



MABISZ CONFERENCE BUDAPEST

# WHAT ARE THE TOP PRIORITIES FOR CXOS IN INSURANCE COMPANIES?

*INSIGHTS AND DISCUSSION OF STRATEGIC PRIORITIES  
FROM THE PERSPECTIVE OF THE EXECUTIVE BOARD*

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# Horváth at a glance

## Our Mission



We guide you in transforming your organization to become unbeatable in a changing world

## Functional Expertise



Our comprehensive solution portfolio addresses the needs of all C-suite executives

## Industry Expertise



From A for automotive to U for utilities, we know what matters in every industry

## Worldwide Presence



With 22 offices in 11 countries and partners all over the world, we can operate globally



## Global Ecosystem



We combine our strengths with those of leading partners to create the best value

## Outstanding Return on Consulting



We strive for excellent results to ensure maximum client satisfaction – customers rate us with an average of 9.4 out of 10 points

## Top Consultancy



We are among the most highly esteemed consultants for top management

## People, Planet, Projects



We bring a broad view of sustainability with a focus across three dimensions: people, planet, and projects



# Today's Presenter



**Martin Müller**

Partner, Head of Insurance



 **HORVÁTH**

# 6<sup>th</sup> Annual Horváth CxO Priorities Study | More than 1,000 CxOs reveal what really matters



**>1,000 global CxOs**  
engage in personal dialogue



**8 weeks of interviews**  
between March and May 2025



**~40% CEOs**  
out of all participants

**~29% CFOs**  
out of all participants



**33 HQ countries**  
reflect the global perspective



## 5 focus topics

- Strategic priorities
- Sales, margin & employee development
- Growth ambitions & profit optimization
- Resource relocation & geopolitical challenges
- Further strategic initiatives: Digital & Green

**~50% multinationals**  
with revenue of more than EUR 1b



**~34% family-owned**  
businesses share their priorities



**15 industries**  
report on industry-specific trends



# What are the fundamentals from insurance board members point of view?



Secure and increase profits



Focus on the core business



Bring digital transformation into action



Exploit the right customer base



Fulfill service promises with higher productivity



Be M&A ready





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