

Review of 2009

COMPANY AND INVESTOR RELATIONS

MLP among the most attractive employers in Germany

MLP is "Top Employer 2009". This means that MLP belongs for the third time in a row to the exclusive group of German companies whose outstanding corporate and employer culture has been acknowledged. The Corporate Research Foundation, an independent research institute,

awards their Top Employer prize every year together with the publishing house Handelsblatt. Within the scope of the study, MLP received excellent ratings in all test categories, in particular in the categories of work-life balance and remuneration.



Acquisition of the finance broker ZSH complete

MLP systematically expanded its market position among clients working in the medical profession and acquired a 100% stake in the independent finance broker ZSH. Just like MLP, ZSH excels through its independent

consulting approach and clear client orientation. ZSH was founded in 1973 and looks after wealthy private clients as well as physicians and dentists in all questions of old-age provision and financial planning.

Unique business model further secured

MLP has further strengthened and built upon the independence that sits at the heart of its operations. In the summer of 2008, the Swiss insurance group Swiss Life had acquired a 27% holding in the company against MLP's will. In the course of 2009 Swiss Life agreed to MLP's request to reduce its shareholding. Swiss Life's share was reduced to 9.9% in two steps. In March, the Talanx insurance group acquired 8.4% from Swiss Life and therefore now holds a total stake of 9.9% in MLP. In December, the insurer Barmenia then acquired a further 6% of Swiss Life's stake. All insurers with a holding in MLP each control less than 10%. This gives MLP a stable shareholder structure.



MLP successfully strengthened its excellent position in the market as the leading independent financial and investment adviser in 2009.

PERSONNEL NEWS AND PORTRAITS

**Highest honours for MLP founder
Manfred Lautenschläger**

Dr. h. c. Manfred Lautenschläger, MLP founder and member of the Supervisory Board, received the Order of Merit of the Federal Republic of Germany – Cross of Merit, First class in March. Baden-Württemberg's premier Günther Oettinger presented the Cross at the Ministry of State in Stuttgart. Alongside Lautenschläger's successful corporate work with MLP, Oettinger also praised his generous social commitment. This underlines the commitments that the MLP founder has undertaken in areas including science, education and international relations for years. Indeed, his non-profit Lautenschläger Foundation ranks among the largest private-sector foundations in the country. The foundation sponsors various research and education projects, supports sporting activities and also presents various awards, including the Lautenschläger Research Prize, which comes with € 250,000 in funding.



Baden-Württemberg's premier Günther Oettinger and MLP founder Manfred Lautenschläger at the awards ceremony at Villa Reitzenstein in Stuttgart, Germany.

»Manfred Lautenschläger is a great entrepreneur demonstrating an outstanding social commitment.«

Baden-Württemberg's premier Günther Oettinger on the MLP founder and Vice Chairman of the Supervisory Board of MLP AG

MLP strengthens its holding company Executive Board

The MLP AG Supervisory Board extended its Holdings Executive Board in February to include the position of the Chief Operating Officer (COO). Ralf Schmid has been appointed as the new member of the Executive Board up to December 31, 2012. The graduate in business administration has been working for MLP since 1991 and has been a member of the Executive Board

at MLP Finanzdienstleistungen AG since 1999, also in a similar role. "A well-positioned organisation, a comprehensive infrastructure and highly effective processes are key success factors in our market", comments Chairman of the Board at MLP, Dr. Uwe Schroeder-Wildberg. "With Ralf Schmid we will further build on our advantage in these fields."



CONSULTING AND PRODUCTS



Honoured for its high quality consulting: MLP can be pleased with three top rankings.

