

**PROVISION OF LIFE INSURANCE POLICIES FOR KENBRIGHT CLIENTS**

Kenbright,

ACK Gardens House,

1st Ngong Ave,

Nairobi, Kenya.

Dear Sir/Madam,

**RE: PROPOSITION FOR PROVISION OF LIFE INSURANCE PLANS FOR KENBRIGHT CLIENTS**

Following our meeting on February 9th, 2024, Jubilee Life Insurance Limited (JLIL) is pleased to present this proposal for providing life insurance plans to your valued clients.

We understand the unique needs of Kenbright's clientele and are confident in our ability to deliver exceptional service and comprehensive coverage. This proposal outlines our competitive offerings and commitment to partnering with you.

We are hope that our proposal aligns well with the request and commitment to providing your clients with the best possible financial protection. We welcome the opportunity to further discuss this proposal and answer any questions you may have.

We are happy to schedule another meeting at your convenience to discuss the proposal in more detail.

Yours Faithfully,

**For and on Behalf of Jubilee Life Insurance Kenya**

**Harriet Aleke**

**Product Manager**

# **Executive Summary**

This proposal outlines Jubilee Life Insurance Limited (JLIL)'s response to Kenbright's request for life insurance solutions for their clients seeking Estate Planning and Family Trust services. We propose a bundled offering tailored to their specific needs, maximizing convenience and value for their customers.

**Target Audience:**

* Kenbright's Law Firm clients (2,000) seeking Estate Planning and Family Trust services.
* Kenbright's general customer base (3,000)
* Customers average age 35-60.

Kenbright is seeking to partner with JLIL to offer a combined solution that offers:

* Personal Pension
* Last expense
* Term or Whole life assurance
* Product that can give an emergency fund for 6 months after death.
* Product that gives annual cash back of 10% of premiums paid (from PPP interest)
* Personal Accident (Jubilee – Allianz)
* Emergency response (Jubilee – Allianz)
* Travel insurance (Jubilee – Allianz)

The products will be distributed digitally through the Kenbright’s App and portal.

# **Proposed Solutions**

Jubilee Life Insurance Limited (JLIL) has thoroughly evaluated Kenbright's request and proposes offering some of our existing products to the potential customers as opt-in choices. This empowers customers to select insurance plans that best suit their needs, fostering a more positive and personalized experience.

The current JLIL product offering that will meet the request from Kenbright are:

* Ahadi - Term Assurance Plan with cash back
* Term Assurance
* Family Shield – Last Expense/Funeral plan
* Personal Pension Plan

We have described the products in the below sections.

# **Ahadi**

Jubilee’s Ahadi Policy is an online term assurance cover that provides a guaranteed lump sum, payable if the policyholder dies within the term of the policy. It offers genuine financial security to dependants when they need it most and is a cost-effective way to transfer inheritance. Its unique features are convenient self-sign-up and survival benefit offered for policies of a term of five years and above.

**Product Features**

* Age at entry: 18 to 60 years.
* Maximum age at maturity: 70 years
* Policy term: 1 to 10 years
* Sum Assured: Kes. 500,000 to Kes. 3,000,000
* Premiums are paid annually.

**Product Benefits**

* Survival benefit for policies with a term of 5 years and above is the annual premiums x (Policy Term – 1)
* Death Benefit of 100% of Sum Assured payable to the named beneficiary.
* Allows surrender after 3rd year of being in force for policies of 5 years and above.

# **Term Assurance Policy**

Jubilee’s Term Assurance Cover provides a guaranteed lump sum, payable when one dies within the term of the policy. It offers financial security to ones loved ones when they need it most and is a cost-effective way to insure one’s life and protect their family.

**Product Features**

* Age at entry: 18 to 50 years.
* Maximum age at maturity: 70 years
* Policy term: 5, 10, 15, 20 or 25 years
* Sum Assured: Kes. 500,000 and above
* Premium payments can be made monthly, quarterly, semi-yearly and yearly, through a variety of convenient payment methods.

**Product Benefits**

Term Assurance Cover from Jubilee Insurance provides:

* Simple and Transparent: The policy is straightforward. One pays a premium for coverage for a specific term, and if they pass away during that term, their beneficiaries receive the death benefit.
* Flexibility: One can select a term that aligns with their financial obligations, such as mortgage payments, loans or until their children are financially independent. There is also flexibility with regards to the premium payment frequencies and methods.
* Financial Protection: Term life insurance provides a death benefit to the beneficiaries if one dies during the term of the policy. This financial protection can help their loved ones cover expenses like mortgage payments, loans, living expenses and education costs.
* Estate Planning: Term life insurance can be used as part of one’s estate planning strategy to ensure their loved ones are financially secure after their passing. The death benefit from the policy can help cover unforeseen and living expenses and provide an inheritance for their heirs.
* Peace of Mind: Knowing that loved ones will be financially protected in the event of their death can provide peace of mind. Term life insurance allows one to have coverage during the years when their family may be most financially vulnerable.
* Tax Benefits: The death benefit from the term life insurance policy is paid out to beneficiaries tax-free, providing them with a lump sum of money without the burden of income taxes.

