stakeholders with a purpose beyond profit.

Our mission

Atlas fosters a respectful environment between staff, clients, intermediaries and suppliers that empowers our people to

- build on their skills and training to develop and provide innovative, personalised, top quality products
- while ensuring the consistent delivery of our service promise to exceed our clients' expectations.

Insurance without complications





The leading company of the Atlas Group, Atlas Insurance PCC Limited was, until EU accession, Malta's agent for AXA Insurance plc. Today it is one of Malta's foremost insurance organisations - a major player offering all classes of insurance. The company's corporate philosophy of flexibility and change has proved its effectiveness with Atlas increasing its presence in Malta and also online on our websites www.atlas.com.mt and www.atlaspcc.eu, offering excellent service all round, but priding itself on the service given when clients need it most - during a claim.

Atlas Insurance is an acknowledged market leader with a portfolio that includes many of the leading Maltese industrial and commercial accounts, as well as having a substantial personal lines portfolio. With its strong marine insurance history & presence in the market linked to



Malta's history as a Mediterranean maritime hub, and offering experience dating back to the turn of the last century, Atlas aims to maintain our long-standing business connections, often spanning generations, as well as winning over new clients to our way of transacting business.

As a long established, financially stable insurance organisation, Atlas Insurance continues to provide peace of mind to personal and commercial insurance buyers. Atlas has long upheld a tradition of professionalism in the management of risk. Today Atlas uses the same philosophy of prudence to ensure that it is backed by a most extensive reinsurance programme, placed with a range of leading international reinsurers, all of whom maintain the exacting rating standards required by the local and international regulatory authorities.

It's really that simple





Atlas Healthcare has been transacting health insurance business since 1996 and in 2000 took over the AXA PPP healthcare agency. Today, as well as insuring tens of thousands of individual lives, Atlas Healthcare is proud to have as its clients a number of blue chip accounts including large hotels, several banks and major industrial groups. Health insurance is seen as a major benefit by many more qualified employees and as a staff retention tool by many employers.

Corporate health insurance plans

People are every company's greatest asset and also its most vulnerable resource. With quality private medical insurance, your employees and their families have immediate access to private healthcare, giving them peace of mind in the knowledge that medical facilities are readily accessible with fixed treatment dates.



Having a healthcare plan of this quality will make a positive statement about your company, helping you to attract and retain staff of the right calibre.

AXA PPP healthcare

AXA PPP healthcare is one of the UK's leading healthcare companies. It was founded in the UK in 1940 as PPP healthcare, before the establishment of the National Health Service. Today, around 70 years later, it forms the UK healthcare arm of AXA (one of the world's leading insurance and asset management companies) and serves millions of customers through its medical insurance for companies and individuals alike, providing safe, quality healthcare insurance at the right price, with direct settlement agreements in over 500 hospitals around the world.

You're in safe hands





Ark Insurance Management provides management services to general insurance and reinsurance companies around the world, including captives and protected cell companies.

The services include:

- Feasibility studies
- Incorporation and registration of insurance companies
- Assistance in the application process and regulatory compliance matters
- Insurance management including underwriting support and claims handling
- Accounting and back-office administration.

The company benefits from vast expertise of insurance professionals within the Atlas Group, of which Ark Insurance Management forms part, and from the network of consulting specialists that include loss adjustors and legal, financial and other professional advisors.

We go one step further





47-50 Ta' Xbiex Seafront, Ta' Xbiex XBX 1021, Malta
Tel: +356 23435363 Fax: +356 21344666
E-mail: insure@atlas.com.mt

www.atlas.com.mt