


# **Innovative Bancassurance Solutions for Emerging Markets**

Using Reinsurance Partners to Expand  
Growth

# About Clements Worldwide



what makes us different?

**CLEMENTS WORLDWIDE** is the leading provider of insurance solutions for expatriates and international organizations. Founded in 1947, Clements offers worldwide car, property, life and health, and specialty and high-risk insurance to clients in more than 170 countries. Our dedicated staffs in Washington, DC, London and Dubai are committed to providing superior customer service and claims response.

# About Clements Worldwide...

**69** YEARS SINCE  
**CLEMENTS**  
CREATED THE 1<sup>st</sup>  
EXPATRIATE PROGRAM



**“BEST PRACTICES”**

AWARD RECIPIENT FOR  
SIX CONSECUTIVE YEARS



LARGEST PROVIDER OF INSURANCE  
SOLUTIONS TO INTERNATIONAL  
DEVELOPMENT AND EDUCATION  
COMMUNITIES



**INSURES 6 out of 10**  
AMERICAN FOREIGN  
SERVICE OFFICERS



**INSURES 5 out**  
**every 6** EMBASSY  
ASSOCIATIONS



**Tribunalised by**  
**Lloyds of London**

**3 Offices**

WORLDWIDE SERVICE FROM  
WASHINGTON D.C., LONDON, DUBAI

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# Clements Worldwide in Ghana



## EMI-GROUP

EMI-Group has a team of highly experienced consultants trade experts and investment specialists who are located in several African countries to provide prompt support to any projects. These consultants bring a wealth of knowledge and experience in international business, investments and finance. Their accomplishments include managing multi-million dollar global trade and investment projects.

## THE PARTNERSHIP

The EMI Group and Clements partnership brings a robust suite of global insurance solutions to the emerging markets insurance sector. As leaders in the international and expatriate insurance domain, the EMI Group and Clements partnership leverages our collective 80 years of doing business, to bring world-class coverage to international organizations anywhere in the world, with a particular focus on those located in Africa.

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# AGENDA

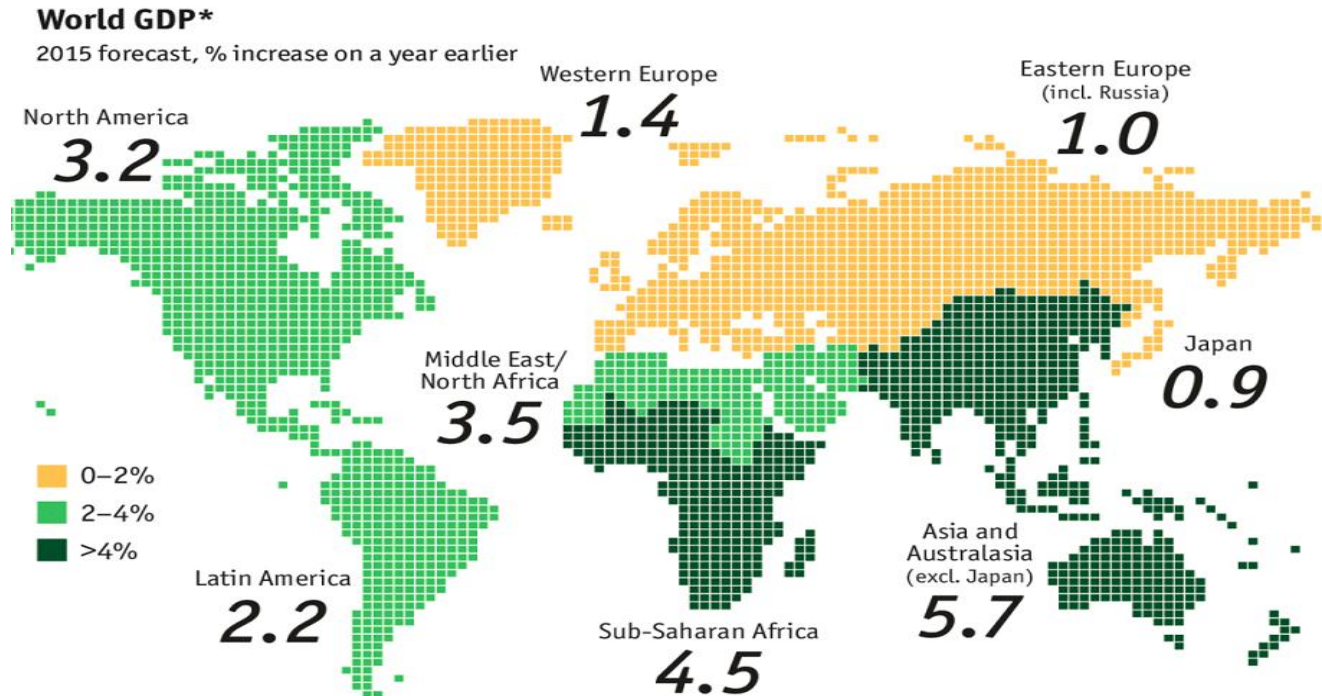
- The New Normal – Market Outlook and what it means
- Defining Reinsurance for an Multinational Market
- Insurance Solutions
- Case Study

