



THE MARKET

British-American Insurance Company (Kenya) Limited is licensed under the Insurance Act to transact all classes of long term and short term business including ordinary life, superannuation, engineering, fire, marine, motor, personal accident, theft, workmen's compensation and miscellaneous classes.

These classes can be grouped into business lines based on markets. Every line of business has specific products or brands targeted at specific market segments. British-American Insurance therefore offers products that cut across diverse market segments.

Annual turnover (Kshs. in millions) by line of business for 2008 was as below:

- Ordinary Life & Unit Linked - 2,958
- Group Life - 589
- Pensions - 902
- General Insurance(ex Med.) - 1,149
- Medical - 305

Market Share as at end of 2008:

- Ordinary Life & Unit Linked - 24%
- Group Life - 10.50%
- Pensions - 11.04%
- General Insurance - 3.37%
- Medical (ex Med) - 5%

ACHIEVEMENTS

This highly successful brand has a number of achievements of which it is justifiably proud, among them the fact that it is the first ever insurance company in Kenya to realise Kshs 1 Billion API in new Life business, which it achieved in 2008.

British-American Insurance received the Company of the Year award at the AKI Annual

Agent of the Year Awards held in March 2010. The highly trained and successful agents of British-American numbered 54 out of the top 100 agents in productivity and 8 out of the top 10 agents in persistency (customer retention) in the country. This was the third year in a row that for British-American Insurance won this award.

The brand's General Manager, Agency Operations, was named Manager of the Year at the Kenya Institute of Management Company of the Year 2009 (COYA) Awards.

British-American Insurance is the only insurance company in East Africa to achieve the Superbrands 2009/2010 status. The quality, reliability and distinction associated with this award are mirrored in the perspectives of British-American customers within its target markets and beyond.



Vision
"To be the most trusted financial services company".

- The Global Group – Malta
- Bramer Investment Management - Mauritius

THE PRODUCT

An insurance policy is vital in the transferring of insurable risk from oneself to a risk carrier i.e. an insurance company. In Kenya, the level of awareness regarding managing risk is generally low. Risk of hospitalisation costs, accidents at home or in motor vehicle, damage to homes, burglary and loss of property, income interruption for the family as a result of demise of breadwinner(s) are common insurable risks to which individuals are regularly exposed. Businesses are exposed to fire and related perils risks, income interruption as a result of fire, damage to property among others.

Main business lines include Ordinary Life Assurance, General Insurance, Medical, Group Life and Pensions.

Ordinary Life Assurance

This is insurance for the financial consequences of the premature demise of an individual. Individual product composition can include several risk factors such as loss of life, hospital expenses, disability, critical illnesses such as heart attacks, stroke, organ transplants and funeral expenses. One can also have a policy to assist in financial planning or savings for future eventualities such as meeting a child's education costs.

General Insurance

Our Group Medical cover, Mediflex Corporate insurance, is an in-patient product that provides cover for hospitalisation resulting from illness and accidental injuries. Mediflex also provides a

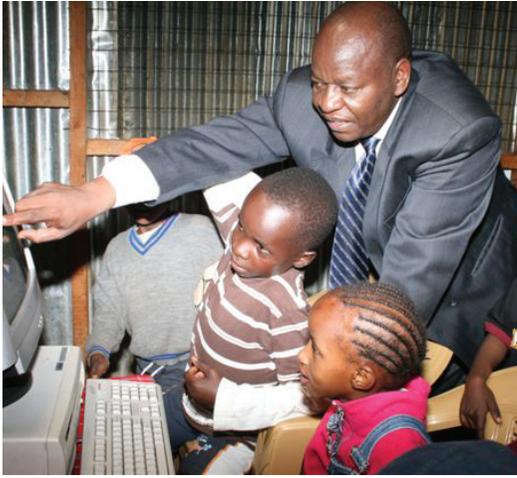
HISTORY

British-American Insurance is a global financial services company with offices in London, Mauritius, Malta, Bahamas, Washington DC and Kenya. The Group has a long and rich heritage of providing quality financial services since 1920.

In Kenya, the brand was established in 1965 and now has 45 years of service in the Kenyan market in providing insurance, pensions and related services. The asset base of British-American Insurance here is in excess of Kshs. 12 billion, with brand equity value in excess of Kshs 6 billion.

Companies within the group have been successful in providing investment products and services and are market leaders in their respective jurisdiction:





wide range of benefits which include pre-existing/ chronic conditions, HIV/AIDs management, congenital conditions, maternity, funeral, inpatient dental and ophthalmologic cover.

