



# If helps a lot report

First quarter 2026

Group CEO comment

## Solid performance enables us to help customers correctly every day

**We have started** the new year with continued solid performance across Sampo Group, with increasing demand for If's private and SME insurances.

**At If, we** begin the year with many opportunities ahead and a clear sense of purpose – to help our customers a lot. In the first quarter, we paid out an average of 125 million SEK in claims per day – helping our customers to rebuild, recover and move forward with confidence. Every day brings new insights into how we can better support our customers and meet their evolving needs.

**Our scale benefits** and underwriting discipline is a proven receipt for resilience in a volatile world, allowing us to invest in meeting changing customer needs. Across our organization, digital development is accelerating. New technologies, including AI, are enabling us to work smarter, respond

faster and stay closer to our customers than ever before. For instance, we are improving how we understand risk, anticipate and prepare for extreme weather and turn data into concrete actions.

**But as we** move forward, we stay grounded in a simple question: What matters most to our customers? For most people, being properly insured in everyday life is the foundation. Home insurance is often the starting point – whether as a student or when starting a family of your own. The home is deeply personal, and we see a growing need for guidance on how to protect it and care for it over time.

In this edition of the If helps a lot report, we turn to where it all begins – the home.

**Morten Thorsrud**, CEO of Sampo Group



# Preventive services are becoming central to home insurance

*Insights from the quarter with Ingrid Janbu Holthe, Head of Private at If*



**Ingrid Janbu Holthe**, Head of Private at If

**For many people**, a home is the largest investment they will ever make. And to feel safe and protected at home is the foundation of stability. Being correctly covered by your insurance is what's most important for our customers. But for us, it's not only about being there when something happens. We are increasingly focusing on helping reduce risk before it occurs.

**We continuously invest** time and resources into listening to our customers to understand their needs, concerns and experiences. One trend is clear: More homeowners are asking for guidance on how to prevent damage from extreme weather and how to prepare for the unexpected that might occur in your home.

**We want to** encourage a more proactive approach to homeownership and support our customers along the way. We have a range of home risk preventive services including physical house checks, risk preventive sensors and digital guides to help our customers. Through the integration of advisory services, specialised

expertise for homeowners, and advanced technologies such as embedded sensors and new data sources concerning extreme weather, we enable homeowners to gain deeper insights into their properties, take proactive measures, and enhance their overall resilience.

If insures

**3.7 million**  
households across the Nordics.

We helped our private customers with around **500,000** claims in Q1.

**AI is accelerating** the digital transformation we have been working on for many years. We are now seeing clearer results in how we interact with our customers, for example through more personalized and accessible support, available around the clock via services like IfGPT.

**We live in** a more unpredictable world. At the same time, new opportunities driven by AI and digital development enable us to support our customers in better ways than before. It's exciting to develop new services, apps and AI support in close dialogue with our customers. Innovation is key for us to stay ahead, meeting new customer needs.

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In recent years, we have seen a growing interest in proactive services among homeowners, that's something we focus a lot on when we develop new services.



**A house check** taking place at Ingrid Janbu Holthes house in Norway. "It's a good feeling, knowing that you are taking care of your home. The house check has helped me becoming a better homeowner", says Ingrid.



