


Diversity in Distribution

Hollard.





Accumulating savings clubs (6 of them!)

Bank account

Burial society

Shopkeeper credit

Loan from moneylender

Daily rotating savings club

Savings held for neighbors

Rent arrears

Giving credit to customers

Hiding cash in house

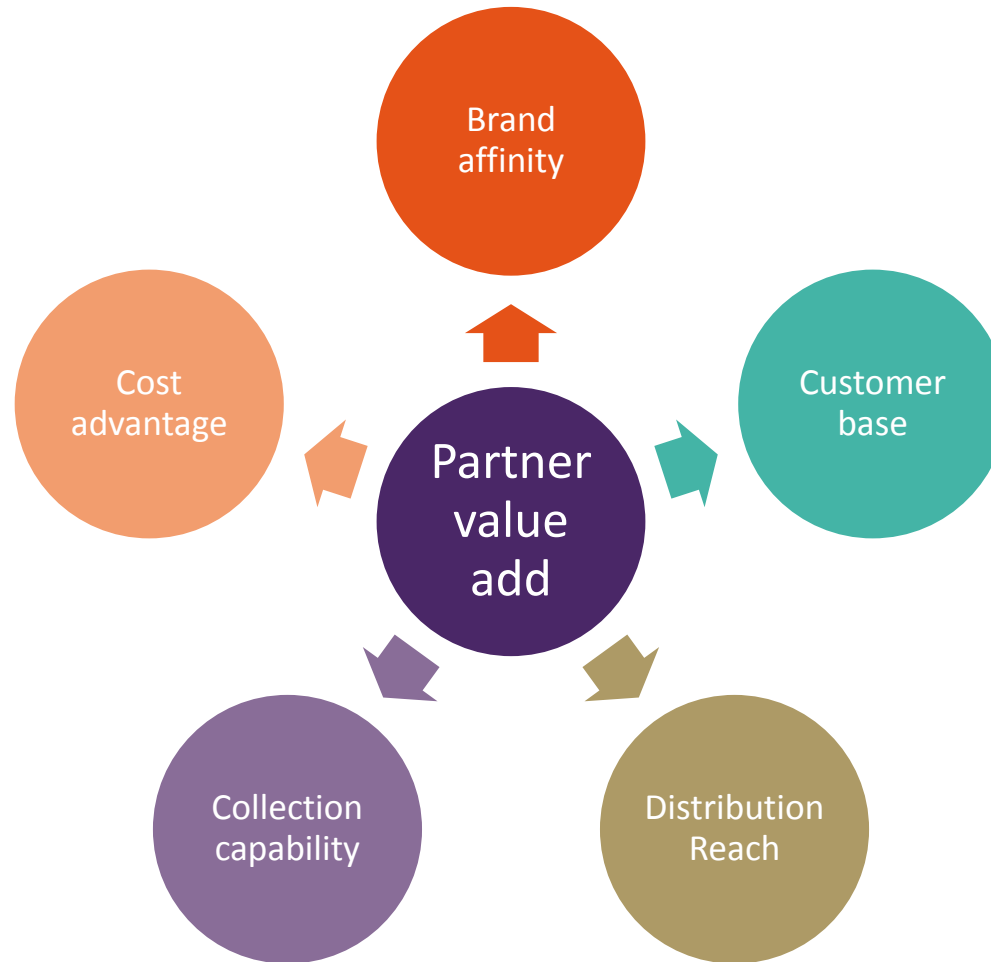
Saving with a moneyguard

Interest-free loans to others

Hollard strongly believes in partnering for distribution...



Why do we believe in these partnerships?



A successful partnership with a large retailer...



Jet Financial Services

HOSPITAL CASH BACK PLAN

PERSONAL AND FAMILY COVER STARTING FROM

39⁰⁰

PER MONTH ON YOUR ACCOUNT

You could be paid out up to 800⁰⁰ per day for every 24 consecutive hours spent in hospital.

SPEAK TO AN INSURANCE AGENT IN-STORE TODAY

Note: This is not a medical aid and should not be used as a substitute for a medical aid. This benefit will pay out in a maximum of 180 days.

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- National presence
- ~3.5m credit accountholders
- ~1,400 stores
- ~US\$1,8bn turnover (F'15)
- ~17,000 employees

- True partnership philosophy
- Billing platform
- Partner investment
- Scale of the retail business
- Automated processes
- Low price points



Increased persistency with a regional funeral parlour...



- Regional funeral parlour with 7 branches
- Well established in the Free State over the last 3 decades
- Product that appeals to a broad cross section of the market



- True partnership philosophy
- High levels of trust and visibility in the community
- Reach in rural areas
- Close presence to customers and increased tangibility



Broad reach with the largest soccer club in SA...



- Most popular soccer club in the country
- Highly respected and charismatic chairman
- Over 10 million die-hard supporters
- Frequent engagement with customer base during the season

- Strong brand affinity
- Very charismatic personalities who can be used in brand advertising
- Multiple points of engagement
- Strong social network presence (twitter, FB)



Learnings from a less successful church partnership...



- National presence
- ~1 million congregation
- Charismatic and well respected archbishop
- Well networked in the community
- Well-developed church structures



- Lack of clear leadership with regard to non-church activities
- Inability to successfully use church structures to communicate the insurance partnership and to distribute product
- Inability to use church structure to reduce costs



Church and funeral parlour affinities have strong brand affinity and a large footprint

| | Retail (e.g. Edcon) | Church Affinity (e.g. UAAC) | Sports Affinity (e.g. KC) | Funeral Parlour Affinity (e.g. Covision) |
|--|------------------------|--------------------------------|------------------------------|--|
| Strength of Affinity | Moderate | High | High | High |
| Distribution & Admin Cost | Low | High | Moderate | Moderate |
| Customer Ownership (for the insurer) | Low | High | High | High |
| Reach | High | Moderate | High | Moderate |
| Ability to control value chain (for the insurer) | Moderate | Low | Moderate | High |

