

Process Matters! Health Microinsurance Cases Pricing Aspects – AXA Egypt's Hospital Cash Product

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In order to provide the information in this presentation, we have constructed several projection models. Differences between our estimates and actual results will depend on the extent to which future experience conforms to the assumptions made for this analysis. It is certain that actual experience will not conform exactly to the assumptions used in this analysis. Actual results will differ from projected amounts to the extent that the actual benefits and experience deviates from expected benefits and experience.

Successful microinsurance must be...

Simple policies, conditions, marketing, procedures

Understandable risk pooling, procedures, coverage

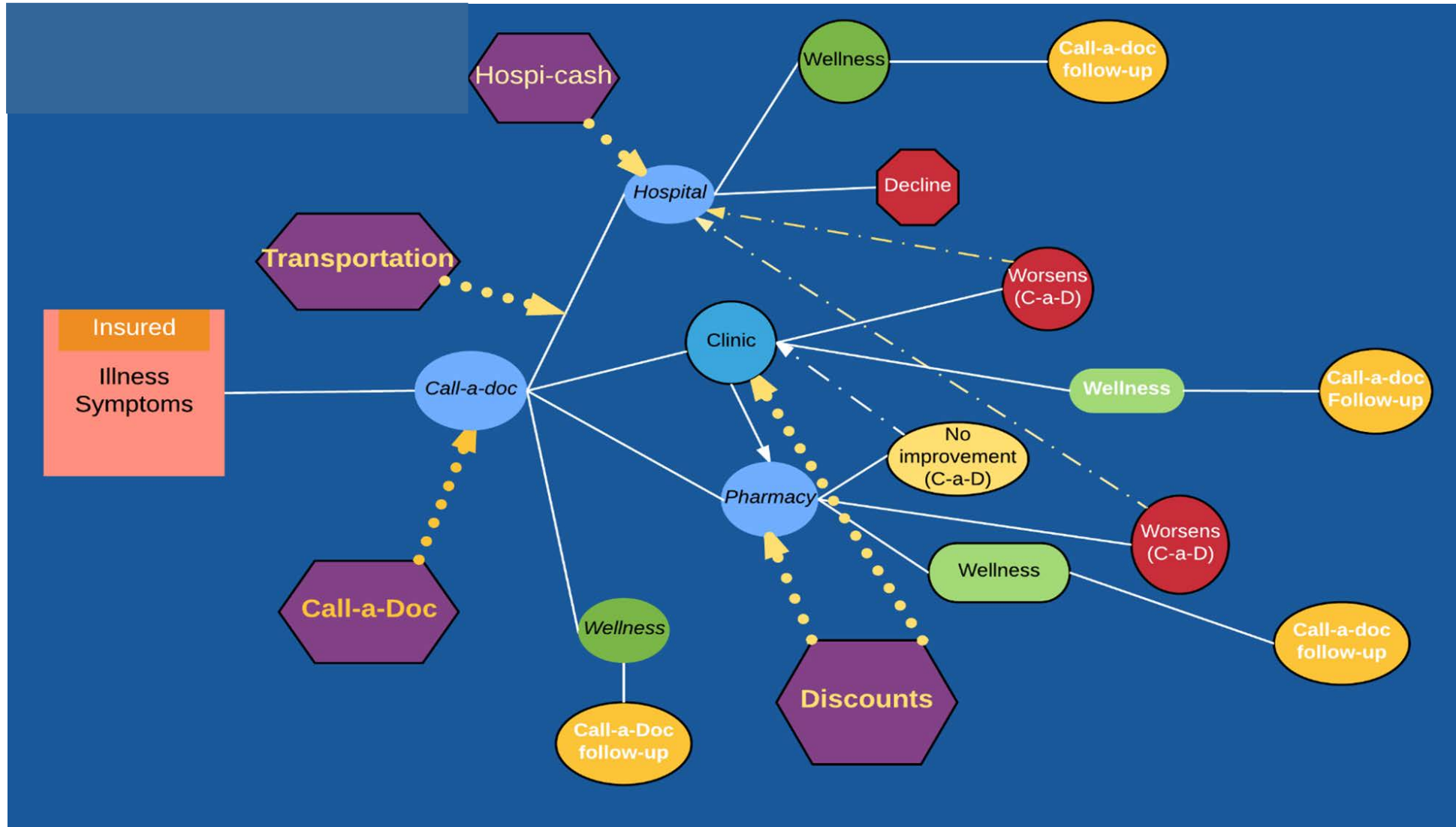
Accessible purchase, premium payments, claims

Valuable matches needs, fair price and coverage

Efficient for insurers, delivery channels, policyholders



Assessing Customer Needs – The Illness Journey



AXA Egypt – Hospital Cash Prototype

Insured Benefits

- Hospital Cash (Daily): Daily hospital cash benefit for any hospitalization calculated as each day from hospital admission.
- Surgical Cash (Lump Sum): Surgical admission receives a single lump sum benefit NOT per day. This is in addition to the regular daily hospital cash benefit.
- Transport to hospital: Insurance will cover the cost of transport from the residence of the client to the nearest hospital or from the clinic to the hospital when necessary for health care. This transportation must be provided by Uber.

