

UK'S MOST ADMIRABLE COMPANIES IN THE LIFE ASSURANCE & INSURANCE SECTOR - 2009

	QMan	Rank	FS	Rank	QG&S	Rank	AAT	Rank	VLTl	Rank	Cl	Rank	QMar	Rank	C&ER	Rank	UCA	Rank	TOTAL	Rank
1 Admiral	7.7	1	7.4	2	7.1	1	6.4	5	7.3	1	7.8	1	7.7	1	5.8	3	6.8	1	63.9	1
2 Amlin	7.2	4	7.7	1	6.9	2	6.9	3	7.0	2	6.3	2	4.8	7	5.2	9	6.0	5	57.9	4
3 Aviva	4.6	10	5.3	7	4.8	9	4.5	10	5.3	6	4.9	9	4.3	8	5.4	6	5.2	7	44.3	8
4 Friends Provident*	5.8	6	5.1	8	4.6	10	5.0	8	4.6	9	4.5	10	4.2	9	5.5	5	4.9	8	44.1	9
5 Legal & General Group	5.1	8	4.6	9	6.0	6	5.2	6	4.8	7	5.4	7	5.1	6	5.3	7	4.6	9	46.2	7
6 Old Mutual	4.7	9	4.1	10	5.1	8	5.0	7	4.4	10	5.2	8	4.0	10	4.8	10	4.3	10	41.7	10
7 Prudential	7.3	3	6.6	6	6.0	7	7.0	2	6.6	3	5.8	5	5.7	4	5.7	4	6.5	3	57.0	5
8 RSA Insurance	7.5	2	7.2	3	6.4	3	7.1	1	5.7	5	6.0	4	5.8	3	6.1	1	6.4	4	58.2	3
9 Standard Life	5.4	7	6.6	5	6.1	5	5.0	8	4.6	8	5.7	6	5.5	5	5.2	8	5.4	6	49.6	6
10 St James's Place Capital	6.7	5	7.0	4	6.3	4	6.6	4	6.1	4	6.1	3	7.0	2	6.0	2	6.7	2	58.6	2
																			521.5	

* Merged, acquired or name change or delisted

QMan = Quality of Management, FS = Financial Soundness, QG&S = Quality of Goods & Services, AAT = Ability to Attract, Develop and Retain Top Talent, VLTl = Value as a Long Term Investment, Cl = Capacity to Innovate,

Q Mar = Quality of Marketing, C&ER = Community and Environmental Responsibility, UCA = Use of Corporate Assets

