

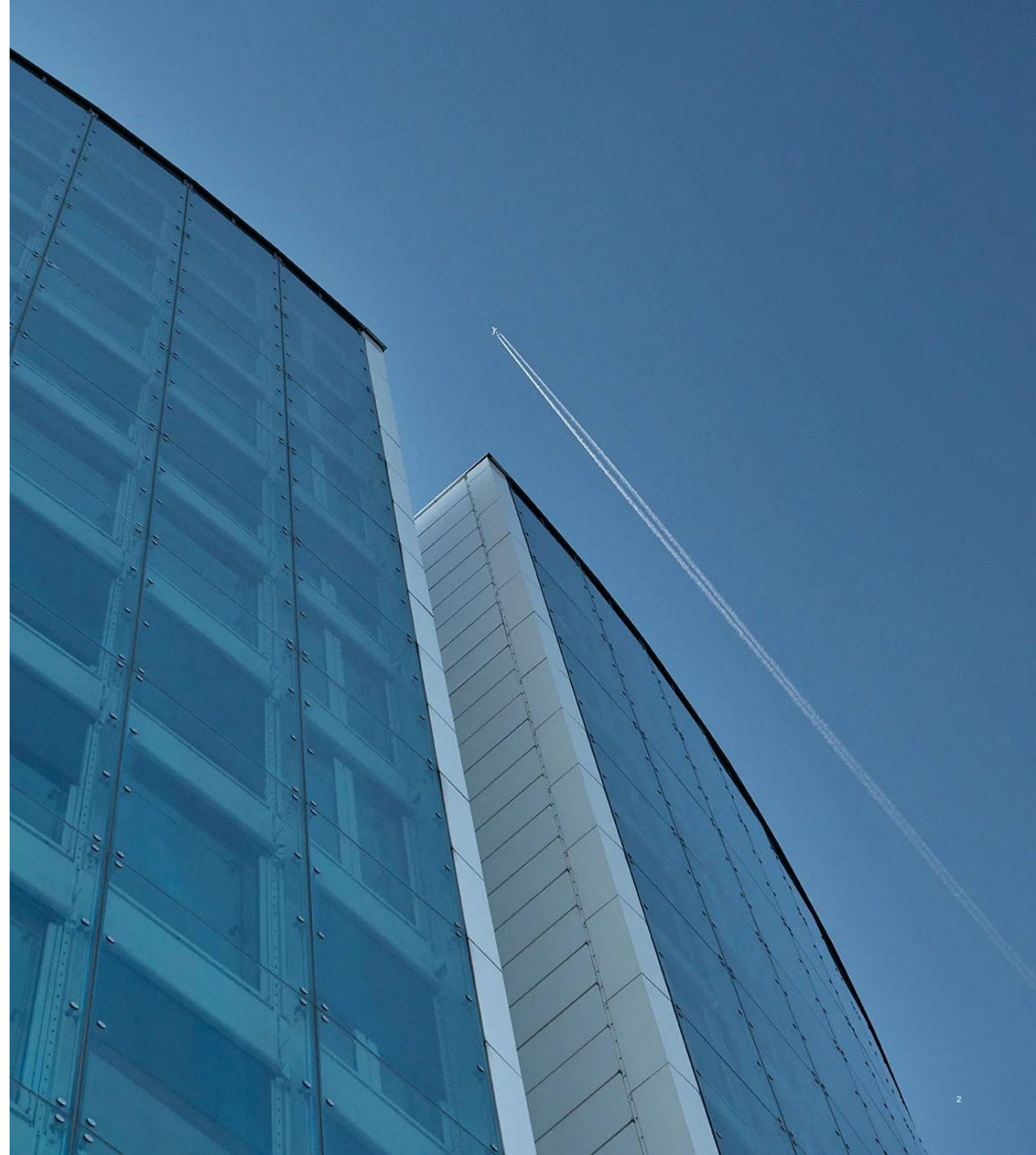
GROUP PRESENTATION

The journey toward a Digital Finance Function Alm. Brand Group



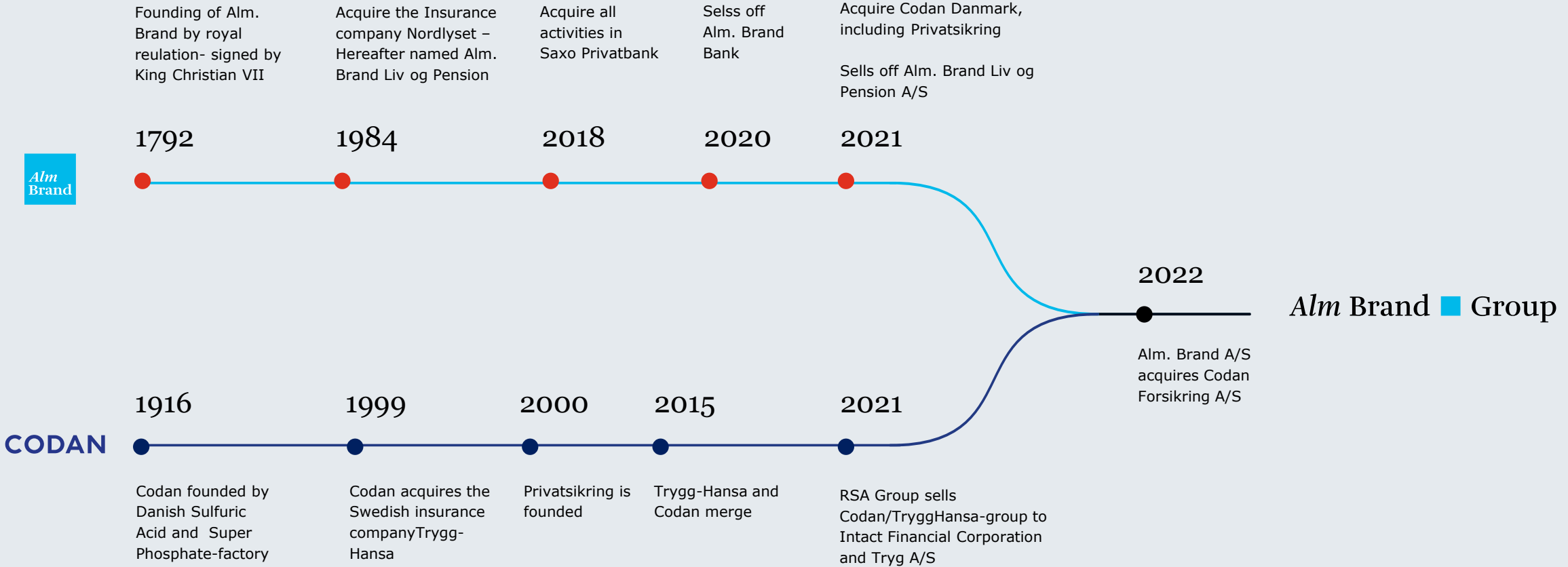
Agenda

- 1 Brief Introduction to Alm. Brand Group
- 2 Challenges in Integrating Finance Systems and Data
- 3 Transition Strategy and Goals
- 4 Milestones for Organization / Systems / Data
- 5 Anchoring of a Financial Data Model and impl. of new EPM solution
- 6 Key take aways to support a Digital Finance Agenda



Welcome to a Historical Insurance Company

Alm Brand ■ Group



About Alm. Brand Group

Founded

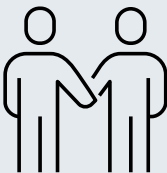
1792 (1916)

Employees

2.300

Alm. Brand af 1792 fmba

47 %



700.000
CUSTOMERS

Market Share 17-18 %

550.000
PRIVATE CUSTOMERS

- including Bancassurance

150.000
CORPORATE CUSTOMERS

- including Agriculture and Industry

Private Line



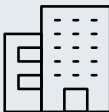
Corporate Line



Agriculture



Industry



Bancassurance



Baseline - Day 1

Step 1 – Integration

Consolidation challenges and the digitalization journey

Financial Data Model and BI Solutions



High manual effort in data integration for dual ERP/EPM systems



Excel-based reporting with manual adjustments to PowerPoint



No operational standardised financial data model across systems



Manual reconciliations and data updates in dual applications supporting the Finance processes



