

# Discover Fortis



Dear Shareholder,

This year Fortis has prepared something extra for you alongside its traditional General Meeting of Shareholders. In keeping with one of our key corporate values – innovation – the company has expanded the official side of the event and made it more dynamic.

Fortis will give you the opportunity to discover various facets of the activities, businesses and projects it values highly. Fortis staff will be pleased to present to you the company's everyday activities, to describe their work and to answer your questions.

You are welcome to visit booths presenting the following topics before and after the assembly:

- Fortis – a socially committed company
- Fortis as an employer
- Fortis – serving our customers
- Fortis – an international company
- Fortis and new technologies
- Fortis – one company under one flag.

You will find additional information on the reverse side of this document.

We hope that you will be pleasantly surprised by this event which features the people who work in the shadows of Fortis's success: the employees. We invite you to set aside some time in your schedule to meet them.

## Practical information

### Brussels

31 May 2006

Fortis Auditorium  
Rue de la Chancellerie 1  
Brussels, Belgium

8.00 am: Doors open  
9.15 am: General Meeting of Shareholders begins

The 'Discover Fortis' booths will open before and after the assembly.

### Utrecht

31 May 2006

Fortis Auditorium  
Archimedeslaan 6  
Utrecht, Netherlands

1.00 pm: Doors open  
3.00 pm: General Meeting of Shareholders begins

The 'Discover Fortis' booths will open before and after the assembly.



### **Fortis – a socially committed company**

Come and discover another side of Fortis – a company firmly committed to sustainable development and social responsibility. Fortis wants to grow, but only in a responsible manner and taking into account the interests of its stakeholders. This commitment is clearly expressed in the 'Sustainability Report', which was first published 2004. Fortis encourages its employees to actively contribute to the well-being of the community by, for example, doing volunteer work. The goal of the Fortis Foundations is to help the underprivileged, to combat social exclusion and to support associations and foundations that are active in the field. Employees can also give back to their community by becoming a Fortis Ambassador, allowing them to support, on a volunteer basis, the various activities and events backed by Fortis.

### **Fortis as an employer**

To achieve sustainable growth, Fortis has to be able to rely on competent and motivated employees who are passionate about their work. The Human Resources department invests continuously in encouraging enthusiasm and commitment among the workforce. After all, motivated employees contribute directly to the company's results. Employees receive all the information they need, so they know what is expected of them and are rewarded according to their performance. We want to give them the resources, support and coaching they need to fully develop themselves. That's why we have launched initiatives such as the 'Leadership for Growth Programme' and have created the 'Fortiomas' (Fortis mottos). HR has developed an effective plan to recruit people with the right profile who will contribute to the company's growth. Want to find out more? Meet us at the 'Fortis as an employer' booth.

### **Fortis – serving our customers**

Fortis offers a complete range of products and services through its own distribution channels and in cooperation with partners, giving customers access to a vast selection of banking and insurance services. Fortis also operates Contact Centres where customers can get answers to all their questions about banking, insurance and investment services and where they can purchase new products. Take this opportunity to discover insurance products and distribution

channels, the Contact Centre and PC Banking, one of the best online banking systems on the market.

Fortis devotes attention to customer satisfaction, by always listening and responding to its customers.

### **Fortis – an international company**

Fortis is leveraging the strong skills it has developed in its home market on an international scale, both in banking and in insurance. For its banking activities, the company has an integrated European network of 118 Business Centres through which it offers wealthy individuals and internationally active companies numerous specialised services, such as private banking, leasing and factoring. Fortis supplements these activities with its expertise in niche markets, including markets in the United States and Asia. These have made the company a regional and in some cases world leader in specialised markets such as shipping, aviation, intermodal, commodities, project finance and derivatives.

On the insurance side, Fortis has pursued international expansion by leveraging its knowledge and expertise in the life and non-life sectors, giving it a leadership position in selected markets in Europe and Asia.

### **Fortis and new technologies**

Over the past few years Fortis has successfully been using new technologies to offer its services to clients and partners. Examples are videoconferencing, conference calls, wireless and mobile terminals, and remote access to the Fortis network. These technologies allow Fortis employees – who are based across the globe – to be at their clients' disposal at all times. Come and find out how Fortis applies these technologies every day to bridge the physical distance between its offices around the world.

### **Fortis – one company under one flag**

Fortis wants to differentiate itself through its strong international brand and its reputation for top-notch personnel, high-quality products and services, and excellent share value. Consequently, its main businesses will now be run as a single company, operating under a single brand and name. This will enable Fortis to ensure rapid and effective growth. The brand will provide customers with dependable value, as illustrated in the new international ad campaign entitled 'Getting you there'.