



A New Dimension in Insurance

MARKET

APA Insurance, part of the Apollo Group, is a regional Insurance Underwriter. Its client base consists mainly of corporates for both General and Health Insurance. Through its intermediaries; brokers, tied agents and independent agents, APA provides innovative risk solutions. Its products are designed to meet the client's needs. Recently APA, to have a broader market share, has launched products targeting the retail market and individuals.

Focus is now being put on developing retail products to cover individuals and SME's. Micro insurance products are also gaining prominence in the market with both APA and Apollo Life

targeting the largely uninsured population at the bottom of the pyramid.

APA distribution channels are expanding thanks to the opening of more offices situated closer to key client populations. The company has also augmented its sales teams to ensure better service delivery.

Since its inception, APA Insurance has seen its turnover grow fivefold to six Billion in 2012, making it one of the largest insurance companies in the region. The company now has over 24 branch and liaison offices strategically placed to its target market. This will help to increase APA's market share to 20% within five years.

ACHIEVEMENTS

APA won the following awards at the inaugural Insurance Awards in 2010:-

- Winner - Best Insurance Company in Claims Settlement (General Business).
- First Runner Up - The Major Loss Award (Quick settlement of a large claim).
- Winner - Social Responsibility Award.
- First Runner Up - General Insurer of the Year.
- Winner - Marketing Initiative of the Year.
- The current Group CEO, Mr. Ashok Shah, was the first industry figure to receive the Lifetime Achievement Award for his contribution to the Kenyan Insurance Industry.

Other Awards:

- Marketing Society of Kenya:- First Runner Up - Best Marketing Initiative of 2011. Second Runner Up - Best Insurance Company in Claims Settlement 2012. Fraud Detection and Prevention Initiative of the Year.

2013 Insurance Awards

- First Runner Up: Socially Responsible Company of the Year Award
- Second Runner Up: Medical Underwriter of the Year Award
- Second Runner Up: Training Initiative of the Year Award
- Second Runner Up: Best Claim Settlement Company of the Year Award

APA was the first insurance company to offer cover for HIV/AIDS when other insurance companies shied away from the potential controversy involved.

HISTORY

APA was formed as a result of a merger between the General business of Apollo Insurance and the General business of Pan Africa. The noteworthy timelines of the history of the company are:-

- 1946 - Indo Africa opened for business in Mombasa as a Life Insurer.
- 1963 - Changed name to Pan Africa; quoted on the NSE; started General Insurance and became a composite insurer; moved HQ to Nairobi.
- 1977 - Apollo commenced operations in Mombasa as a composite insurer.
- 1998 - PanAfrica invested in Reliance Insurance Tanzania.
- 2000 - African Life purchased majority share in Pan Africa.
- 2003 - Apollo and Pan Africa merged General Business operations to form APA Insurance.
- 2004 - APA Insurance commenced operations.
- 2009 - APA Uganda operations commenced.
- 2010 - Apollo Life was hived off from Apollo Insurance and commenced operation.
- 2010 - Apollo Insurance Company Limited changed name to Apollo Investments.

Your fleet is at the centre of your business success. That is why at APA, we provide insurance for commercial vehicles, preventing loss of income or default on loans in case of accidents ensuring your business keeps moving forward, which is what we believe motor insurance should do, not cause breakdowns! To find out how the new rules can help you, contact APA today. Call now 020 286 2999 or email products@apainsurance.org or contact an APA Authorised Intermediary



Apollo Investment Limited purchases Pan Africa's holding in APA making APA a wholly owned subsidiary of Apollo Investment Ltd.

