

VIDA
SUELDOS Y PUBLICIDAD AL 30/06/2012



| | COMPAÑÍA | PRIMAS EMITIDAS | % DESTINADO A SUELDOS | % DESTINADO A PUBLICIDAD |
|----|------------------------|-----------------|-----------------------|--------------------------|
| 1 | INSTITUTO DE JUJUY | 48 | 721412,50% | 0,00% |
| 2 | PIEVE | 8.736.117 | 64,31% | 0,00% |
| 3 | PREVISORA | 1.001.167 | 50,27% | 1,06% |
| 4 | SAN PATRICIO | 1.003.550 | 45,41% | 0,06% |
| 5 | BINARIA VIDA | 64.208.098 | 44,34% | 1,47% |
| 6 | BONACORSI | 13.034.514 | 38,53% | 17,65% |
| 7 | SENTIR | 8.729.775 | 31,53% | 0,00% |
| 8 | FDF | 2.281.955 | 27,43% | 0,00% |
| 9 | SANTÍSIMA TRINIDAD | 7.263.575 | 26,47% | 3,86% |
| 10 | TRAYECTORIA | 1.755.609 | 25,02% | 1,59% |
| 11 | HSBC VIDA | 440.151.830 | 22,70% | 1,28% |
| 12 | CAJA DE PREVISIÓN | 6.685.830 | 21,60% | 0,46% |
| 13 | ARGENTINA SALUD Y VIDA | 31.309.903 | 18,71% | 0,07% |
| 14 | METLIFE VIDA | 803.042.456 | 17,97% | 9,50% |
| 15 | PRUDENTIAL | 219.842.474 | 16,46% | 2,91% |
| 16 | PREVINCA | 27.396.695 | 14,11% | 3,85% |
| 17 | BENEFICIO | 26.360.901 | 14,05% | 25,90% |
| 18 | PROVINCIA VIDA | 58.216.586 | 13,67% | 0,84% |
| 19 | TRES PROVINCIAS | 60.318.227 | 12,93% | 0,65% |
| 20 | INSTITUTO DE SALTA | 84.114.415 | 12,44% | 0,74% |
| 21 | SMSV | 51.320.410 | 12,42% | 0,12% |
| 22 | MAPFRE VIDA | 245.411.404 | 11,96% | 7,87% |
| 23 | CERTEZA | 17.069.856 | 11,88% | 3,73% |
| 24 | SMG VIDA | 251.180.097 | 9,69% | 1,12% |
| 25 | SOL NACIENTE | 65.326.806 | 9,42% | 0,21% |
| 26 | SEGUNDA PERSONAS | 112.216.281 | 8,81% | 1,78% |

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|----|--------------------------------|----------------------|------------|-----------|
| 27 | CRUZ SUIZA | 6.892.771 | 7,58% | 0,17% |
| 28 | MAÑANA | 5.788.023 | 6,91% | 24,60% |
| 29 | PLENARIA | 39.327.624 | 6,65% | 0,11% |
| 30 | ZURICH INTERNATIONAL LIFE | 184.672.597 | 4,65% | 0,96% |
| 31 | BHN VIDA | 186.927.785 | 4,42% | 1,36% |
| 32 | CNP | 276.365.554 | 3,73% | 0,77% |
| 33 | ORÍGENES VIDA (ex JUNCAL VIDA) | 131.823.422 | 1,12% | 11,66% |
| 34 | MERCANTIL ASEGURADORA | 5.717.482 | 0,65% | 0,00% |
| 35 | INDEPENDENCIA | 2.748 | 0,00% | 0,00% |
| 36 | TERRITORIAL VIDA | 626.358 | 0,00% | 0,00% |
| 37 | AMERICAN HOME | 0 | | |
| 38 | GENERAL AMERICAN | 0 | | |
| 39 | INTERNACIONAL | 0 | | |
| 40 | POR VIDA | 0 | | |
| 38 | PROFUTURO VIDA | 0 | | |
| | TOTAL | 3.446.122.943 | 14% | 4% |