Medical

Our Group Medical cover, Mediflex Corporate Insurance, offers inpatient cover in the event of illness and accidental hospitalisation of covered members while being managed in a recognised hospital. Mediflex also provides a wide range enhanced benefits which include pre-existing, chronic and HIV/AIDs conditions, congenital conditions, maternity, funeral, inpatient dental and ophthalmologic cover.

Pensions

This is a long-term investment vehicle whose principal objective is to provide an individual with a decent and reliable income in retirement. Unique benefits include enabling members to use their pension savings as an additional security for mortgage loans from approved financiers so they do not have to wait until retirement to own a house.

Group Life

British-American also offers Group Life which is compensation for death in service of staff in a particular company. The cover is normally purchased by the employer as one of the basic employee benefits and provides an immediate lump sum benefit to the immediate family upon the demise of an employee.

RECENT DEVELOPMENTS

The brand recently launched a Personal Accident product called “Accishield”, providing individuals with peace of mind and security in



45 years of service in providing individual life, group life, pensions, health care and property/casualty insurance.

The Kenyan operations, British-American Insurance Co., was established in 1965 and has over 45 years of service in the Kenyan market providing individual life, group life, pensions, health care and property/casualty insurance.

The asset base of British-American in Kenya is in excess of Ksh 17 billion with brand equity value in excess of 6 Billion.

British-American is committed to providing clients with great service and competent financial expertise to help them meet their financial goals.

everyday life by offering cover against accidental injury.

British-American Insurance has embarked on a re-branding exercise that will see the company revamp its corporate image and identity into one that is modern, youthful and trendy. This ongoing exercise will encompass the whole organization, including branches countrywide.

Collaboration with Majani Insurance Brokers is providing life and medical insurance to tea farmers in Kenya and has resulted in the insurance of 70,000 lives within two years. This effort has attracted a Technical Grant from the International Labour Organisation towards further product development.

PROMOTION

The British-American brand promotes itself across various media. Print includes newspaper dailies (Nation, Business Daily, The Standard) and magazines (SME and IIK). Ads are broadcast on Capital, Nation stations and standalone TV ads are flighted when necessary on local stations like KTN and Nation.

The brand also uses trade and consumer exhibitions as special promotional events to showcase products and promote sales. It has participated in the Association of Kenya Insurers Open Day, Retirement Benefits Authority Open Days in Mombasa and Kisumu, and the Investments, Banking and Insurance Expo.

BRAND VALUES

The brand is associated with innovation and customer focus with regard to its product range. Products developed must fill market gaps and address customers’ diverse and rapidly changing insurance needs.

The brand promise is encompassed in the company’s vision, “To be the most trusted financial services group”. British-American Insurance is customer centric and strives to always provide the best financial solutions.

A customer driven commitment is clear in the brand’s mission statement: “To delight our customers with outstanding financial services.” British-American Insurance is dedicated to keeping customers’ needs at the fore of its undertakings, as well as providing the best financial services in the market.

The brand logo certainly reflects the company’s vision and mission. The logo is curvy rather than with sharp corners, which denotes its approachability and friendliness. These are some elements of the brand’s outstanding customer



Mission

“To delight our customers with outstanding financial services”.

British-American is committed to providing clients with great service and competent financial expertise to help them meet their financial goals.

THINGS YOU DIDN'T KNOW ABOUT BRITISH- AMERICAN

- During the first 20 or so years of its existence in Kenya, British–American specialised solely in industrial life insurance.
- The company pioneered critical illness insurance in Kenya, both as a rider to individual life and group life policies as well as a standalone group product for employers.
- The company is the only insurer in Kenya with a guaranteed life fund, thereby providing a choice to customers for benefits that are guaranteed on its life policies.
- British–American became a composite underwriter when it began underwriting General insurance in 1996; it has since become a highly respected composite underwriter.
- British–American pioneered umbrella pension products in Kenya.
- British–American won a Technical Grant from the ILO towards further product development in Microinsurance.
- British–American is a trail blazer in Microinsurance through its product for tea farmers in Kenya.



Overview of British-American

British-American Investments Company Limited is a leading financial services Group in the country offering a wide range of Insurance and Asset management services to individuals, small businesses, corporations and government entities. British-American is a Global financial services company with offices in London, Mauritius, Malta and Kenya.

The Group has a long-heritage, providing financial services since 1920. Companies within the group have been successful in providing investment products & services and are market leaders in their respective jurisdiction.

British-American is a Global financial services company.