# *The New Normal*

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# The New Normal



Source: Economist Intelligence Unit

[economist.com/graphicdetail](http://economist.com/graphicdetail)

\*At market exchange rates




- The fastest growing markets and regions are among the most unstable.
- Many developing and emerging economies are fast becoming pure markets and not just a source for natural resources and extractive products.
- The so called “fortune at the bottom of the pyramid” is calling for firms to become invested and entrenched in new markets, increasing their exposure.

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# What Does It Mean?

- Fastest growing markets are unstable 
- Need to protect businesses
- Emerging countries are becoming pure markets 
- Need to grow businesses
- Firms want to increase exposure and develop in these markets 
- Need to diversify business



Clements Worldwide isn't just in the insurance business,  
***we're in the business of providing solutions.***

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Our clients are based all over the world, including:

- Afghanistan
- Ethiopia & Eritrea
- Iraq
- Kenya
- Jordan
- Nepal
- Nigeria
- Sierra Leone
- South Sudan

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# *Defining Reinsurance in a Multinational Market*

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# Defining Reinsurance for a Multinational Market

A Reinsurance Broker should:

- Understand the market
- Assess all types of risk
- Offer a diverse portfolio of products
- Provide international business solutions
- Custom design products for specific markets

# Defining Reinsurance for a Multinational Market

## Risk Assessment

Determine the international risks to you and your organization based on the who, what, when, where and why

## Market Intelligence

With access to a broad range of markets, we offer the best insurance products at a reasonable price

Reinsurers  
Should Provide:

## Solution Design

Our experts identify and help you obtain the appropriate coverage, with the flexibility to create new specialty programs

## Superior Service

From quote to claim, customer satisfaction comes first

# Insurance Solutions *International Organizations*

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### Commercial insurance products:

- Foreign Property & Liability
- Personal Accident
- Directors & Officers Liability
- Group Health / Critical Illness
- Foreign Workers' Compensation/Defense Base Act
- Global Mobility
- Long Term Disability
- Group Life Insurance
- Transit & Cargo (including war risk)

### Specialty high risk commercial products:

- Political Evacuation
- Kidnap & Ransom
- War & Terrorism

### Personal insurance products:

- Health
- Term Life
- Disability
- Property
- Auto

# Insurance Solutions

## *Bancassurance*

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# Insurance solutions for international organizations

## Group Life Insurance

Our flexible approach to Group Life Insurance allows us to meet the specific needs of any size or type of organization. Policies protect against future financial burdens should an untimely loss occur.

- Coverage purchased in amounts relative to annual salary
- Option to obtain additional coverage
- International insurance specialists help create a program that meets your staff's needs, budget and company culture
- War and Terrorism extension available
- Worldwide coverage

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# Insurance solutions for international organizations

## Group Disability Insurance

Group Disability offers professional protections against the loss of income in the event of disablement. Policies protect against temporary and permanent income loss.

- Coverage purchased in amounts relative to annual salary
- Option to obtain additional coverage
- International insurance specialists help create a program that meets your staff's needs, budget and company culture
- War and Terrorism extension available
- Worldwide coverage

# Group Card-Based Term Life, Disability, and Personal Property

Worldwide term life insurance covering broad causes of loss (including: war, terrorism, political acts and natural causes). Enrollment is guaranteed for all members of card-issuer (e.g. bank, Credit Union), irrespective of health, location, wealth and other individual card member factors.

Additional card-based programs include worldwide personal property, accident and disability programs, among others.

## Card Issuer Benefits



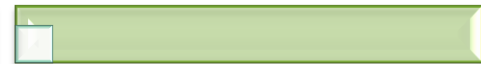
- ☐ Drives interest-bearing expenditures
- ☐ Provides differentiation beyond interest rates
- ☐ Creates “sticky” customer relationship
- ☐ Added revenue stream
- ☐ Worldwide solution

## Insurer Benefits



- ☐ Captive market
- ☐ Fights adverse selection
- ☐ Increases cross-sell opportunities
- ☐ Reduces operating costs
- ☐ Ensures worldwide adoption

## Card Member Benefits



- ☐ Lowest possible cost solution
- ☐ Guarantees insurability
- ☐ Provides coverage worldwide (all causes)
- ☐ Facilitates estate planning
- ☐ Fills Gap in employer and supplemental programs