Supporting BI data models differ in methods, terminology, and data structure - manual updates and reconciliation



Many processes supported by excel and manual interactions for review/corrections



Decentralization of processes with extensive manual interaction by outsourcing partner - offshore/India



Day 2 - Unifying Reporting, Systems and Data

Step 1 – Integration

Consolidation challenges and the digitalization journey

Financial Data Model and BI Solutions

Interim solution for consolidating internal and external reporting via SAS FM

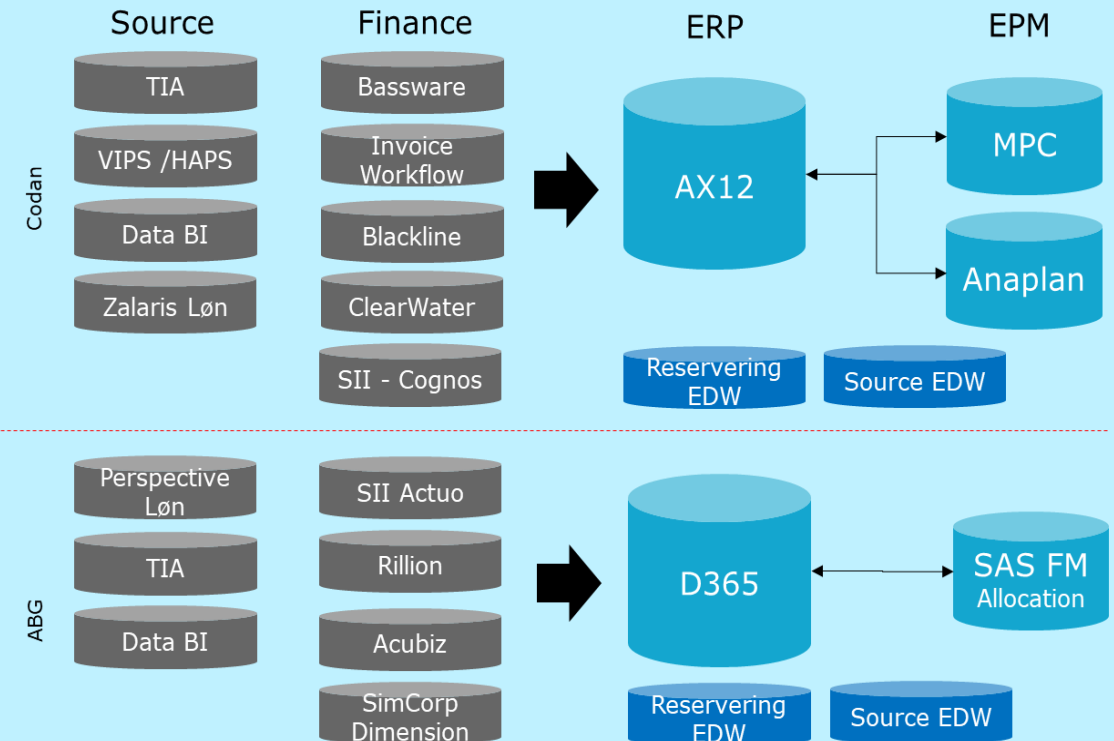
- Simplifying reporting structure through extensive mapping

