Hollardites in the house

- Ian Ross – Director International Development
- Kenneth Coetzer – Head of Operations
- Christo Crafford – Chief Representative: China
Who are we?

- SA’s largest independent and privately owned insurance group
- A single business with both Short-term and Life insurance licences, infrastructure and capabilities
- The fifth most recognised brand in the combined Life and Short-term market categories
- Proud track record of innovation
- A highly diversified business model
- SA’s third largest short-term insurer
- 28 years uninterrupted underwriting profits
- 1025 passionate team members in South Africa
- Recognised service excellence
Vision

To reinvent the insurance industry for our clients, our partners, our staff and our shareholders, in South Africa and selected international markets.

Medium Term Goals

• Grow real value by 15% p.a.
• Expand off SA base
• Win war for talent
• Catalyst for positive and enduring change
The Hollard Way

make a POSITIVE & ENDURING DIFFERENCE
Partnerships

• Power of partnerships
  – Focus
  – Agility
  – Cutting edge
  – Align entire organisation to strategy
  – Owner managers
Partnerships

• It is our core strength
• It’s long term, win-win and non-controlling
• The model is flexible
• We are sensitive to the partner’s brand
• We are willing to trust
More than 100 partners
The Bank and Motor Industry Division (BMD)
MD: Francois Potgieter
BMD focuses on relationships with motor dealers, banks and bank brokers, marketing both short-term (predominantly motor, home and contents cover) and life insurance (predominantly credit life) products most often at the point of sale of a financed asset.

Hollard Select Brokers (HSB)
MD: Pierre Geyer
HSB provides short-term insurance underwriting facilities to owner-managed brokers. Products include personal and commercial lines, farmers’ assets, body corporate and motor traders risks.
Structure

**Hollard Insurance Partners (HIP)**
MD: Stef Theofanidis
Hollard Insurance Partners (HIP) invests in and services the niche short-term underwriting manager market. Partner businesses are owner-managed by entrepreneurs, with strong business acumen and expertise in their particular product and target market focus areas.

**Hollard Insurance Partners Life (HIP Life)**
MD: Kevin Jacques (reporting to Ash Desai)
Hollard Insurance Partners Life (HIP Life) invests in and services the niche life underwriting manager market. Partner businesses are owner-managed by entrepreneurs, with strong business acumen and expertise in their particular products and target market focus areas.
**Hollard Risk Capital (HRC)**
MD: Daphne Peter (reporting to Ian Ross)
HRC focuses on providing tailored short-term and life risk financing solutions primarily through the large and medium sized intermediary market.

**Hollard Corporate Benefits (HCB)**
MD: Tobe Hope (reporting to Ash Desai)
Hollard Corporate Benefits’ principal business is to provide employer and affinity groups with group life and disability cover. HCB also provides access to retirement fund administration and employee wellness programmes.
Hollard Wealth Management Solutions (HWMS)
MD: Shaun Lacey (Reporting to Ash Desai)
HWMS markets life investment products via a simplified, accessible administration platform with access to expert fund managers, various niche asset classes and specially selected portfolios.

Personal Financial Solutions (PFS)
MD: Mandla Shezi
PFS provides simple short-term (predominantly mobile handset cover) and life insurance (predominantly funeral, personal accident and savings) products through alternative distribution channels to the low and middle income market. The distribution channels include Hollard Direct Solutions (HDS), Hollard Retailer Solutions (HRS), Credit Life Group Schemes (CLGS), Hollard Affinity Solutions (HAS) and Edcon Insurance Services (EIS).
Structure – Other Licences

**Etana Insurance Company**
Etana is a specialist commercial and corporate insurance company formed through the merger of Hollard Commercial and General (formerly a division of Hollard), Zimisele Underwriting Management Company and Fidelity Guarantee Acceptances. As a majority black-owned insurance company, Etana is uniquely positioned to prosper within South Africa’s transforming economy. Hollard retains a 49.9% stake in Etana.

**Lombard Insurance Company**
Lombard is a specialist insurer providing construction surety bonds and trade guarantees. Hollard retains a 75.1% stake in Lombard.

