



# If helps a lot report

Third quarter 2025

Group CEO comment

# Growing for the future – together with our customers

**Safety and stability** are becoming increasingly important for both individuals and businesses as our environment today is less predictable. If contributes to stability by providing insurance to around 4.6 million customers. We are proud to be a robust and progressive part of society's safety net, helping customers when an incident happens and supporting them in preparing for the future.

**We can look back** at yet another quarter in which we improved our leading position through growth. We welcomed new customers to If, whilst keeping existing customers happy. This is a testimony to that

living up to our customer promise, to help a lot, is earning us customers' trust in several areas.

**In this edition of** the If helps a lot report, we will share insights from our commercial customers that we meet in our everyday work.

**Business owners**, from entrepreneurs to complex industries, in the middle of the green transition have one thing in common. They all have wellbeing and resilience high on their agenda. Thank you for partnering up with us!

**Morten Thorsrud,**  
**CEO of Sampo Group**



# Health, security and trust – what matters most to Nordic companies

*Insights from the quarter with Klas Svensson, Head of Commercial at If*



**One clear trend** among businesses across all our markets is the growing demand for personal insurance. The main drivers are concern about access to public healthcare and increasing interest in offering attractive employee benefits. Small businesses stand out when it comes to worrying about how long-term sick leave could affect their daily operations.

**Cybercrime is also** becoming an increasing concern – something we work actively to prevent together with our customers, as well as offering support when something happens.

**Our legal expertise** has been a valuable support for many customers in complex situations. We know that smaller companies often lack internal resources for functions like this, and we can truly make a difference by making their work easier.

## **What does the situation look like for business owners today – and how can If help?**

The past few years of financial instability and higher unemployment have shown that insurance plays an even more important role in society. Starting and running a business always involves taking risks, and it's crucial that we support companies in managing those risks so they can keep contributing to growth and employment across the Nordics. We help businesses strengthen both their competitiveness and resilience.

28%

of Nordic companies have implemented health insurance to promote or improve employee wellbeing and mental health.

50%

of Nordic companies find it useful to receive risk management advice from their insurance provider.



37%

of Nordic companies state that long-term sick leave among employees is the biggest risk to their business.