Consolidation and standardization of supporting financial systems

- Supplier invoice workflow
- Expense management
- Reconciliations

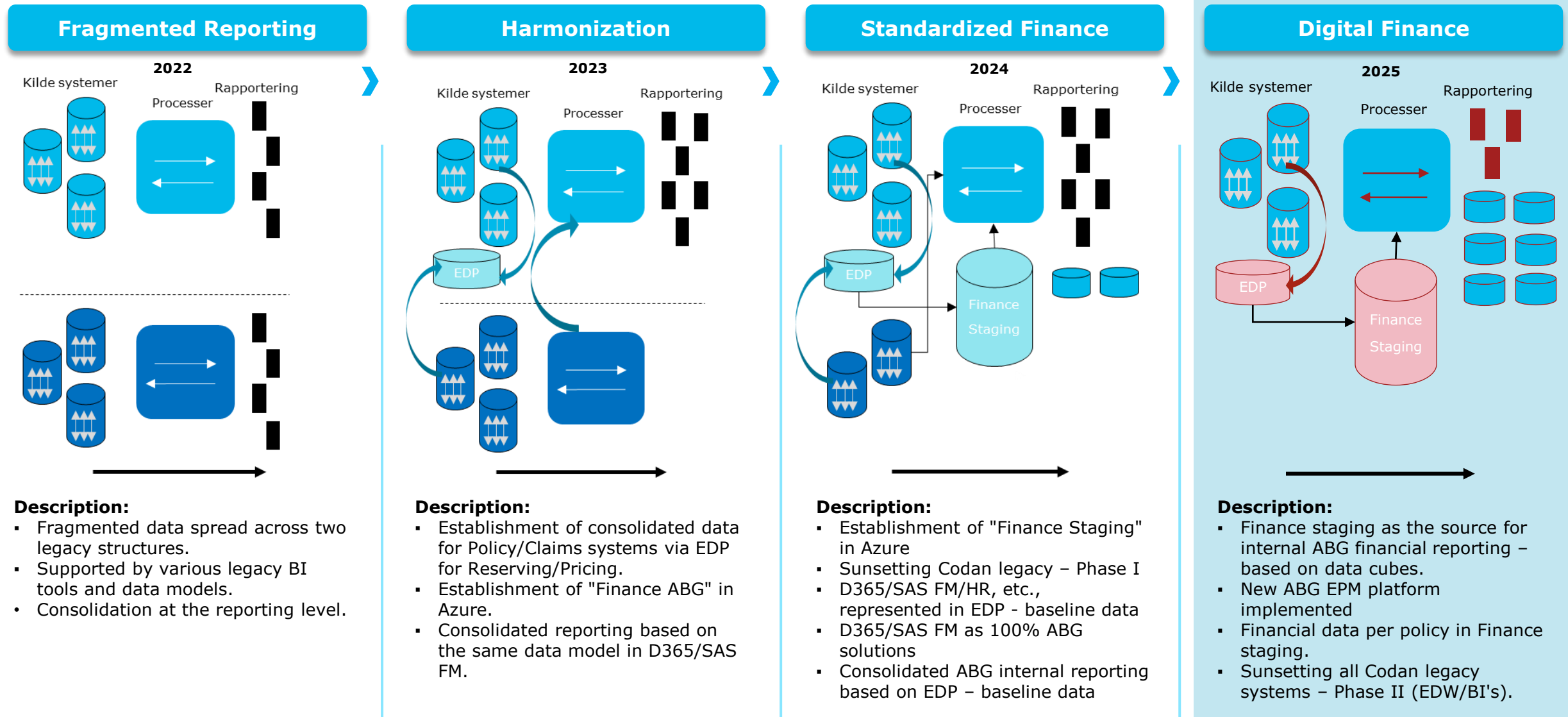
Building a Unified Data Platform (EDP)

- Establishing core systems' baseline data storage for AB and Codan
- Defining a harmonized data structure
- Developing transformation and modeling tools
- Databricks
- Sas 9.4



*Selected Source Systems and Supporting Systems for Finance

Transition to a Digital Finance Function



Milestones in the Journey Toward a Digital Finance Function

Alm Brand ■ Group

Step 1 – Integration

Consolidation challenges and the digitalization journey

Financial Data Model and BI Solutions



Establish a general ledger - consolidate all integrations and processes into a transformed AB -> ABG ERP system (D365)



Standardize finance processes on the same applications and insourcing of processes from outsourcing partner



Establishing a financial data model to support internal and external reporting—anchored in ERP (D365) with associated governance