# Card-Based Term Life

Unique Selling Points	Key Selling Points	Selling Points
<ul style="list-style-type: none"><li>• Worldwide comprehensive coverage – no geographic limitations.</li><li>• Comprehensive coverage – including death as a result of war, terrorism, chartered flight, accident, illness.</li><li>• 24 hour a day, 7 day a week, 365 days a year coverage.</li></ul>	<ul style="list-style-type: none"><li>• Automated billing – ensure policy does not lapse.</li><li>• Group rating on the individual level.</li><li>• Guaranteed admittance.</li><li>• Level premium, price does not increase with age.</li><li>• First 60 days free of charge during special enrollment period.</li></ul>	<ul style="list-style-type: none"><li>• Tiered limits. Up to 250,000 USD.</li><li>• No lengthy application.</li><li>• No medical underwriting required.</li><li>• Open term to age 65</li><li>• Apply and obtain policy documents online</li><li>• Select up to two beneficiaries.</li></ul>

**One Word: Convenience**

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# Card-Based Term Life

Standard life insurance underwriting is very stringent and typical rating models are comprised of:

- ~~1. Income~~
- ~~2. Assets~~
- 3. Age
- ~~4. Gender~~
- ~~5. Health~~
- ~~6. Smoker / Non-Smoker~~
- ~~7. Occupation~~
- ~~8. Term~~
- ~~9. Location~~
- 10. Sum Insured
- ~~11. "Loading"~~

The "large numbers," of the credit card or Association delivery model, low mortality rates, and spread of risk eliminate the most stringent underwriting barriers.

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# Card Enhancement Benefits/Assistance Solutions

## Medical Assistance



- 24/7/365 telephone medical advice: access to on-site qualified medical doctors and nurses
- Medical and Dental service provider referral
- Arrangement of hospital admissions
- Medical case monitoring
- Arrangement of Medical Evacuation and Repatriation to designated centres of medical excellence
- Guarantee of medical expenses incurred during hospitalization

## Travel Assistance



- Inoculation and visa requirement information
- Weather and exchange rate information
- Emergency message transmission
- Help with lost luggage, credit cards or passports
- Assistance with flights home following curtailment
- Access to legal advice
- Emergency telephone translation service

## Security Assistance



- 24/7/365 telephone access to a range of security experts
- Assessment of destination security risks and pre-travel advice
- A crisis hotline with support and advice on what to do following a security incident or assault

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# Card Enhancement Benefits - Insurance Solutions

## Travel\*

### Travel Medical

- Emergency Evacuation and Repatriation expenses
- Emergency Medical Expenses
- Hospital Daily Benefit

### Personal Accident (Full trip / Common Carrier / Domestic Common Carrier)

### Travel Inconvenience

- Travel delay
- Baggage delay
- Missed departure / connection
- Trip Cancellation/ Interruption/ Abandonment
- Loss of baggage and money
- Hijack
- Legal expenses
- Personal Liability
- Pet assistance
- Winter sports

## Term Life\*

### Death Any Causes (DAC) / Death Natural Causes Only (NCO)

- Tiered limits
- Worldwide coverage
- No medical underwriting

## Personal Accident\*

### Accidental Death & Disablement

### Permanent Disability

### Temporary Disability

## Card value adds

### Shopping

- Purchase Protection
- Extended warranty
- Price protection

### Security

- Lost or Stolen cards
- ATM robbery
- Corporate Liability Waiver

### Vehicle Hire

- Collision Damage Waiver

\*Optional War & Terrorism extension available

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# Card Enhancement Benefits – For The Bank

Insurance enhancements and benefits to optimize card program performance and build customer loyalty.

- Cost advantage
- Provide protection against a wide range of risks
- Increase potential to sell the partner's services
- Encourage greater penetration and utilisation
- Deliver a white label platform
- Differentiate offering from the competition
- Support customer engagement and retention

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# Card Enhancement Benefits – For The Customer

Insurance and related assistance products are greatly valued by the customer and therefore enable the operator to achieve a greater market penetration.

- Security: Global cover and protection from best in class insurers
- Peace of Mind: access to a variety of assistance services before and during the trip
- Financial: No additional expense to buy insurance, no need to buy additional coverage for the Schengen Visa
- Wow factor: Innovative products and services

# *Case Study*

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# Case Study – Global Financial Services Firm

Partner Profile: Global diversified financial services firm with more than 3.6 billion in assets and nearly 100,000 member in over 200 countries worldwide.

Background: The existing product offering left many members without insurance. Specifically requests for life insurance in high risk countries were often ignored.

Solution: With our strategic partnership the firm leveraged its large member base to spread the risk allowing us to design a unique card-based life insurance program specific to these members wherein medical underwriting is waived. A year later half a billion dollars in risk was placed in the market.

# Questions?

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# Thank You

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