Quality of MLP's consulting confirmed in full by three sources

1st place in the old-age provision consulting test performed by the magazine "Wirtschaftswoche", 2nd place and grade A in the client rating of MLP consulting of "WhoFinance" and 3rd place in the mortgage lending test of the magazine "Euro". These three awards once again underline the outstanding quality of MLP's consulting, which goes far beyond the legally stipulated requirements. "Transparency and client focus must continue to grow in the field of financial consulting", comments Muhyddin Suleiman, member of the Executive Board of MLP AG responsible for sales. "We are actively and consciously seeking the assessments of our clients and see these latest test results as further certification of our discerning consulting approach."

Transparency and client focus: MLP's consulting guidelines for private clients

MLP laid down its ten guidelines on consulting and supporting private clients in November. The guidelines bring together all applicable quality standards, many of which have already been in place for years.

At www.mlp-beratungsqualitaet.de, anyone interested can access an overview of the consulting and client support standards at MLP. In addition to this, the homepage also offers an overview of MLP's position on current political discussions. Here, MLP also offers exemplary documentation for consulting and product selection as well as information that portrays all key factors, such as the cost of financial products, in a clearly structured and easily comprehensible manner.

Investments with well-known asset managers

MLP is further expanding its strong position in the field of investments. Since September 2009, MLP clients have been able to invest individually in investment funds of renowned

asset managers, such as Dr. Jens Ehrhardt or Edouard Carmignac, in addition to investments in individual industries or segments and in investment concepts professionally man-

aged together with MLP's subsidiary Feri Finance. In cooperation with Feri Finance, MLP continually checks all asset managers for their performance.

UNIVERSITIES AND CAREER

Once again setting standards in the world of higher education

The economy and the world of higher education can benefit more from one another if they continue to break down the barriers that stand between them – this was just one key finding of the ZEIT CONFERENCE on "Universities and Education". MLP organised the conference held in June at Germany's National Library in Frankfurt together with the "DIE ZEIT" weekly newspaper. Around



220 participants followed addresses and panel discussions from recognised higher education and economic experts, including Hartmut Schauerte, parliamentary Secretary of State at the German Federal Ministry of Economics and Technology, Margret Wintermantel, President of the HRK German Rectors' Conference and Chairman of the Executive Board at MLP, Dr. Uwe Schroeder-Wildberg.

UNIVERSITIES AND CAREER

“Medical Excellence”: New sponsorship programme for medical students

In April, MLP launched one of the largest scholarship programmes for medical students in Germany. “Medical Excellence” supports aspiring physicians and dentists with € 500 of sponsorship per semester. The “Ärzte Zeitung” magazine is the cooperation partner to the scholarship programme. Yet Medical Excellence is not only geared towards helping students with excellent grades. “We also honour high levels of scientific or



social commitment”, explains Marc-Phillip Unger, Head of Target Group Management at MLP. Scholarships are offered in three basic categories: “Studies excellence” for outstanding success during studies, “Social excellence” for extraordinary social commitment and “Science excellence” for excellent medical-scientific performance. In 2009, fifteen students received the keenly contested scholarship.

COMMUNICATION AND SERVICE

MLP Health Report: Physicians and citizens see increasing need for reform

MLP published its 4th Health Report a few weeks before Germany’s Bundestag elections in September. Key findings: German citizens and physicians are demanding fundamental reforms in the country’s healthcare system, but they do not believe that these can be successfully implemented by politics. As in previous years, those surveyed

criticised continuous drops in the quality of healthcare provision and, despite ever increasing costs, expressed fears of further cutbacks over the course of the next few years. MLP performed the representative and highly regarded survey in cooperation with the Allensbach Institute and with the support of the German Medical Association.



Presenting the MLP Health Report in Berlin:

Dr. Frank Ulrich Montgomery, German Medical Association, Prof. Renate Köcher, Allensbach Institute, Dr. Uwe-Schroeder-Wildberg, MLP Chairman and CEO of the Executive Board.

Media campaign successfully continued

In 2009, MLP continued its campaign “The strategy of your life” launched in 2008 through popular print and television media. In a market environment dominated by economic crisis, many competitors have reduced their advertising, which makes the MLP campaign all the more effective and allows it to attract even greater interest.