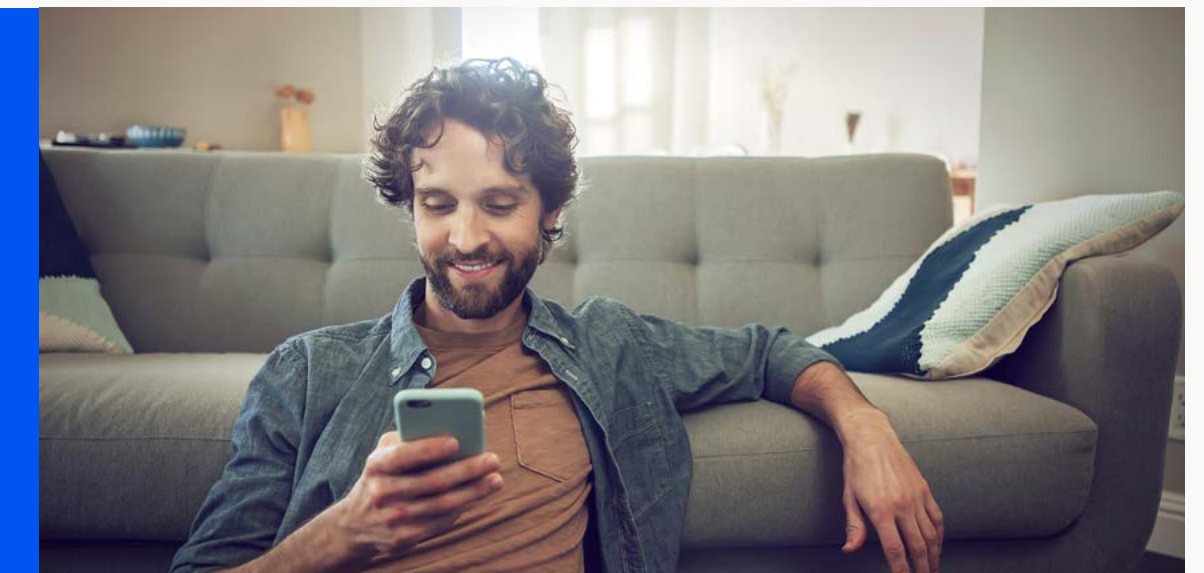
**Getting ahead of** the storm: We now increasingly proactively prepare for extreme weather that occurs across the Nordics. During the recent storm “Dave” we significantly increased manning in our claim’s centers in preparation and we also contacted the most exposed customers in advance to help advise them how to best safeguard their homes and property.

**Preparing to deal** with extreme weather will be part of our everyday life and future. The better and more effectively we prepare both in the long term and in the short term, the less extreme weather will harm our communities, workplaces and homes.



It’s exciting to develop new services, apps and AI support in close dialogue with our customers and partners. Innovation is key for us to stay ahead, meeting new customer needs.

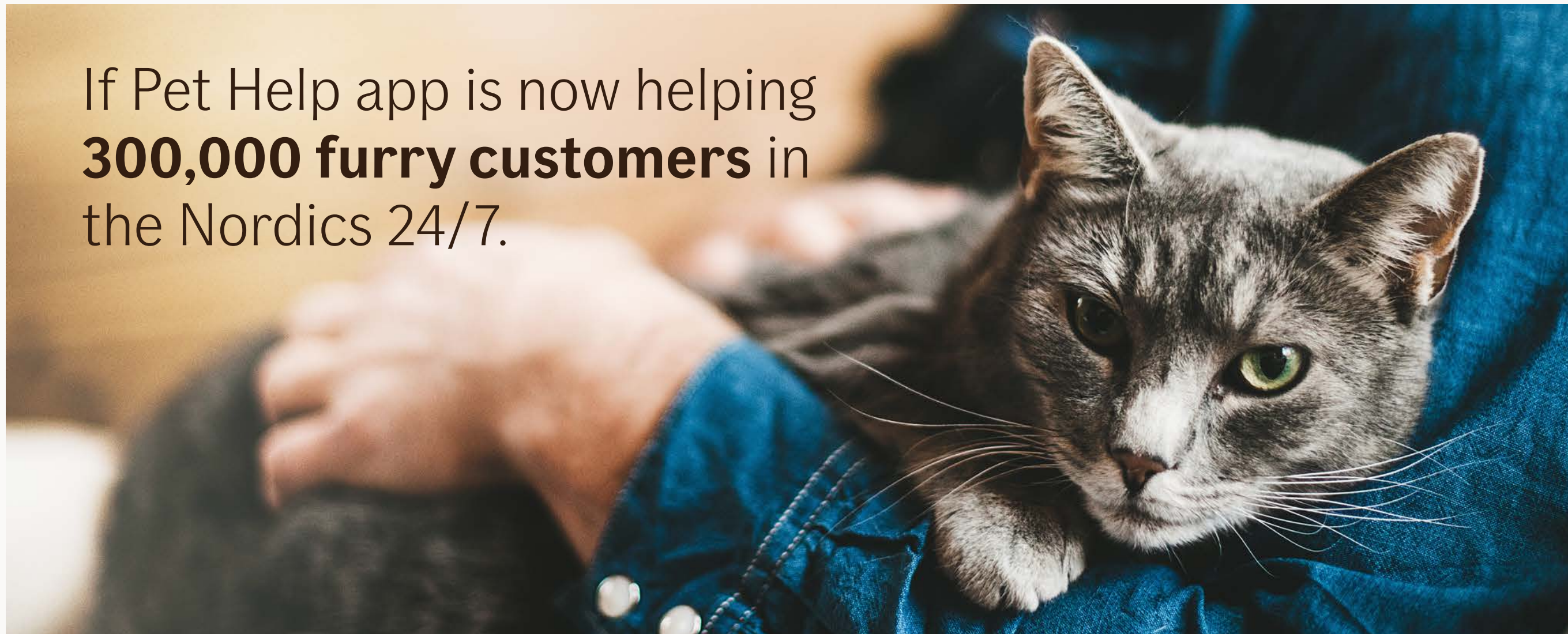
Around **18,000 interactions** take place per month through **IfGPT**, that deliver faster and more efficient customer service.