Value Added Services (Non-Insurance Benefits)

- Call-a-Doc (Consultation): Call-a-Doc services using basic mobile phones are the core of the product. Those with smart phones could access further benefits.
- Call-a-Doc (Follow-Up): Follow-up calls from the call-a-doc after clinic, hospital, or pharmacy visit
- Clinic Visit Discounts: Use of Company providers at a discount (likely 20%)
- Pharmacy Prescription Discounts: Use of Company provider pharmacies with a discount on prescriptions (likely 20%)

AXA Egypt – Hospital Cash Prototype

Key Benefit

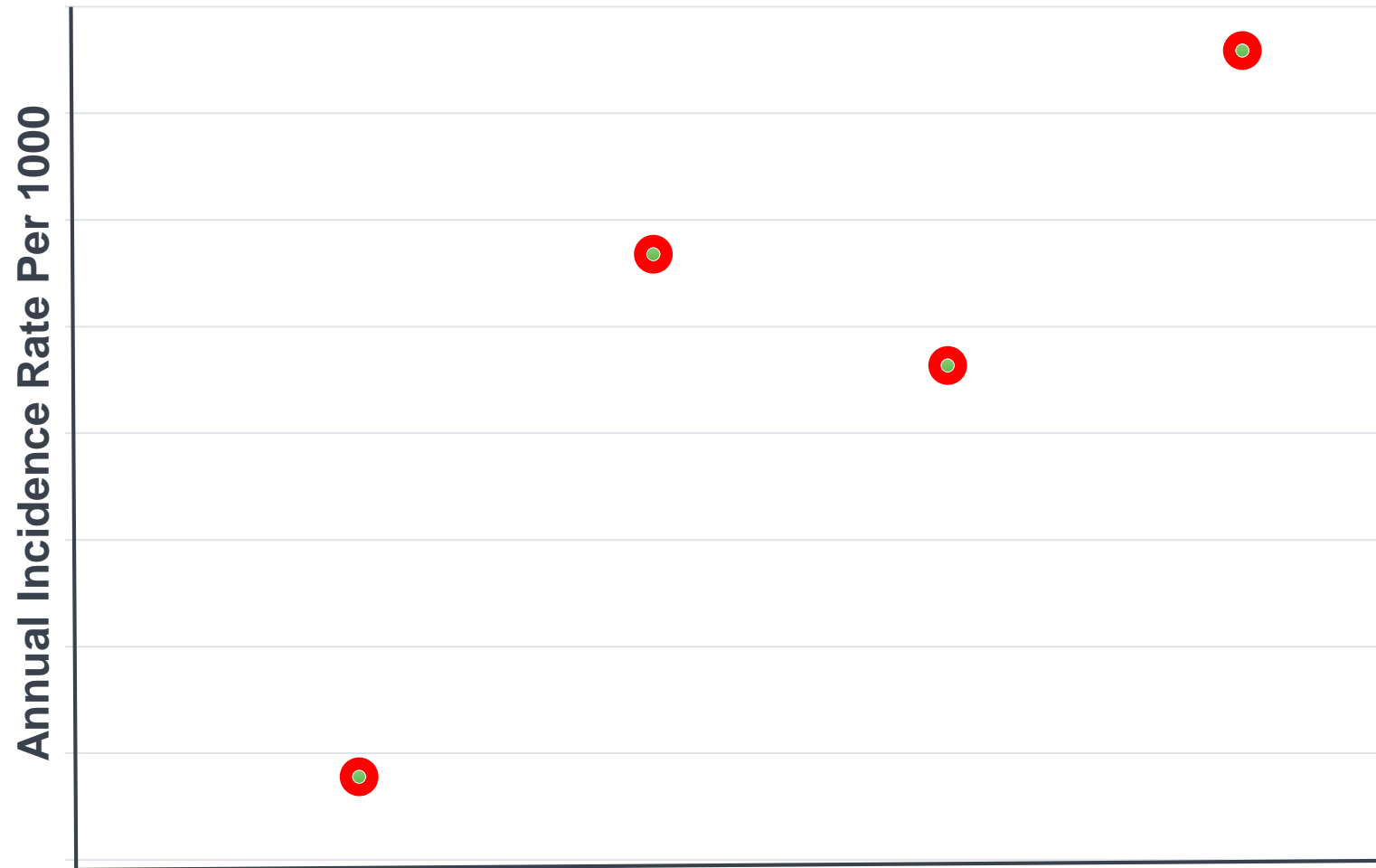
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Assessing Data Sources for Hospitalization Incidence