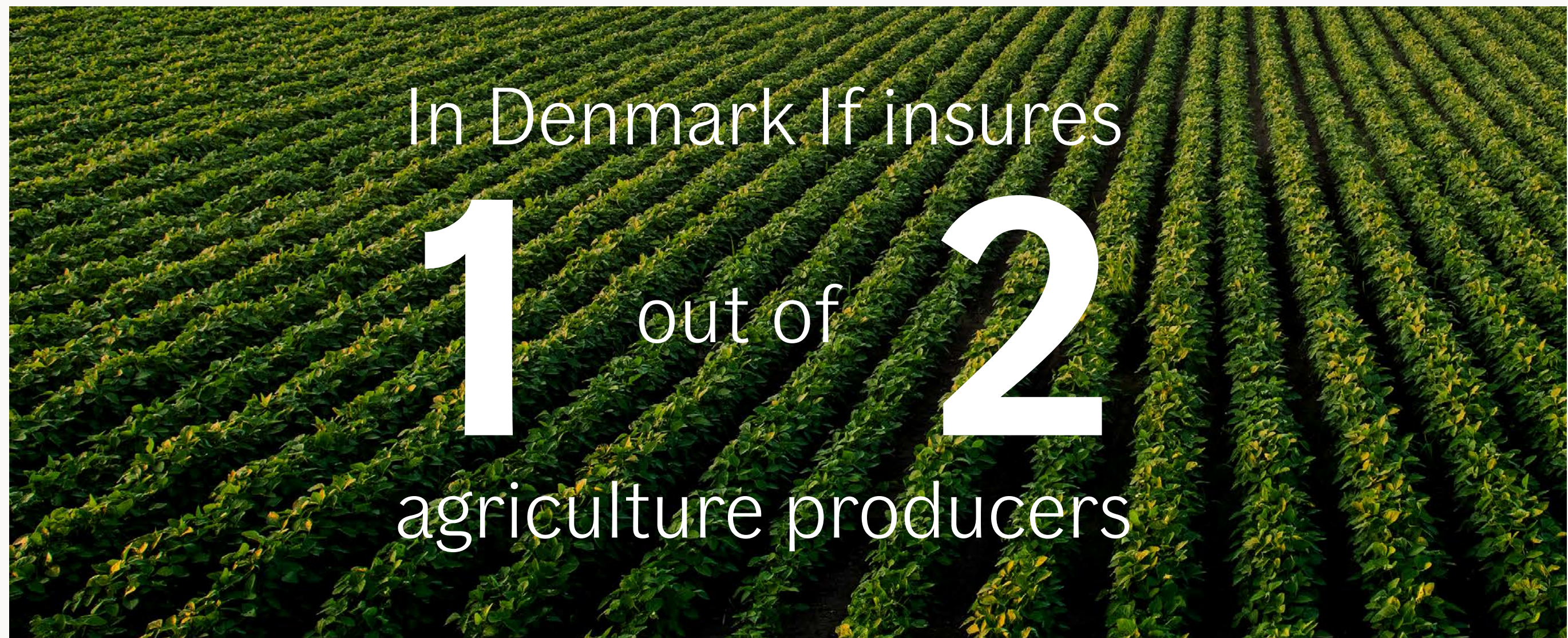
Source: If Nordic SME survey

If provides  
health insurance  
to more than  
**1 million people**  
in the Nordic  
countries.



We help more than  
**1,000 of our customer's  
employees every day**  
with personal insurance  
claims.

We are trusted by nearly **half a million companies**  
within our commercial segment.



In Denmark If insures  
**1** out of **2**  
agriculture producers



# The entrepreneur who *dared* – Caroline's story

The Swedish entrepreneur Caroline Uthawong has sung on the stage of Stockholm's legendary jazz club Fasching, competed in the Swedish Barista Championship, and earned a bachelor's degree in computer science. After 17 years abroad, she recently returned to her hometown Sundsvall, where she now runs her own business as a restaurant consultant.

**Her weeks are busy** and varied. One day she's planning events, the next she's welcoming guests or coordinating a wedding. "I love the mix – food, creativity, and meeting people. No week is ever the same," she says.

**Caroline has made** a long journey in her career, from working in cafés and studying abroad to now running her own company. For her, being self-employed means freedom and joy but also responsibility. Aside from running her own business, she is a mother of six. "As a small business owner, you're the heart of everything. If I get sick or injured, the business stops. And I also have a family that rely on me."

**That's why having** reliable insurance is so important. "It gives me peace of mind. I know both I and the company are protected if something unexpected happens" she explains.

**Caroline values that** If takes health seriously. Receiving check-lists, personal

support and help to plan ahead, also for the unexpected, is worth a lot. "I appreciate when the focus is not only on the insurance itself, but on how I can take better care of my health. Sometimes it's just about small reminders."

**For her, running a business** is about creating joy and connection through food, and feeling supported along the way makes all the difference.

“

*I appreciate when the focus is not only on the insurance itself, but on how I can take better care of my health. Sometimes it's just about small reminders.*





*“The most sustainable building  
is the one that reaches its full  
life expectancy.”*

Erik Van Der Heijden, Senior Risk Engineer

## Sustainable real estate through long-term partnership

**At If, risk engineering goes beyond preventing losses. It’s about contributing to a safer, more sustainable future. That philosophy has guided a collaboration with international real estate company Vastint for more than two decades. What began as an insurance partnership has grown into a trusted relationship built on expertise, dialogue and a shared commitment to sustainability.**

Founded in 1989, Vastint develops and manages offices, hotels and residential properties across Europe, with a mission to create long-term value. Sustainability is at the core of their approach, from installing solar panels and renewable energy systems to designing healthy indoor environments. At every stage, If is there to support them – not only with insurance solutions, but with risk engineering knowledge that helps turn ambitious visions into reality.