**House Checks:** The data from more than 250,000 House Checks conducted by If in Sweden, Norway and Finland reveals common risks affecting homes across these countries, including increasing climate risks.

**These risks include** back pressure in floor drains, ground conditions near houses, large trees close to houses, and old or insufficient external moisture protection and drainage. In the future we are looking to increasingly digitize these insights and services and make them more widely available to even more customers in both the private customer and commercial segments.

If Pet Help app is now helping **300,000 furry customers** in the Nordics 24/7.

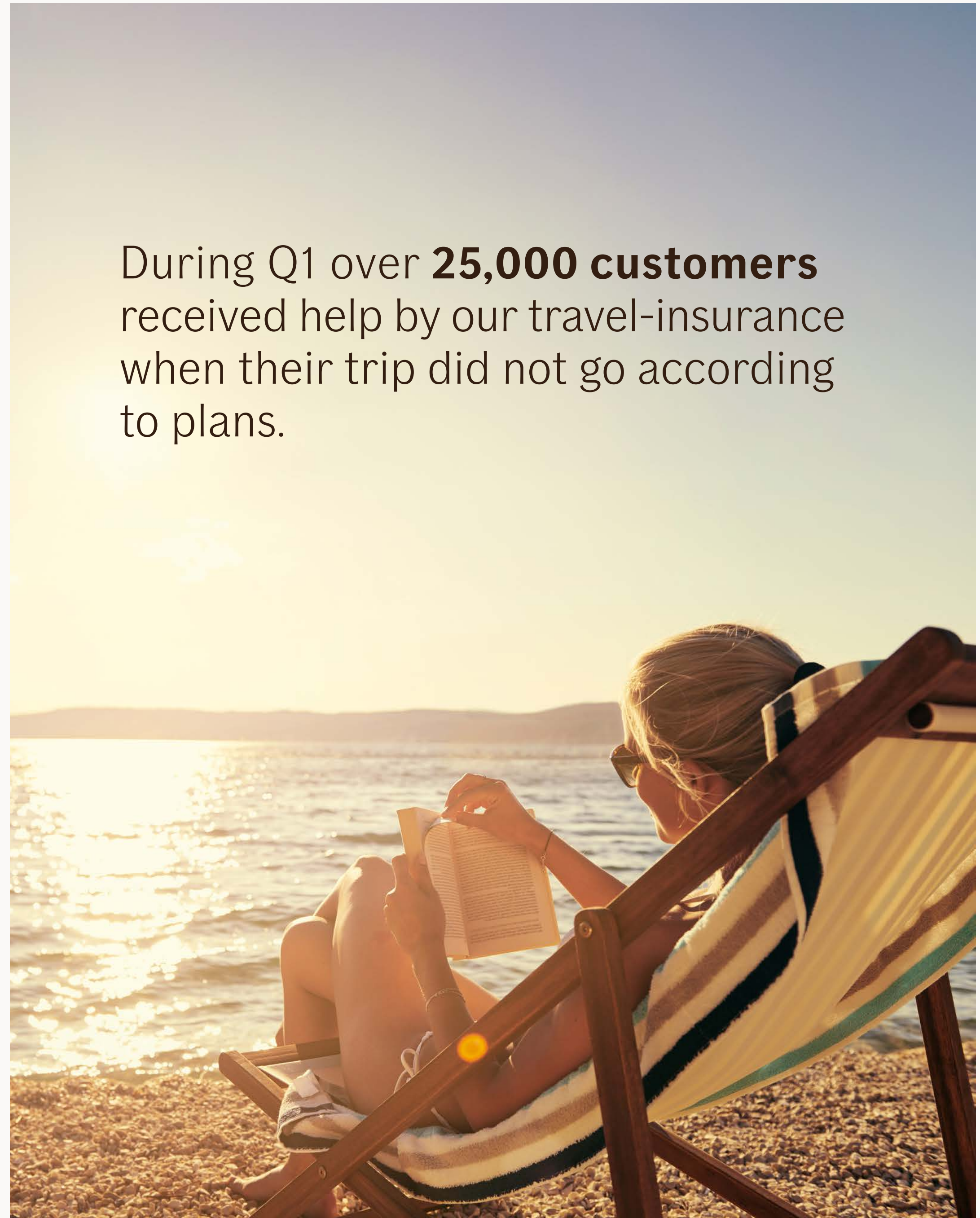


**70%** of private customers reported their claim digitally.

During Q1 over 38,000 customers were helped with towing and motor rescue services.



During Q1 over **25,000 customers** received help by our travel-insurance when their trip did not go according to plans.





## The Story of a *fire* – a new chapter

A wooden property from the 1800s in central Ronneby, Sweden, was devastated by a severe fire, leaving many people without homes.

The building was insured with If and became the first in Sweden to be covered by the Sustainable Building concept. Today, the construction is well underway and on track to be completed by the end of the year. The project follows a well-established environmental certification system for buildings and marks an important step forward for Ronneby.

**A new chapter** is taking shape in Ronneby. What was once lost is now being rebuilt with a clear focus on the future, combining modern design, long-term resilience and smart, sustainable solutions from the ground up.

**The building was** insured with If and became the first in Sweden to be covered by the Sustainable Building concept, which is part of the most comprehensive coverage for commercial buildings.

**This means that** If together with qualified external advisors and partners, provide advice, guidance and extra financing, up to 3 million SEK, to encourage corporate customers to choose sustainable options when rebuilding in the event of extensive damage, for example after a fire. The recommended actions are based on two of the most widely used environmental certification systems for buildings in Sweden: Miljöbyggnad and BREEAM-SE (BRE Environmental Assessment Method).