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Knowing Your Customer

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Customer	Average Age	% of Primary Insureds that are Male	% of Primary Insureds that are Female
U.S. Worker	44.9	53.2%	46.8%
Egypt MFI	39.0	48.0%	52.0%
Egypt Corporate	35.0	82.8%	17.3%

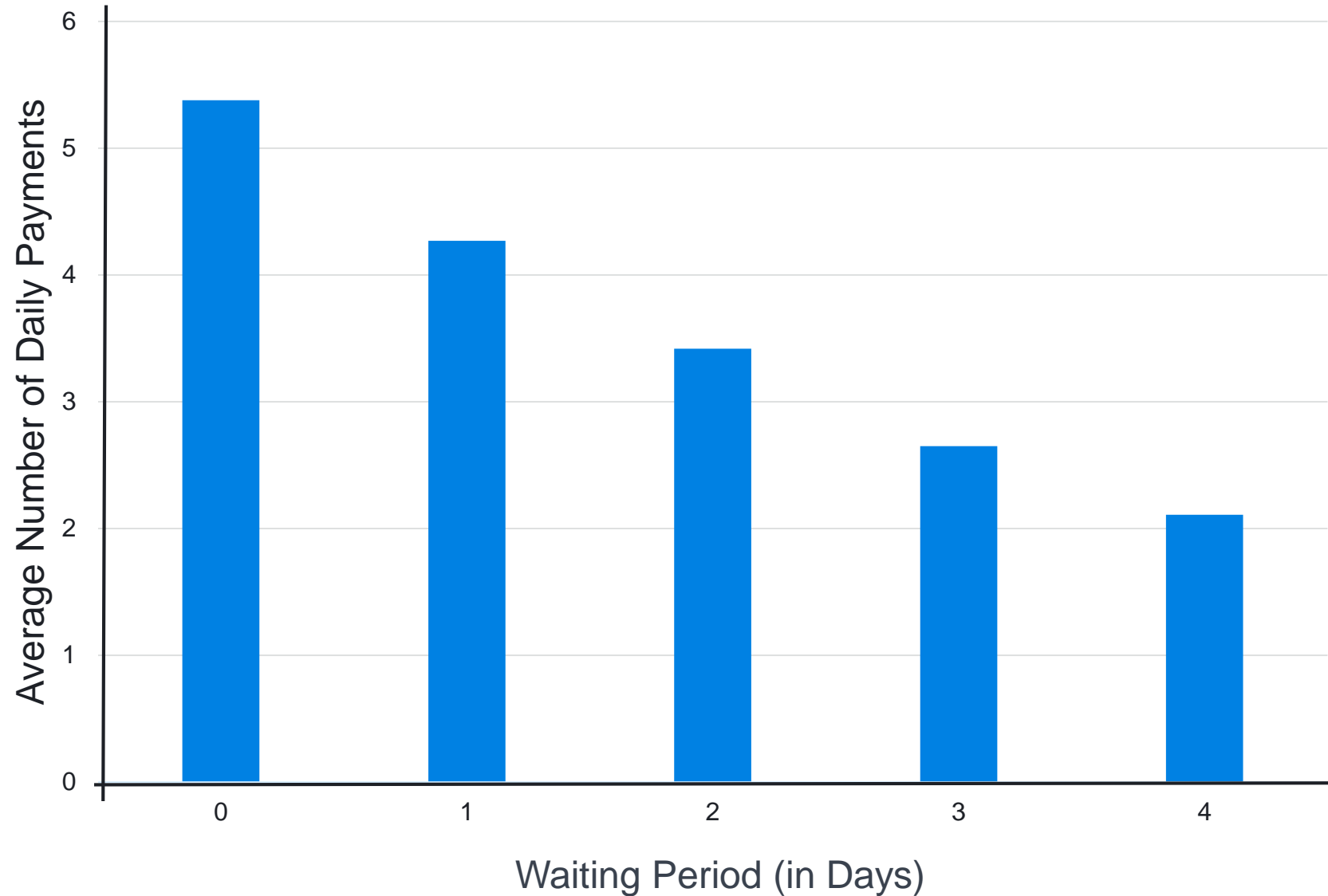
Knowing Your Customer - Adjusting Data for Demographics



