

How can we protect the lower socio-economic groups?
Louise Colley and Greg Becker



Creating Financial Inclusion

May 2011

Introduction

1. The issue
2. Getting to know the consumer
3. Who wants to serve these consumers?
4. International lessons
5. We're going to challenge you to create solutions

Business Card

Name
Company

Idea on
the back



What are the different socio-economic groups?

New eight-class SEC		Former Registrar General's social class	Former socio-economic class indicators
1	1.1 Large employers and higher managerial occupations	I Professional, administrative	A Upper middle class
	1.2 Higher professional occupations	II Managerial and technical	B Lower middle class
2	Lower managerial and professional occupations		
3	Intermediate occupations		
4	Semi-routine occupations	III Unskilled workers (manual)	C2 Skilled working class
	...ons	IV Partly-skilled	D Working class
	...outine occupations	V Unskilled labour	E Subsistence level
8	Never worked and long-term unemployed	Other	Other

**That's the theory...
but what about practice?**

Source: Based on the National Statistics website: www.statistics.gov.uk.

It's all about family...



Let's meet the Royle Family

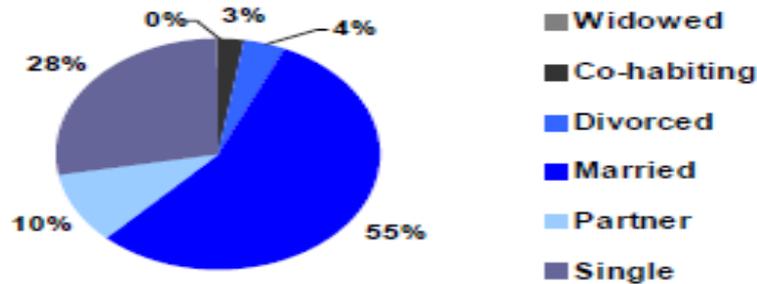


Baby David – A financial crisis in the making?



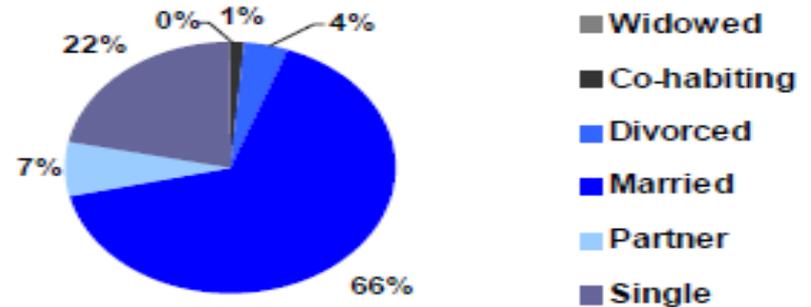
Family Poor

Age	mainly <45
Gender	46% Male, 54% Female
Children	Yes
Annual household income	<20 K
Average savings/ investments	700
Average loans	3.3 K
Average house value	114 K



Family Low Earner

Age	mainly <45
Gender	47% Male, 52% Female
Children	Yes
Annual household income	<20 K
Average savings/ investments	4.1 K
Average loans	4.3 K
Average house value	158 K



Getting into *their* shoes : what are *their* needs?

- Occupations
- Financial attitude
- Current life priorities?
- Trust



Money money money

Jim

- Claiming long term incapacity benefit - £94.25 per week

Barbara

- Unemployed Income based Job Seekers Allowance - £105.95
- Other benefits entitled to Reduction in Council tax / Housing benefit



Dave

- Earns £205.55 per week

Denise

- Unemployed Income based Job Seekers Allowance - £105.95
- Child benefit amount 37.70
- Children tax credit/working tax credit £97.59

£200.20

£446.79

Can Dave afford protection?