**Legal Expenses Insurance Company**
Legal Expenses is a specialist provider of legal expenses insurance to the low and middle income market distributed mainly through an agency force and various direct and affinity marketing initiatives. Hollard retains a 39.8% stake in the Legal Expenses Insurance Company.
Executive Team

Nic Kohler
Chief Executive

Brooks Maparutsa
Chief Financial Officer, Finance, Risk management, Legal & Compliance, PFM

Francois Potgieter
Bancassurance & Motor Division

Ian Ross
Chief Underwriting Officer, Afroglobal

Mandla Shezi
Personal Financial Solutions

Brent Wyborn
Group HR

Ash Desai
Life Cluster (HIP Life, HGR, HWM)

Mantsika Matooane
Group IT

Pierre Geyer
Hollard Select Brokers

Sheila Surgey
Corporate Brand & Communications, CSI, Corporate Affairs, Business Development

Stef Theofanidis
Hollard Insurance Partners

Craig Shorter
Mergers & Acquisitions

COLLECTIVE FINANCIAL SERVICES EXPERIENCE OF OVER 155 YEARS
<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
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<tbody>
<tr>
<td>Australia</td>
<td>Hollard, Real Insurance</td>
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<tr>
<td>United Kingdom</td>
<td>Hollard Risk Partners</td>
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<tr>
<td>India</td>
<td>Amsure, Arcadia Brokers</td>
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<td>China</td>
<td>Hollard Risk Consultants</td>
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<tr>
<td>South Africa</td>
<td>Hollard Insurance, Hollard Life</td>
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<td>Namibia</td>
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<td>Botswana</td>
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<tr>
<td>Mozambique</td>
<td>Hollard Seguros</td>
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<tr>
<td>Pakistan</td>
<td>Adamjee Life, Shaheen Insurance</td>
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Introduction

• Defining an orphan as a person under the age of 18 years whose mother has died, it is estimated that there were over 1.5 million orphans in South Africa in July 2006. Of these children approx 1 mill have been orphaned as a result of AIDS.

• 203 000 of the children Orphaned by AIDS live in Gauteng. 51 000 of these children were orphaned in 2006. By 2015 it is estimated that Gauteng will have 449 000 children Orphaned by AIDS and nationally it is estimated that there will be 2 151 000 children Orphaned by AIDS.
Recognising the impact of the HIV/AIDS crisis on the children and the future of South Africa, the Shareholders of Hollard Insurance Group have donated 5% of Hollard Holdings to establish the Hollard Foundation, an independent trust, for the benefit of Orphans and Vulnerable children.
Volunteers ready to paint a home for the homeless

Computer training in Kliptown
HOLLARDITES IN THE CLASSROOM @ BOTLEALE SCHOOL

PUTTING UP A NEW WASHLINE AT HOME FOR CHILDREN WITH DISABILITIES
PRE-SCHOOL CHILDREN RECEIVING THEIR SCHOOL SHOES FOR THE YEAR AHEAD

LUNCH TIME AT ECD CENTRE IN ORANGE FARM
Low income market insurance case study

- Pep Stores
- Take it Eezi
The traditional insurance model

- Brokers
- Agents
- Direct Sales

Typically require a Bank Account
New models: Example 1

PEP Stores
Funeral

Best prices ...and more!
PEP

- Cash based retailer
- Focused on low income market
- 1159 stores nation wide
- Client Base trust the PEP Brand unquestionably
- PEP Staff have personal relationships with client base
- Well oiled distribution system
- Absolutely passionate about giving their clients the right deal at the right price…”Best Prices and more”

- [www.pepstores.com](http://www.pepstores.com)
How does a client buy a policy?

- Client picks up a “starter pack” in store.
- Client pays premium at the cashier, who takes basic details.
- Call Center contacts client to activate policy.
- Call Center completes FAIS requirements.
• Monthly payments
take it eezi
Funeral (& shortly, household cover)
A work in progress
• How does a client buy a policy?

Client Picks up a “starter pack” at a vendor

Client pays Premium and joining fee to the vendor, who takes basic details

Vendor inputs details into cell phone

An SMS is sent to the client, vendor and Take It Eezi.

Take it Eezi sends new customer details to Call centre

Call Center, completes FAIS requirements
• Monthly payments

- SMS Sent to remind client to pay
- Client presents Policy Card to vendor
- Client pays vendor premium
- Client and vendor will receive a confirmation SMS with reference
Key Learnings

- Simplicity is key;
- Need for strong systems eg real time technology;
- Trust is important (community based brands eg Kaizer Chiefs);
- Education becoming an issue – particularly for non-commodity products;
- Commodity based products are strongest;
- Plain language policy wordings;
- Alignment of interests of everyone in the value chain (win-win-win).