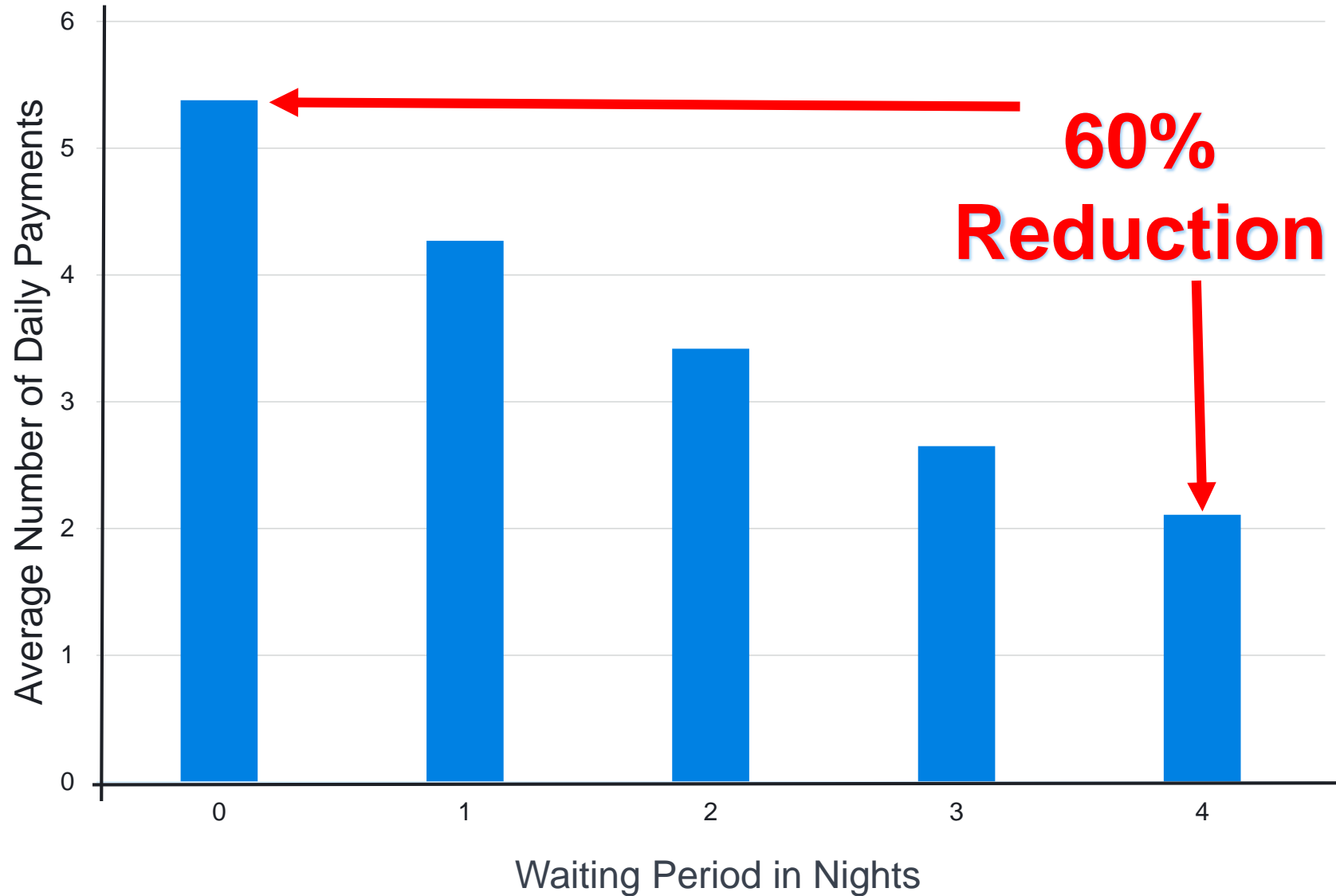
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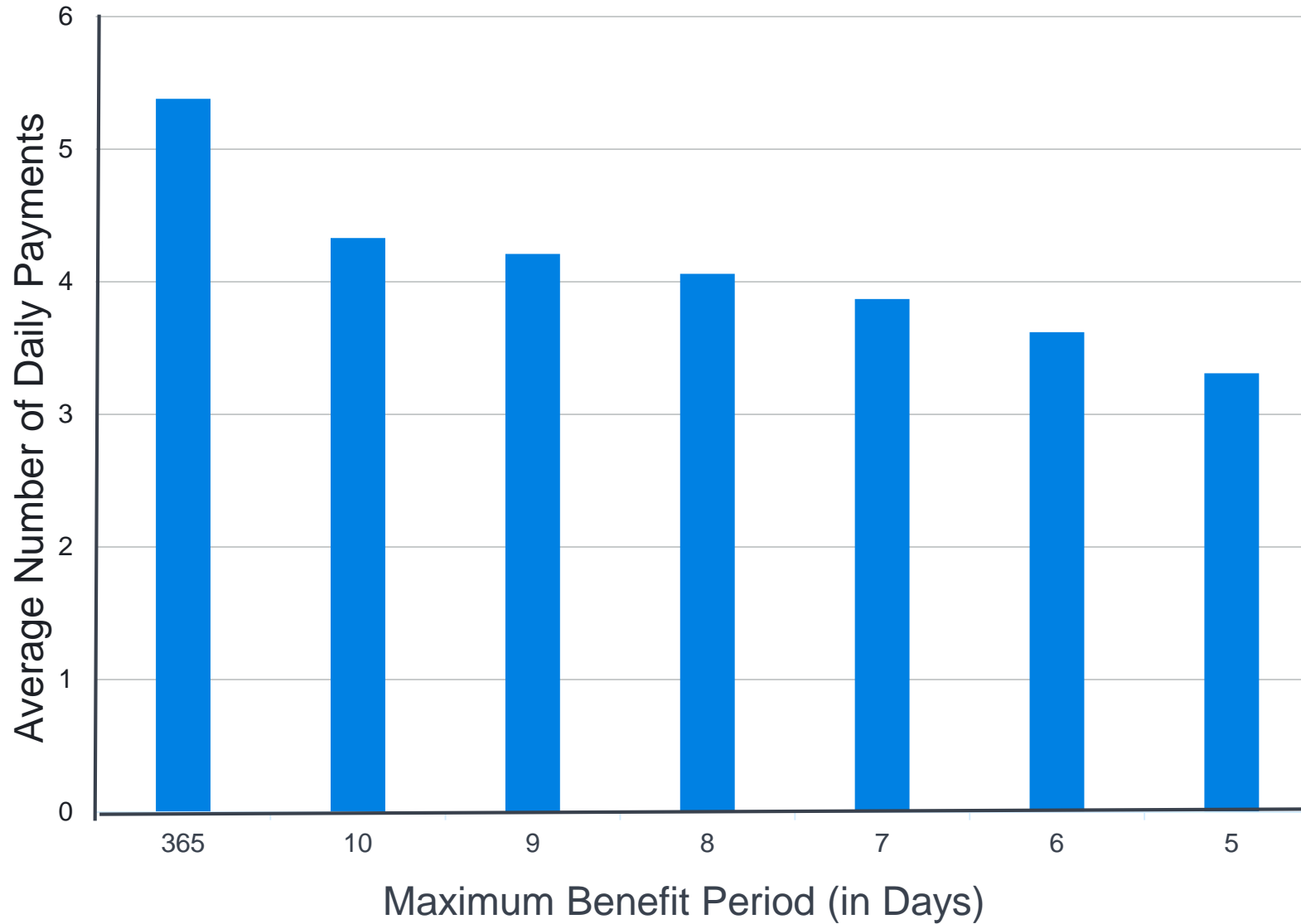
Assessing Product Limitations – Waiting Periods



Assessing Product Limitations – Waiting Periods



Assessing Product Limitations – Maximum Benefit Periods



U.S. Hospital Cash Product - Typical Exclusions

No Benefits Are Payable for any Covered Illness or Covered Injury that results from:

- Pre-Existing Condition
- Pregnancy
- Intentionally self-inflicted injuries, suicide, or any attempt at suicide
- Voluntary intoxication or under the influence of any narcotic, drug or controlled substance
- Voluntary intoxication through use of poison, game or fumes
- Commission or attempt to commit a felony
- Incarceration or imprisonment following conviction for a crime
- Flying as a pilot or crew member of any aircraft or travel or flight
- Riding in a motor vehicle or aircraft engaged in acrobatic tricks or stunts
- Participation in extreme sports or high risk activities
- Travel or activity outside the US or Canada
- Active duty service or training in the military
- Involvement in any declared or undeclared war or act of war

Lessons Learned

Understand your
customer needs

Understand your
customer profile

Test, sell, track, and
adapt

Keep it simple