PRODUCT

APA's rule-breaking product portfolio includes:-

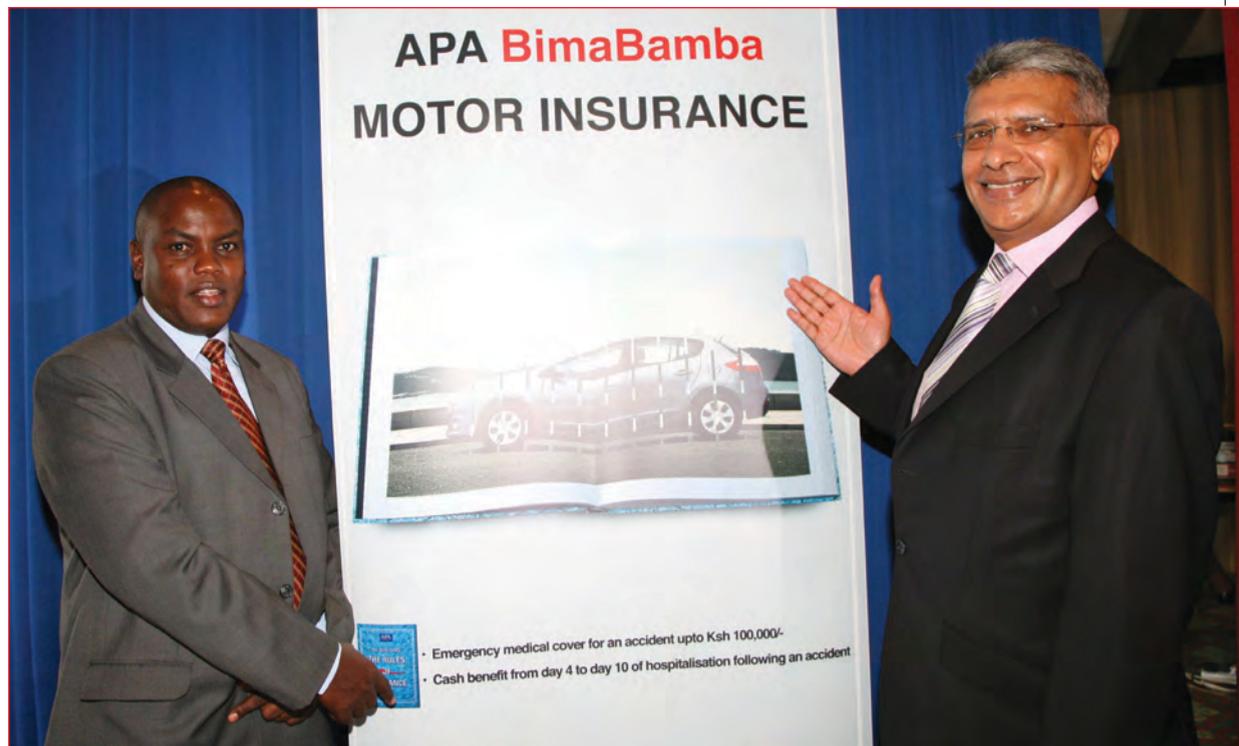
- Political violence, sabotage and terrorism cover. Mainly necessitated by the post-election violence in January 2008, this type of cover continues to gain traction in the market.
- BimaBamba - a motor insurance cover that is payable in instalments and has a personal accident cover for the driver.
- Jamii Plus and Afya Nafuu – low-cost in-patient and out-patient medical covers for families.
- Bon Voyage – a policy that covers the Public Service Vehicles' crew members against personal accident and emergency hospitalisation.
- Index-based weather insurance for crops, multi-peril crop insurance and a livestock insurance cover to help farmers and pastoralists weather tough times.
- Ukarimu Bora- a unique commercial package policy aimed at the hospitality industry, in particular SME's hotels, pubs and restaurants.

RECENT DEVELOPMENTS

APA has recently opened twelve satellite/liaison offices countrywide in a bid to serve customers on their own doorsteps. These satellite offices are in addition to the twelve main branches that APA already has in Kenya.

APA Insurance (Uganda) Limited completed its third full year of operations and increased its footprint in that market. The company wrote a premium income of Kenya shillings 363 million, up from Kenya shillings 296 million in 2011. The company's market share and ranking have improved and it has been recognised for its Best Claims service by the industry in that country.

In 2011 the holding company, Apollo Investment, entered into a strategic partnership with LeapFrog Investments; a specialist investment fund focused on providing insurance to under-served people and markets. This partnership has injected a wealth of experience into the emerging and fast-growing micro-insurance sector.



Apollo Life, APA's sister company underwriting life insurance, embarked on a new IT system to help it expand and grow its market share.

PROMOTION

Using an integrated marketing communication mix, APA Insurance promotes its products and services through above-the-line media; print, electronic and digital. PR and experiential marketing also play a major role in product promotion and driving sales.

Through highlighting the unique selling points of several key products and services, APA has been able to prove that it has indeed re-written the rules of insurance.

The ongoing campaign continues to challenge 'conventional' insurance wisdom by demonstrating that the company has a consistent and proven willingness to:

- Think outside the box
- Question rather than follow blindly
- Be creative and noticeably different in everything it does
- Develop breakthrough Products
- Provide fantastic service

BRAND VALUES

As well as championing innovation, versatility, product diversity, differentiated marketing and

competitive prices, the company continues to focus on excellent customer service. They remain flexible and change-oriented in order to satisfy their clients at every level. Service standards keep improving and the fact that they are putting in place customer relationship systems that monitor the needs of their clients, and benchmark their performance against those needs, will ensure this continues to happen.

To this end, APA have created a Customer Service Promise which guides their interaction with each and every client.

www.apainsurance.org



Things you didn't know about APA/Apollo

APA/Apollo initially started in Mombasa but later moved their head office in Nairobi.

APA offers insurance solutions to individuals as well as corporates.

APA has an exciting CSR project of sand dam construction, a unique form of water conservation, and has built eight dams to date.

APA process an average of 1,000 medical claims daily.

When the company first started it had five employees as opposed to the 260 it employs today.

Superbrands