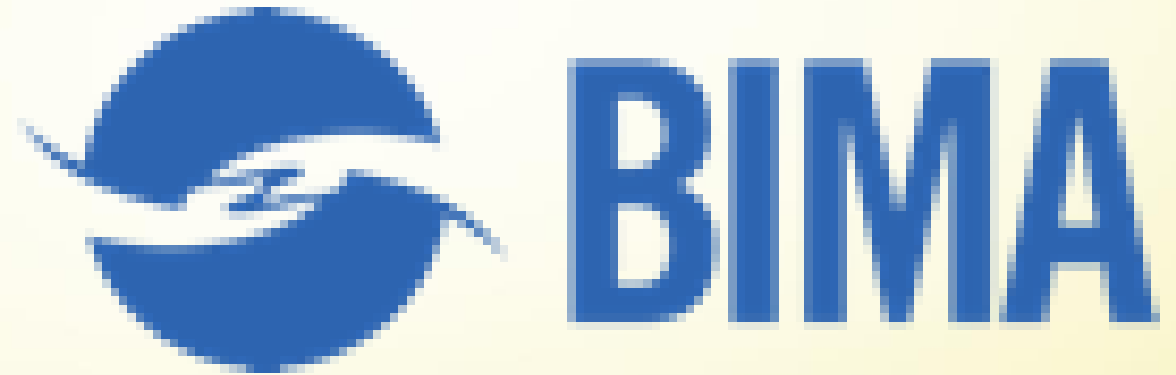


The value of partnerships: rolling out the BIMA model in PNG



7th April, 2016

BIMA Global

BIMA

20 MILLION
SUBSCRIBERS

15 COUNTRIES
3 CONTINENTS
40 PRODUCTS

500,000 K
NEW CUSTOMERS
A MONTH

3,500 AGENTS

100% OF BASE
EDUCATED AT SALE

93%
LIVE ON LESS THAN \$10 A DAY

100,000
QUALITY ASSURANCE
CALLS PER MONTH

95%
CUSTOMERS
ACCESSING
INSURANCE FOR
THE FIRST TIME

The infographic features a blue background with a pattern of small white circles. It includes icons for a globe, a group of people, a lightbulb, and a telephone. The BIMA logo is in the top left corner.

BIMA: Mission and Reach

- International insurance startup MILVIK is a microinsurance
- Mission: making insurance affordable to low income families.
- Footprint: 15 markets globally, 20 million subscribers over five years.
- Competitive Advantage: Reduce the cost of distribution and deliver low priced, accessible products via a technology enabled business model

BIMA PNG: Distribution

1. Hybrid Model

- Outbound / Inbound Call Centre
- Agent Sales Force

2. Three Offices

3. Innovative culture



Target Market

Grameen Foundation Survey. "Progress out of Poverty Index"

- 26% don't have a regular (daily) source of income
- 35% don't have access to Electricity, kerosene or LPG for cooking
- for 88% of them, BIMA is their first insurance product
- 49.5% of them have a smartphone

