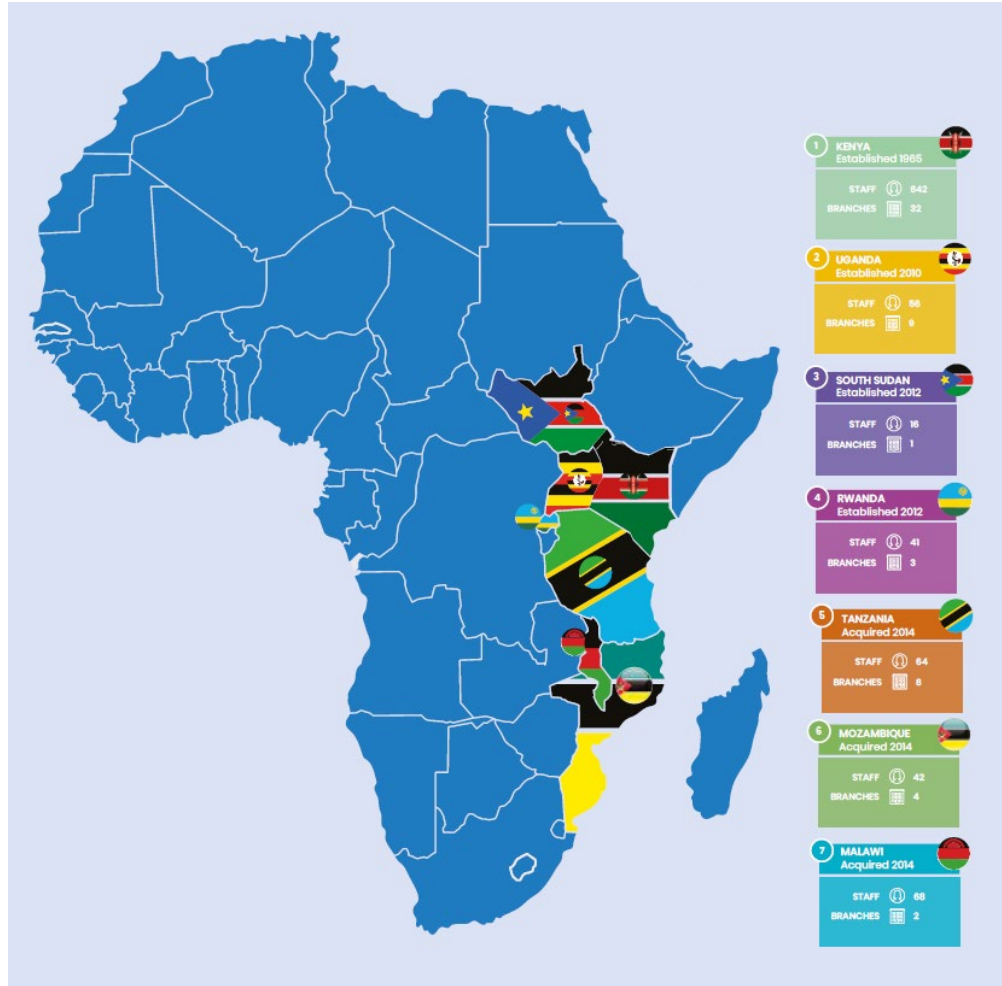


Our vision for Microinsurance at Britam

“Insurance with Impact”