Martina de Ornelas,  
Risk and Insurance Manager at Vastint

Erik Van Der Heijden,  
Senior Risk Engineer at If

**“If’s risk engineers** are involved early in the process, and their recommendations are highly valued. They know the business, and their input works hand in hand with our internal guidelines,” says Martina de Ornelas, Vastint’s Risk and Insurance Manager.

**One of the latest** projects is the re-development of Leeuwenburg, one of Amsterdam’s largest buildings. In recent years, the property has undergone

extensive renovations, including a circular and sustainable transformation process. It’s a significant step in preparing the building for the future – and If is supporting the project with tailored insurance.

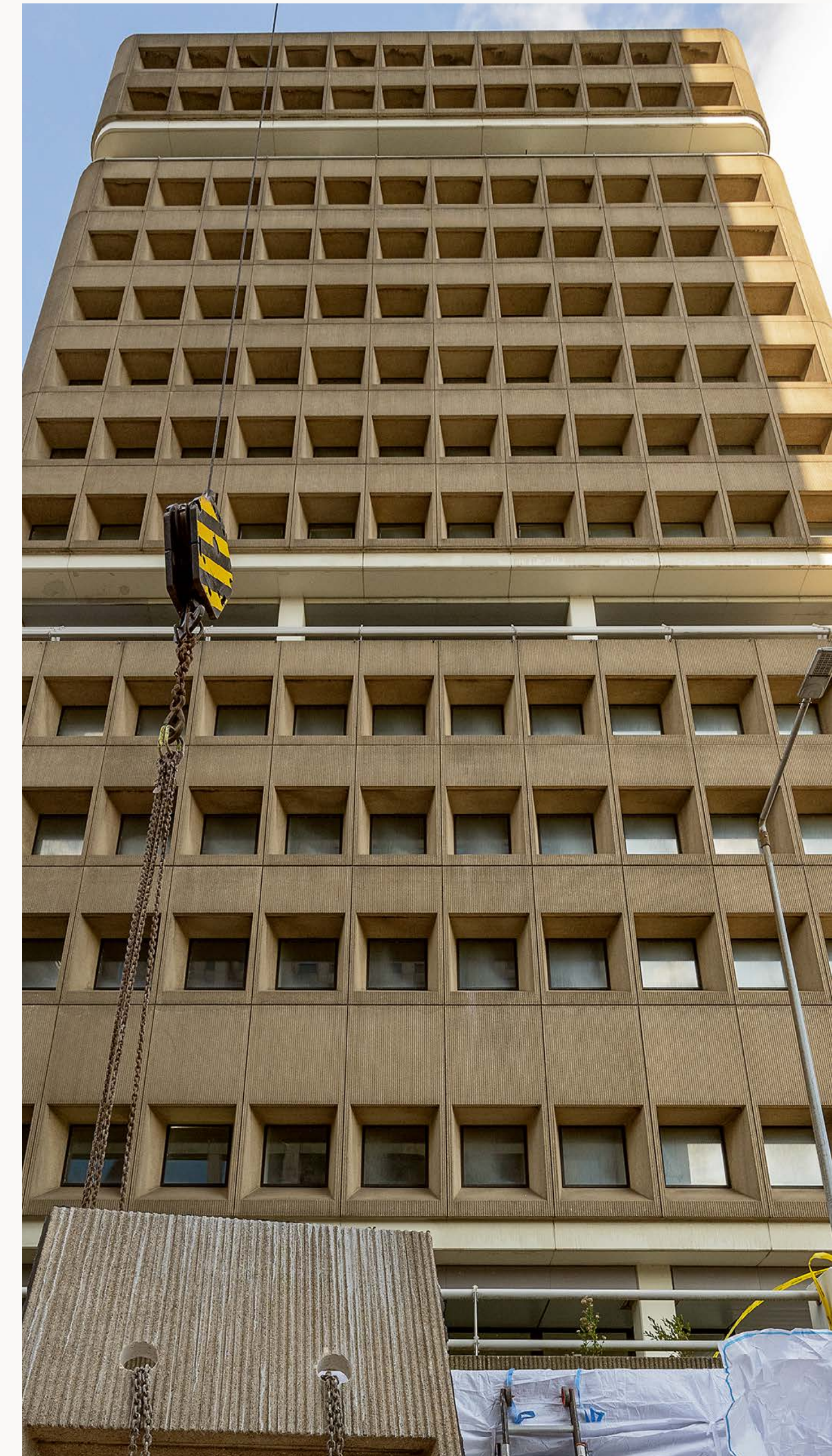
**“As risk engineers,** we advise on the safe implementation of sustainable solutions,” explains Erik Van Der Heijden, Senior Risk Engineer at If. “Our aim is to prevent property damage by checking

