

Highlights 2025

Supporter of your life

AG serves more than 2.7 million retail customers and 299,000 corporate customers, in close collaboration with over 3,500 independent brokers and our bank distribution partners.



Strong performance

AG further consolidated its leadership in Belgium with a total market share of 20.4% – 17% in Non-Life and 28.1 % in Life – confirming our robust position across both pillars of the business.

Rising cNPS

Customer satisfaction and loyalty continue to climb. With a cNPS score of 15 in 2025, AG improved on last year's score and outperformed the sector benchmark.



Socially responsible investor

With close to EUR 74 billion in assets under management, AG maintains a strong domestic footprint with EUR 22.2 billion invested in Belgium. EUR 13.5 billion is allocated to projects that contribute to a more sustainable world.

Entry into the Dutch MGA market

With 8 contracts secured by year-end, the Dutch branch made a strong debut and gained immediate traction in the local delegated underwriting market.



Shareholder of Doktr

Alongside Proximus, AG took a stake in Doktr, the Belgian telehealth platform. This investment supports the continued development of accessible, digital, patient-friendly healthcare services.

EcoVadis Platinum

AG once again earned the EcoVadis' top rating, placing us among the top 1% of companies worldwide for sustainability performance.



AG shareholding structure & Partnership with BNP Paribas Fortis

Ageas completed the purchase of the remaining 25% stake in AG from BNP Paribas Fortis, consolidating full ownership of the company.

AG and BNP Paribas Fortis renewed their commercial partnership for another 15 years, supporting the objectives of the Elevate27 strategy to reinforce our position on the Belgian market.

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AG Coast Walk

The 2025 edition of our now-iconic walk along the Belgian coastline attracted 11,000 participants and achieved its first complete sell-out.



AG Insurance-Soudal

Our women’s cycling team had a standout season, crowned by a win at Liège-Bastogne-Liège and 4 days in the yellow jersey at the Tour de France Femmes.

Top Employer

Our 4,607 employees – including 364 new hires – brought expertise and commitment to AG throughout the year. Their dedication earned us Top Employer honours for the 14th consecutive year.



Revamped offices

The completion of our “Reinvent Workplace” renovation project provides our 4,607 staff members with a modern work environment that supports collaboration, creativity and growth.