Two Million+  
Insurance Lives




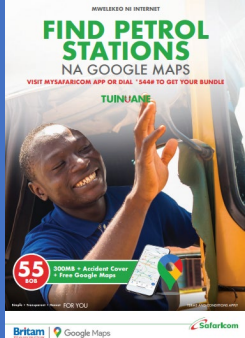

34% CAGR  
Premium Growth



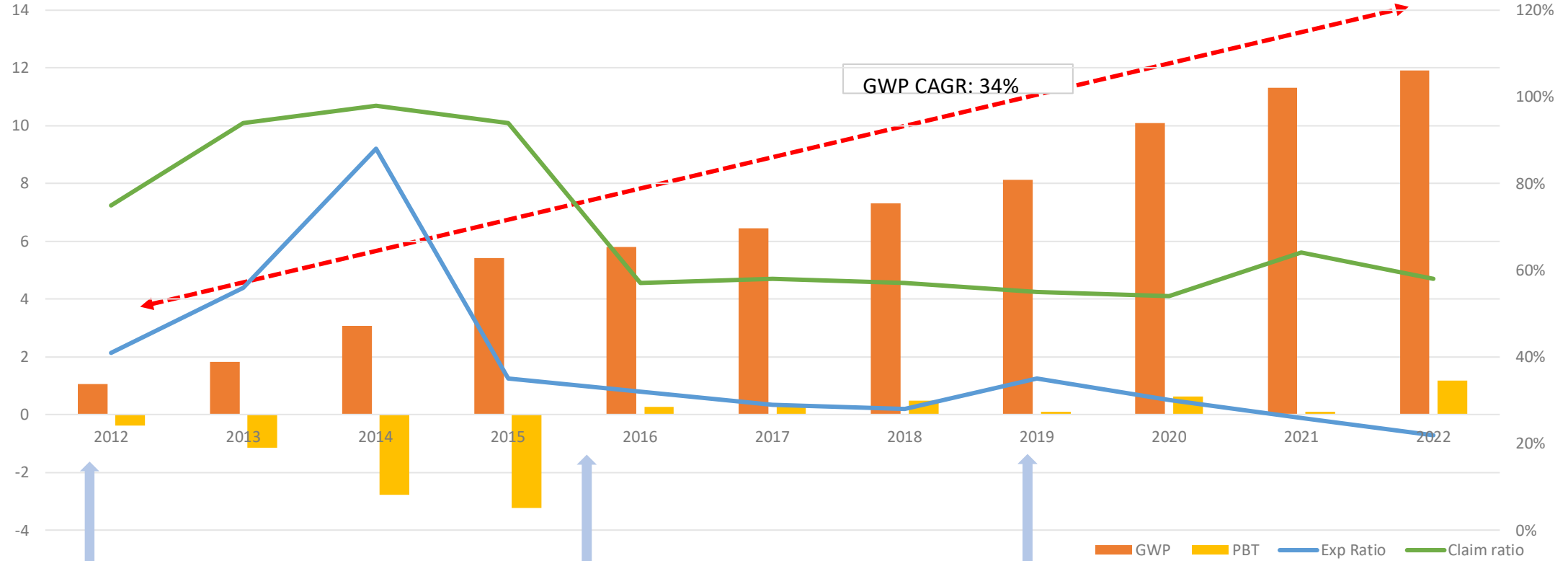
\$3Million+  
Cumulative Profits



\$30Million+  
Micro Claims Paid

CATEGORY	GROUPs & MSMEs	EMBEDDED INSURANCE	CLIMATE INSURANCE
			
<b>TARGET</b>	Micro, Small & Medium Sized Enterprises	Digital and non-digital ecosystems	Farmers, NGOs & Government bodies
<b>PRODUCT TYPE</b>	Group health, funeral, accident & business insurance	Bite sized health, accident & funeral products	Index based crop, livestock, flood insurance products
<b>DISTRIBUTION</b>	Conventional channels (brokers, agents, banks)	Aggregators (Digital & non-digital) enabled by micro agents	Aggregators enabled by micro-agents
<b>KEY PARTNERS</b>	Supermarket chains, Cooperatives	Airtel, Safaricom, Google	Pula, ACRE, Zep re
<b>CURRENT OUTREACH (PREMIUM)</b>	US\$ 8M	US\$ 4.5M	US\$ 1M
<b>CURRENT OUTREACH (CUSTOMER NUMBERS)</b>	100K+	1.5M+	60K+

# Results: Path to Profitability & Scale



GWP CAGR: 34%

Start with key distribution partner

Shift to Group only products

Digital operations & partnerships

## Long Term View



Insurance is a long term business, such a view can help learning from failure

## Organization structure



Independent & Autonomous structure can bring focus & ownership of value chain

## Client Centricity



Client centricity in the value chain from product design to client education to claims



**A Top 10 insurance**  
company in Kenya



**Fifty million**  
**insured lives** by 2030



**RoE at 30%+**  
driven by profitability



Sustainability & impact  
to be the **key values**



Activate **100k+**  
**micro agents**



MI expansion in  
all **seven countries**



**65% of insured**  
to be women



**Fully digital Ops**  
claims TAT <3 days