- Data model implemented across finance systems and integrations

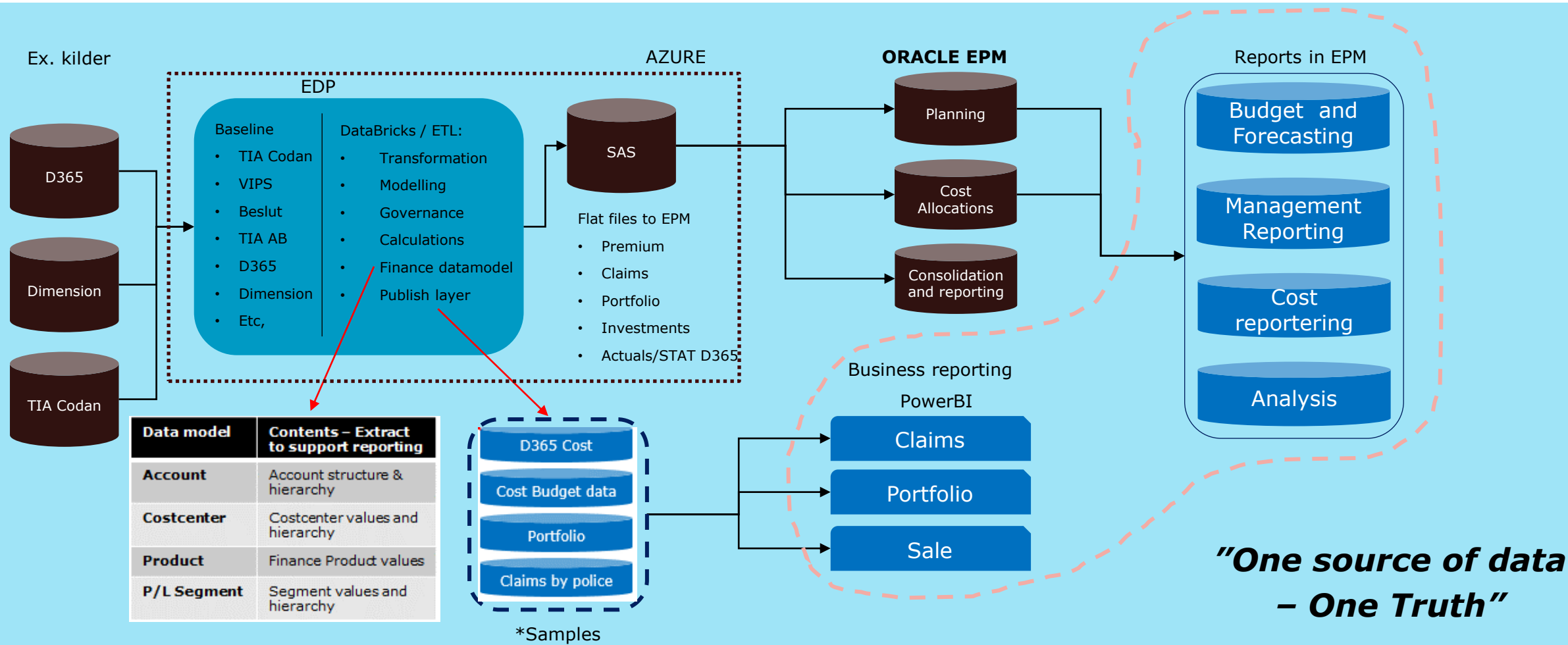


Establishment of an ABG EDP (enterprise data platform)

- Cross-organizational data sources for ABG/Codan: policy systems, claims, historical data (old EDW), D365 (actuals), HR, budget data, etc.
- Developing supplementary tools alongside Databricks standard, including SAS, Power BI, and more



IT and Data Architecture in Finance with the Implementation of Oracle EPM

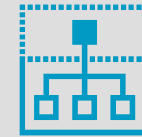


Key Considerations for Transforming Finance Towards Greater Digitalization

Alm Brand ■ Group

1

Digitalization is not just a single project; it involves many elements.



2

Digitalization requires an "end-to-end" review of processes, to be anchored within the organization



3

Digitalization requires delegation of mandate and risk management appetite, due to required standardization, which necessitates many decisions.



4

The responsibility of Finance systems and Data to be managed within the Finance organization – delegated team and manage the interaction with IT



5

Establishment of a Finance data model to support applications with integrations to Finance