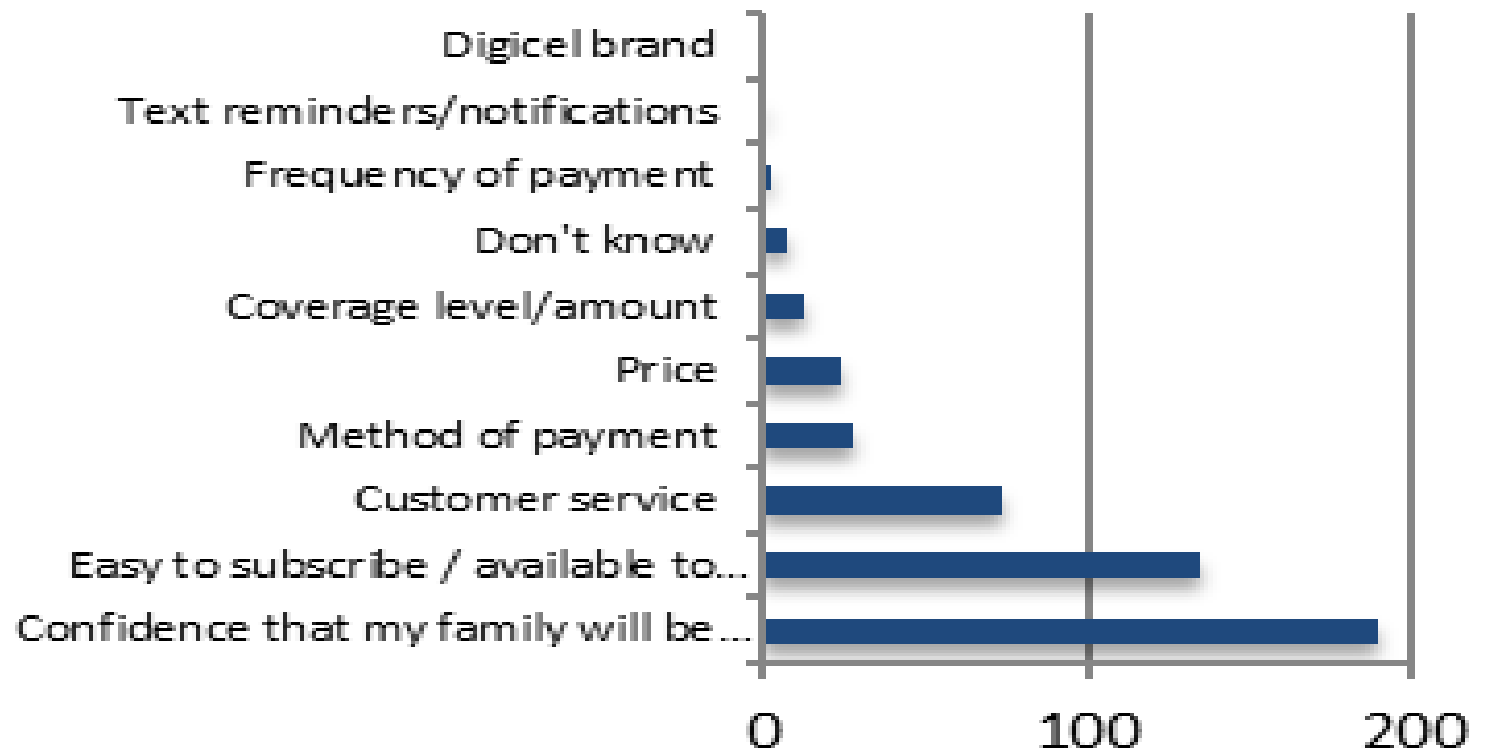
Products

- Life
 - 3 levels of cover
- Hospital Cash
 - 2 to 30 days
- Future...