What's the opportunity cost?



sky SPORTS

Dave is:

- Married
- Male
- 32 year old
- Non smoker
- 2 dependents

Life cover 100K 20yr	£ 6.19
ASU (£500 pm/3def period)	£39.06
Critical Illness Cover 20K	£ 3.14
TOTAL	£48.39

6%

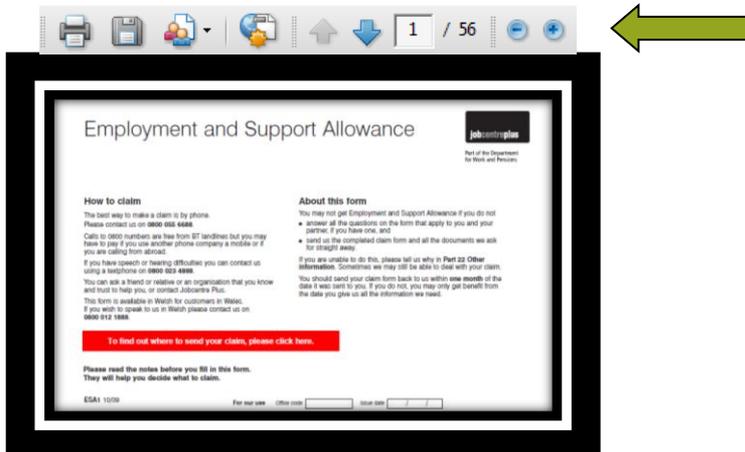
Time for change?

- Incapacity benefit claimed by 2.6million people
- Costs the government £12.5 billion
- Phased out by 2014
- Replaced by Employment Support Allowance

>25 £65.45pw <25 £51.85pw

Is Jim concerned?

Claim form



The image shows a screenshot of a PDF document titled "Employment and Support Allowance" from Jobcentre Plus. The document is displayed in a window with a toolbar at the top containing icons for print, save, zoom, and navigation. A green arrow points to the toolbar. The document content includes sections for "How to claim" and "About this form".

How to claim
The best way to make a claim is by phone.
Please contact us on 0800 055 6666.
Calls to 0800 numbers are free from BT landlines but you may have to pay if you use another phone company's mobile or if you are calling from abroad.
If you have speech or hearing difficulties you can contact us using a telephone on 0800 323 4888.
You can ask a friend or relative or an organisation that you know and trust to help you, or contact Jobcentre Plus.
This form is available in Welsh for customers in Wales. If you wish to speak to us in Welsh please contact us on 0800 512 1888.

About this form
You may not get Employment and Support Allowance if you do not answer all the questions on the form that apply to you and your partner, if you have one, and:
• send us the completed claim form and all the documents we ask for straight away.
If you are unable to do this, please let us why in Part 22 Other information. Sometimes we may still be able to deal with your claim. You should send your claim form back to us within one month of the date it was sent to you. If you do not, you may only get benefit from the date you give us all the information we need.

To find out where to send your claim, please click here.

Please read the notes before you fill in this form. They will help you decide what to claim.