**The new building** is slightly larger than the previous one and is designed to bring both life and functionality back to the area. It will include a restaurant on the ground floor and rental apartments on the upper floors.

“ **What was once** lost is now being rebuilt with a clear focus on the future, combining modern design, long-term resilience and smart, sustainable solutions from the ground up.



**Throughout the process,** strong focus has been placed on future proofing the property. The building will feature solar shielding glass and external blinds to reduce heat gain, along with motion controlled and energy efficient lighting. Individual energy meters will support smarter energy use. Water saving taps and sensor-controlled equipment are being installed in the commercial spaces, together with measures to reduce the risk of water leakage.

**Additional features such** as solar panels, a green roof and modern safety solutions like a stove guard will further strengthen the building's performance. These solutions help reduce environmental impact while increasing comfort and safety for those who will live and work there.



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We provide advice, guidance and financial support to make it easier to choose sustainable solutions. Sustainability should be the easy choice.

Philip Thörn,  
Chief Sustainability Officer at If



# Business highlights from 2026



This quarter, If paid around **SEK 125 million per day** in claims compensation – helping our customers to rebuild, recover and move forward with confidence.

We are trusted by around 4.6 million customers.

We are very proud to be trusted by around 4.6 million customers – individuals and businesses in the Nordics and Baltic countries. That makes us the leading insurance company.

In Q1 we helped customers with over **609,000 claims**.

We insure every fifth car and home in the Nordics.