local requirements for fire protection as one example and going beyond them. Regulations focus on personal safety, but our work ensures buildings can withstand risks like fire throughout their lifetime. The most sustainable building is the one that reaches its full life expectancy.”

Martina agrees: “It’s not just about meeting regulations, but about going beyond them. That’s where If adds real value.”

**Risk surveys are a** cornerstone of Vastint’s risk management strategy. In 2024 alone, 20 risk surveys were scheduled, providing actionable recommendations for safety and sustainability.

**By combining Vastint’s** forward-looking developments with If’s risk expertise, the two companies are shaping a future where sustainability and safety go hand in hand.





# Helping Fazer strengthen workplace safety and wellbeing

**“Wellbeing has become** a clear focus for many companies, including Fazer,” says Salla Lind-Kohvakka. “Across the Nordics, mental wellbeing in particular has gained importance as awareness grows about its impact on everyday life and work.”

**Ergonomics and safety** are an important focus area, where If can be a source of support for employees in manual jobs that involve a risk of injuries caused by repetitive movements. “The collaboration between Fazer and If has been practical and expert-driven, especially in developing ergonomics and occupational safety for Fazer’s sales field personnel,” says Veera Parkkinen, Senior Manager, Health & Work Ability at Fazer Group.

**As a result of this** collaboration, Fazer’s sales field employees have received up-to-date ergonomic guidelines and concrete instructions to strengthen their everyday safety and wellbeing. If’s expertise has helped Fazer adopt new practices and

ensured that development efforts focus on the right areas and metrics. In this case, If participated in both planning and implementation, providing technical support and helping to design training materials and guides for the sales field.

“Cooperation with If has been active and solution-oriented,” which Veera Parkkinen considers especially valuable. Another key safety topic in the manufacturing industry is sleep, and If has also held seminars for Fazer’s employees about how sleep deprivation contributes to risks.

**As part of If’s** Employee Benefits team, Salla meets Fazer regularly to discuss safety and risk management – identifying trends, sharing benchmarks, and suggesting ways to improve workplace safety and wellbeing.

**“We can bring** insights from across industries,” she explains. “By spotting patterns and sharing best practices, we help clients take proactive steps to care for their people.”

**For Salla, making a difference** means helping clients turn insights into action. “It’s rewarding when our work helps strengthen both wellbeing and everyday safety.”



# Business highlights from the quarter



So far in 2025, we have done 105 million SEK in claims payouts **per day** – helping our customers to rebuild, recover and move forward with confidence.



We have received around 52.000 photo inspections of cars so far this year, that saves our customers many trips to the repair shop.



This quarter, we helped customers with **604,000 claims**.

We are trusted by around 4.6 million customers.

We are very proud to be trusted by around 4.6 million customers – individuals and businesses in the Nordics and Baltic countries. That makes us the leading insurance company.



So far, we have handled more than **1.8 million claims** in 2025.

In the third quarter,

**86.3%** of our customers were very satisfied with their claims experience

– and that number rises to

**90.1%** among those who received compensation.

In Q3 **65%** of our customers reported a claim digitally.

We insure every fifth car and home in the Nordics.

1 of 5 cars

1 of 5 homes