ESA1 1009 For our use Other codes



Parents – finances are tough

93%

42%

61%

49%

39%



Risk: *larger in absolute terms*
 larger in relative terms

- Dietary habits
- Heart and Liver disease
- Obesity



**Smaller
Benefits?**



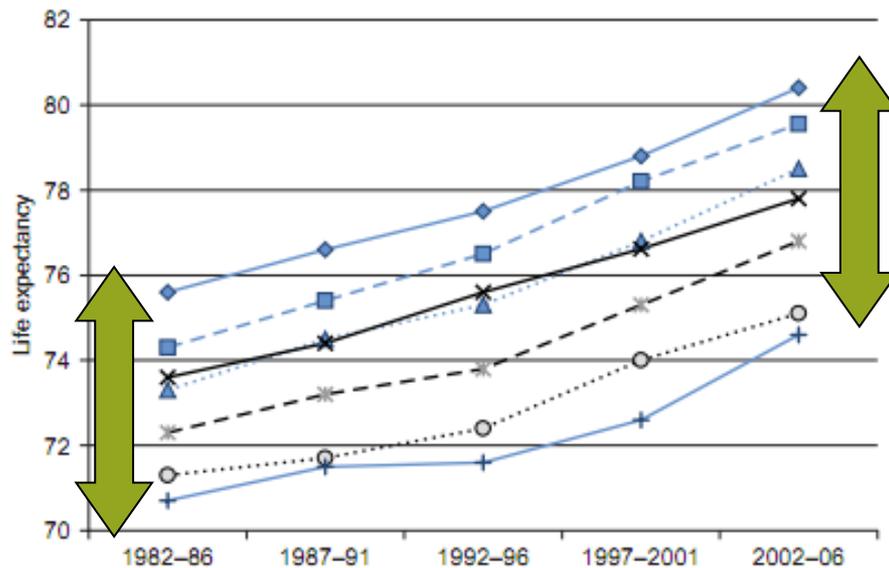
England and Wales: Life expectancy at birth by NS-SEC class