# **Whole life**

The death of a loved one is undoubtedly a deeply traumatic and difficult time for family members. The Whole life cover gives one the assurance that in the event of death, ones family’s financial needs will be taken care of. Moreover, the product allows for a single premium to protect the policyholder against the possibility of a policy lapse due to nonpayment of premium. Jubilee’s Whole Life Assurance Cover therefore remains in force as long as you are alive.

**Product Features**

* Age at entry: 18 to 65 years.
* Maximum age at maturity: 70 years
* Premium Paying term: 10, 15, 20, 25 or 30 years
* Sum Assured: Kes. 200,000 and above
* Premium payments can be made as a single premium, monthly, quarterly, semi-yearly and yearly, through a variety of convenient payment methods.

**Product Benefits**

* **Bonus**: The policy offers the option of both with profit and without profit options.

With profit policies will earn bonuses payable with the benefit during death. Declaration of bonuses is at the discretion of the company.

* **Loans**: The policy allows for policy loans borrowed against the cash value of your policy. Loans and interest that remain unpaid will be deductible during surrender or death.

# **Family Shield**

This a funeral plan for individuals that allows them deal with grief, rather than worry about burial expenses. This product is tailored to suit everyone at affordable prices. In case of an eventuality during the policy term, the beneficiaries receive a lumpsum to cater for burial costs.

**Product Features**

* Cover: Principal member only
* Entry age: 18-65 years.
* Maximum age of cover: 75 years
* Period of cover: 5 - 10 years
* Premium payment frequency: Single premium
* Sum Assured of between Kes. 50,000 and Kes. 250,000

**Product Benefits**

* Cost of funeral expenses
* Cash for refreshment during the burial ceremony
* Cost of groceries and small debts repayments (For 6 months)
* Expenses incurred in the event; policy owner is admitted to hospital.
* No medical exam

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| --- | --- | --- | --- |
| **Cover Options** | **Death Benefit** | **Additional Benefits** | **Hospitalisation Cash** |
| **Kifaru** | Kes. 50,000 | - | - |
| **Chui** | Kes. 100,000 | Funeral Refreshments: 10,000  Monthly shopping allowance: 2,500 per month | Kes. 1,000 per day |
| **Nyati** | Kes. 150,000 | Funeral Refreshments: 20,000  Monthly shopping allowance: 5,000 per month | Kes. 2,000 per day |
| **Ndovu** | Kes. 200,000 | Funeral Refreshments: 30,000  Monthly shopping allowance: 7,500 per month | Kes. 3,000 per day |
| **Simba** | Kes. 250,000 | Funeral Refreshments: 40,000  Monthly shopping allowance: 10,000 per month | Kes. 4,000 per day |

**Note**: Hospitalisation Cash will be paid on hospitalisation due to accident only. The benefit pays the respective amount indicated for a maximum of 15 consecutive days of hospital stay subject to a minimum stay of 4 consecutive days.

# **Personal Pension Plan**

The Personal Pension Plan (PPP) is a specially designed savings plan for one to make provisions for their retirement. The plan enables one to build a retirement fund by making periodic contributions into an interest-earning fund.

The key to a stress-free life in retirement is to provide for a sufficient after-retirement income. The earlier one starts saving for retirement the more time one has to save.

**Product Benefits**

* Tax Relief: Contributions below Kes 240,000 per annum made towards the plan are tax exempt.
* Contributions made will be credited with interest declared every year (compounded daily).
* Our past track record show competitive rates of return (10-year average return of 10.17%).
* The contributions can be paid through various methods and frequencies.
* Guaranteed fund: Contributions and interest are guaranteed at 4% per annum.
* Flexibility: With the plan one may increase, decrease or suspend contributions as situations permit.
* Easy and simple online sign up.
* The accumulated contribution may be assigned or used as collateral against a mortgage loan.
* Contract can be terminated, and funds withdrawn at any time without any charges, however, the fund will be subjected to any tax payable.

**Withdrawal from PPP**

One may terminate the contract and withdraw from the fund at any time. However, the fund will be subject to the relevant taxes payable and locked in benefit arising from the employer’s contribution.

At the normal retirement age (60 years) one will be advised on the various options available including purchasing an annuity. (An annuity is a regular payment made to the customer for the rest of their life, in return for the retirement fund).

In case of death, the total accumulated contribution will be paid to the beneficiary as nominated by the member.

# **Requirements**

The following documents will be required on application:

* Duly completed Proposal Form
* A copy of an original identification document (passport/ national ID) for the Life to be covered.
* A copy of KRA PIN
* Any other documents requested at the discretion of Jubilee Life Insurance Limited during the underwriting process.

# **Next Steps**

We are happy to schedule a meeting at your convenience to discuss the proposal in more detail.

We can also provide additional information to better suit your specific requirements.