Customer Research

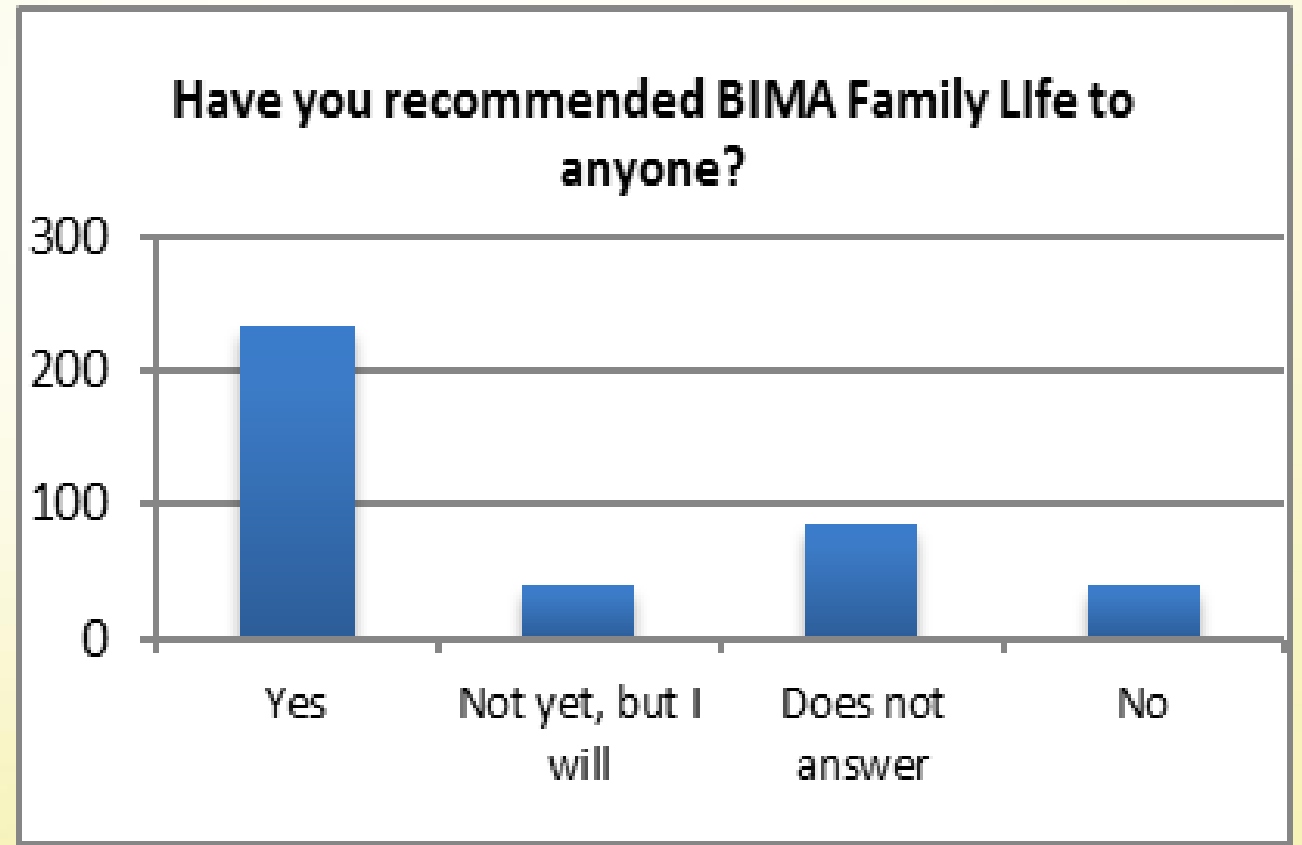
- Product and Service Attributes
- Value

What do you like most about BIMA Family Life?



Customer Acquisition

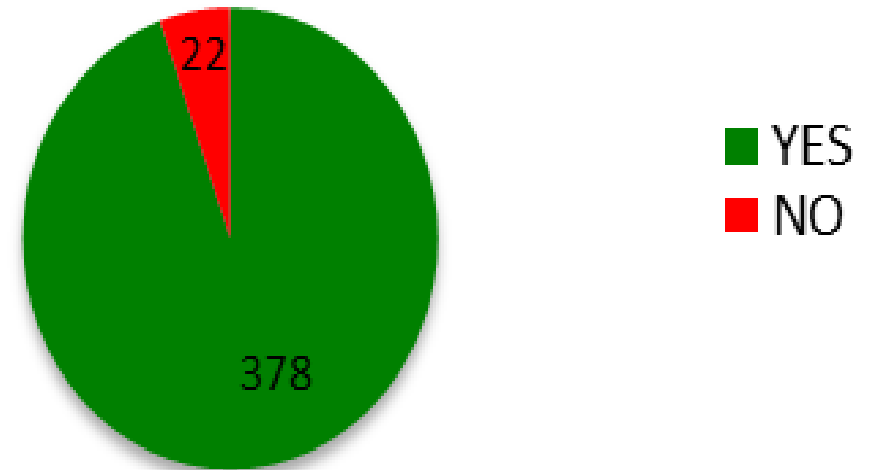
- Cost of acquisition
- Scale



Trust

- Intangibility of Insurance
- Trust is key

Do you trust that BIMA FamilyLife to pay out on valid claims



Consumer Education / Service

- Who is behind Family Life? And who is BIMA? Can I trust them?
- What happens if I don't have enough credit on my phone?
- What happens my phone remains without credit for a long time?
- Can I have more than one beneficiary?
- Can I just pay the full amount at the beginning of the month?
- Will I get my money back if I unsubscribe?
- What happen if I de-register in the middle of the month?
- I subscribed for the 0.18t per day product, I was actually deducted more than this?
- Can I switch to another plan at a later stage?
- My beneficiary lives abroad. Is this an issue?



BIMA in the future?

-

 1. Gain more investment to fuel expansion
 2. Deepen geographic reach and penetration
 3. Drive Product / Service innovation
 4. Adapt the Business model
 5. Drive down unit costs and improve efficiencies
 6. Reposition the Brand
 7. Localise as needed



Thank You

www.bimamobile.com