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

7th April, 2016
BIMA Global

20 MILLION SUBSCRIBERS
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
15 COUNTRIES
3 CONTINENTS
40 PRODUCTS
95% CUSTOMERS ACCESSING INSURANCE FOR THE FIRST TIME
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?

- Digicel brand
- Text reminders/notifications
- Frequency of payment
- Don’t know
- Coverage level/amount
- Price
- Method of payment
- Customer service
- Easy to subscribe / available to...
- Confidence that my family will be...
Customer Acquisition

- Cost of acquisition
- Scale

![Bar Chart]

Have you recommended BIMA Family Life to anyone?

- Yes
- Not yet, but I will
- Does not answer
- No
Trust

• Intangibility of Insurance
• Trust is key
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?

TERMS & CONDITIONS
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