

## UK'S MOST ADMIRED COMPANIES IN THE LIFE ASSURANCE & INSURANCE SECTOR - 2010

		QMan	Rank	FS	Rank	QG&S	Rank	AAT	Rank	VLT	Rank	CI	Rank	QMar	Rank	C&ER	Rank	UCA	Rank	TOTAL	Rank
1	Admiral	8.0	1	7.4	1	7.1	1	6.7	3	6.2	5	7.4	1	7.4	1	6.1	1	6.5	1	<b>62.8</b>	1
2	Amlin	6.6	5	7.1	2	6.6	4	6.8	2	6.7	2	5.7	3	4.3	8	4.8	6	5.5	3	<b>54.0</b>	4
3	Aviva	4.5	9	5.7	8	6.0	8	4.7	10	5.8	7	5.1	9	5.5	4	5.1	4	4.7	10	<b>47.0</b>	8
4	Legal & General Group	7.1	4	6.2	7	6.8	3	5.5	6	6.5	3	5.4	7	5.5	4	4.7	7	5.4	5	<b>53.0</b>	5
5	Old Mutual	5.0	7	5.3	9	5.2	9	4.7	9	4.5	10	4.0	10	4.1	9	4.1	9	4.8	8	<b>41.7</b>	10
6	Prudential	4.4	10	6.2	6	6.2	7	5.3	8	6.4	4	5.4	6	5.8	2	4.6	8	4.8	8	<b>49.1</b>	7
7	Resolution	5.6	6	5.2	10	4.0	10	6.4	5	5.5	8	5.5	4	3.3	10	4.1	10	6.1	2	<b>45.7</b>	9
8	RSA Insurance	7.6	2	6.6	5	6.4	6	6.7	3	6.1	6	5.5	5	5.8	3	5.2	3	5.4	4	<b>55.4</b>	3
9	Standard Life	5.0	8	6.7	4	6.5	5	5.3	7	5.3	9	5.3	8	5.5	4	5.0	5	4.8	7	<b>49.4</b>	6
10	St James's Place Capital	7.6	3	7.1	3	6.9	2	6.9	1	7.1	1	6.0	2	5.1	7	5.4	2	5.4	5	<b>57.6</b>	2
<b>515.8</b>																					

**QMan** = Quality of Management | **FS** = Financial Soundness | **QG&S** = Quality of Goods & Services | **AAT** = Ability to Attract, Develop and Retain Top Talent | **VLT** = Value as a Long Term Investment | **CI** = Capacity to Innovate | **Q Mar** = Quality of Marketing | **C&ER** = Community and Environmental Responsibility | **UCA** = Use of Corporate Assets

