

ParaLife provides Security and Peace of Mind to Families and Small Businesses in the informal and low-income sectors

We **EXCLUSIVELY** provide financial risk protection solutions to low-income populations in the formal and informal sector: following a strict Customer-Centric Approach we design, implement and manage Protection and Services Programs in cooperation with partner organisations.

- Our insurance and assistance solutions provide **immediate financial relief** in case of adverse events and unforeseen expenses and contribute to **cope with difficult situations and to avoid**
 - taking out an **additional loan or selling some productive assets or even ultimate poverty**
 - **interrupting the children's education or taking children out of school to contribute to the family income (child labor)**

and **allow continuing with formal or informal business activities**. Over the years we have **expanded our value proposition focused on family protection with business and income protection and recently also with parametric climate protection**.

... in cooperation with Insurance and Service Partners and Distribution Partners

- A key **pillar of our business model** are in addition to our **Insurance and Service Partners** our **Distribution Partners**
 - We work with **Credit and Microfinance Institutions, Government Entities and large Corporates** as Distribution Partners
 - For each type of Distribution Partner we **create a link between the financial protection needs of their clients/suppliers/distribution channels/employees and some of their relevant business objectives.**
- **Our solutions are very often one key element of more comprehensive programs** which aim at strengthening the resilience and improving the livelihood of our end customers while supporting also business goals of our Distribution Partners.

Today we are **servicing in our programs across 8 Latam countries about 0.5 Mio protected end clients** of which **about 60% are women**. Given our strong family protection focus **our programs are relevant for about 1.5 Mio beneficiaries** of which **an important part are women and their children**.

Participating in the COP allowed us to get new inspirations and insights how to better address and support women in managing and protecting their risks and empower them to reach more financial independence.

Our Experiences & Learnings in targeting women which we became more aware of through participating in COP (1/2)

Availability of gender specific data is key in each step of our activities

- External and internal facts & figures help to engage Distribution Partners in participating in and continuing with protection programs
- Transparency on women enrolment in programs and transparency on gender segregated utilisation make impact visible and are key to mobilize and maintain financing

There are different ways reach out to women with financial protection

- Women as beneficiaries of protection solutions to enable their financial inclusion in this role
- Cooperate with MFIs working exclusively with women
- Cooperate with corporates in industries targeting mainly women or working with women distribution channels or having low-income women employees

Our Experiences & Learnings in targeting women which we became more aware of through participating in COP (2/2)

A good understanding of the context and challenges of the Distribution Partner's Ecosystem and of the respective target population are key

- Leverage the positive correlation between the ability of Distribution Partners to cope successfully with the challenges of their Ecosystems and the populations being relevant parts of these Ecosystems becoming more risk resilient and experiencing minimum financial wellbeing
- Listen and be responsive to the women's point of view
- Be ready to "correct" (adjust/enhance) solutions - there is no one fits all solution

ParaLife is committed to Financial Inclusion via Insurance Solutions for the Majority* and in particular for the Women-Majority* covering every aspect of their multiples roles and responsibilities