

Institutional Option:

PARTNER-AGENT Model

How and why it works

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Country Bankers Life Insurance

est. March 28, 1965

What's in a name?

- ❖ organized & capitalized by **Rural Bankers**
 - ❖ market niche: farmers, fishermen, market vendors in the **countryside**
 - ❖ pioneered **CREDITOR'S GROUP LIFE**
- ❖ experts in providing well-suited **TERM PLANS**

45 years of protecting the poor

Where we are now



- ❖ 90M Filipinos, 33% is **poor**
- ❖ only 14% have life insurance
- ❖ 8 out of 34 Life Insurance Cos. sell **MICROINSURANCE**
- ❖ 2,603 Rural Banks (including branches)
- ❖ 157 Cooperative Banks
- ❖ 110 Total active MFIs



is a social **protection** program against unforeseen afflictions, in support to microfinance, structured to help the vast impoverished sectors **uplift their lives**

Microcredit



Micro
insurance



Improved
lives of
the poor



MFI and INSURER

**the relationship that works ...
and does good to the poor**

Why it works for MFIs

- ❖ Trim down their level of risk
- ❖ Give better service to their members without additional admin costs
- ❖ Devote more on their main facility: credit & savings
- ❖ Enjoy lower premium rate because of economies of scale by the insurance partner
- ❖ Share in the growth (incentives)

Why it works for **INSURERS**

- ❖ Acquire easy access to target market
- ❖ Achieve huge opportunity to sell variety of products
- ❖ Increase their network
- ❖ Become innovative
- ❖ Cost, time and resources spent well

Commercial Insurers as REINSURERS

❖ Country Bankers Life knows it better

- ✓ insurance is our core competence
- ✓ our resources are meant to cover risks
- ✓ paying claims is our measure of success
- ✓ serving the poor is what we were born to do
- ✓ 45 years (and counting) as RBs/FIs helping hand



**PRODUCTS and
SERVICES**



CREDITOR'S GROUP LIFE

In the event of the debtor's **untimely death** during the term of his/her loan and covered by the insurance contract under this plan, it will become the **obligation** of COUNTRY BANKERS LIFE to **pay the principal loan** to your Institution.

Insurance = amount of loan granted

CGI becomes a collateral

which makes banks and other
financial institutions more open
to lending to the poor



CB KALINGA

("Kalinga" means CARE)

A comprehensive microinsurance package
for SINGLE or MARRIED principal members
and their families (total of 5 lives)

Benefits and Features

- ❖ Death Benefit
- ❖ Accidental Death and Permanent Disability
- ❖ Accidental Medical Reimbursement
- ❖ Daily Confinement Benefit
- ❖ Instant "Abuloy" (Burial Assistance)
- ❖ Financial Assistance due to Fire or Acts of Nature

CLAIMS PAYMENT IN 5 DAYS

FAMILY PACKAGE

MARRIED Members:

Spouse and Children (maximum of 3)

SINGLE Members:

Parents or Immediate Aunts/Uncles
and Siblings or Children

WIDOW/WIDOWER Members:

Children or Grandchildren

Family protection for ONE year
for less than 1 PESO a day

or

4.66 EURO for 1 year coverage

(6.49 USD)

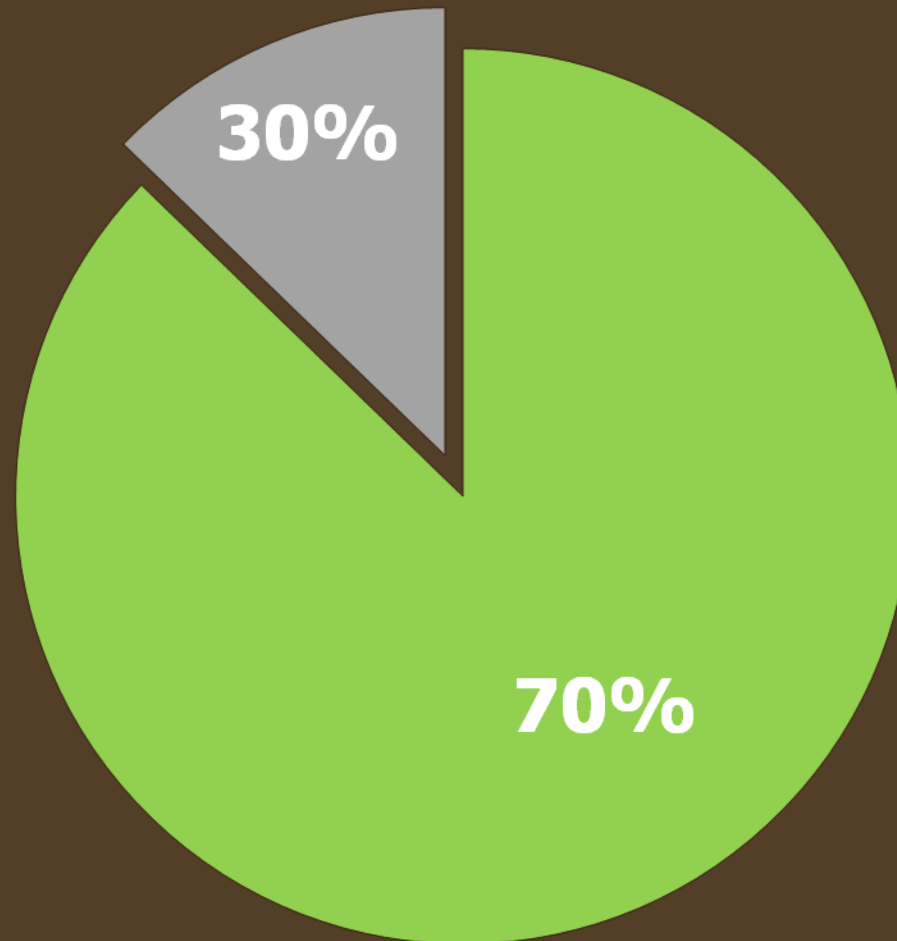
**MFI
members**

**Rural
Banks &
other FIs**
(partner AGENTS)

**COUNTRY BANKERS
LIFE**

RURAL BANKS

■ with COUNTRY BANKERS ■ with other providers



800,000

**lives
covered**

1,800

Rural Banks

COUNTRY

BANKERS

LIFE

SUSTAINABILITY

- ✓ Actual CLAIMS experience is only 70% of allocated claim amounts
- ✓ Actual ADMIN COST is 20% less than projected expenses



We are not just in the business of
selling **microinsurance**,
we are in the business of
providing **PEACE OF MIND**

MARAMING SALAMAT PO!
Thank you very much!