1 of 5 cars

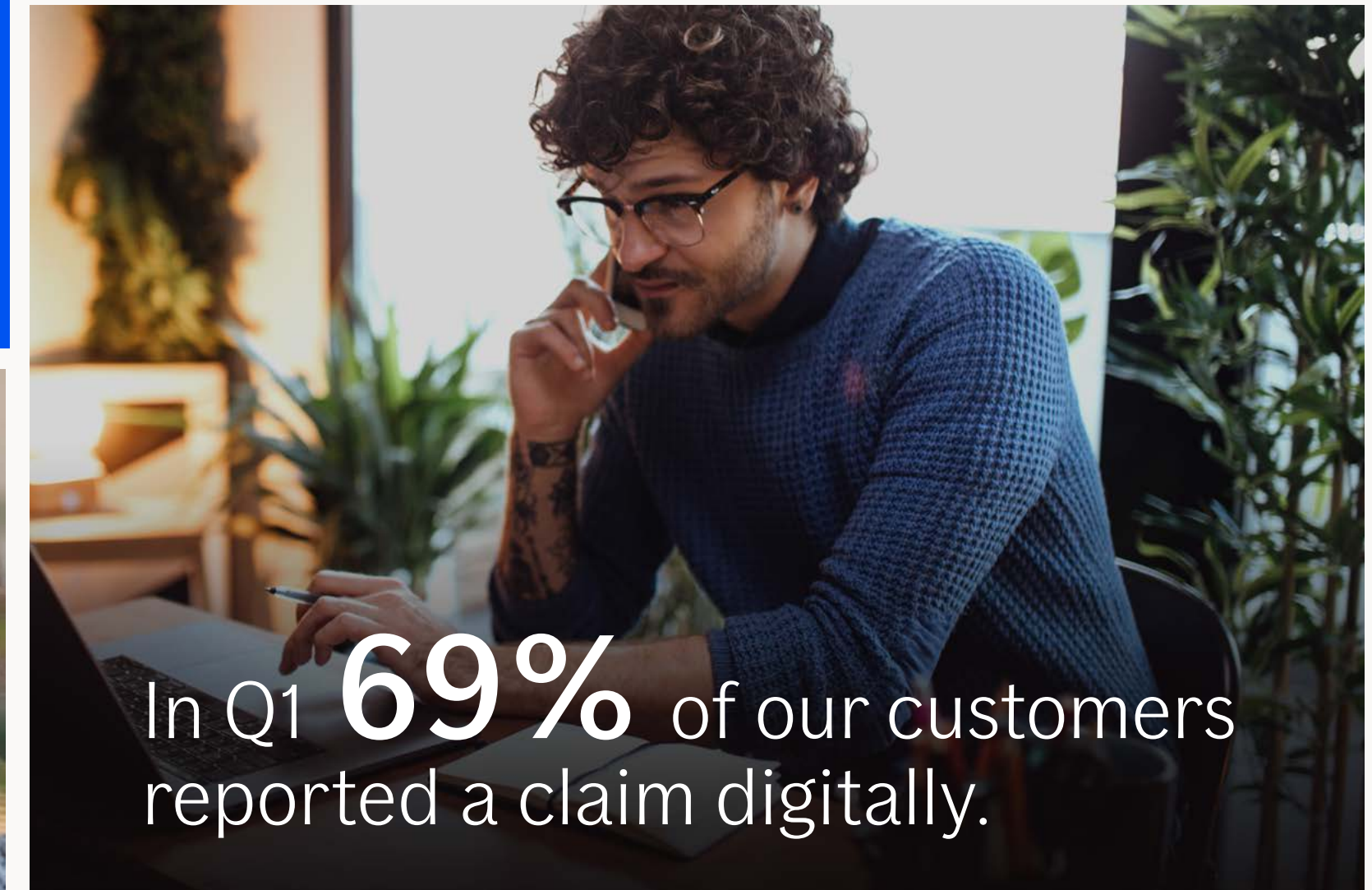


1 of 5 homes

**85,9%** of customers score us with highest satisfactions scores and that number rises to **90%** among those who received compensation.



During Q1 2026 we paid **10% less** than last year in claims compensation, driven by fewer very large claims.



In Q1 **69%** of our customers reported a claim digitally.



During Q1, our photo inspection service was used more than **23,000 times** (an increase of 40% compared to the same period last year).