Males at birth

Females at birth

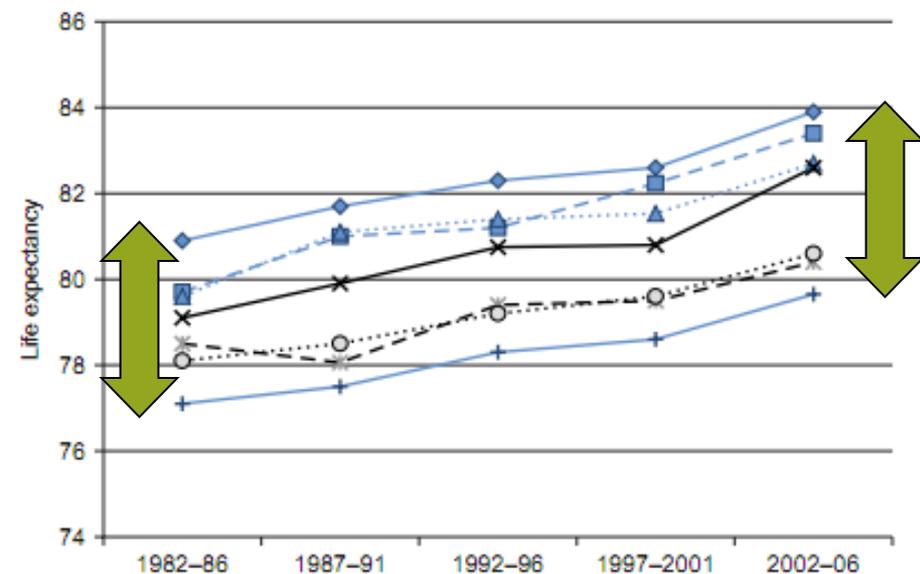
England and Wales

Years



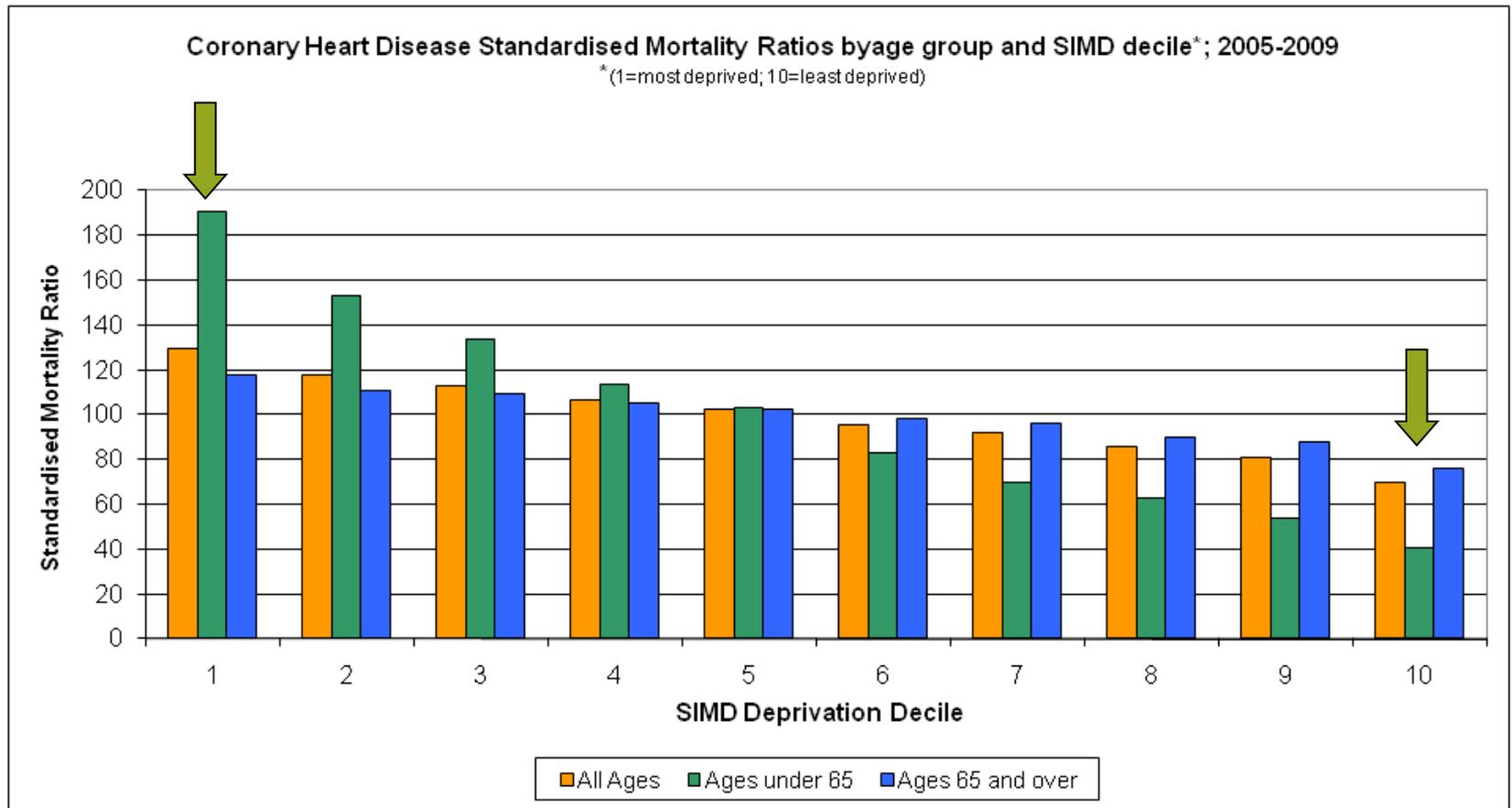
England and Wales

Years



<http://www.statistics.gov.uk/pdfdir/liexsec0211.pdf>

Scotland: Coronary Heart Disease

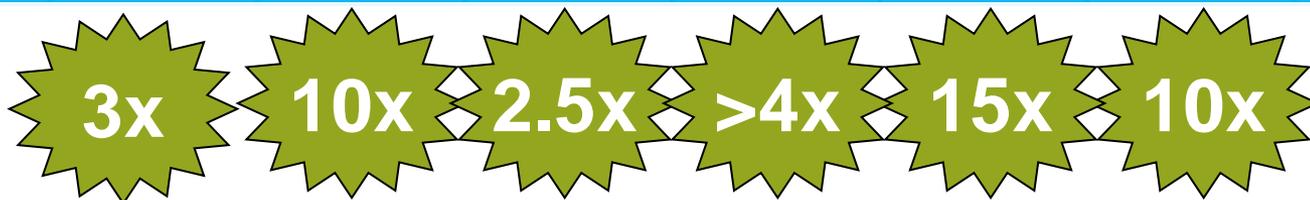


4.5x

Scotland: Alarming age standardised mortality statistics

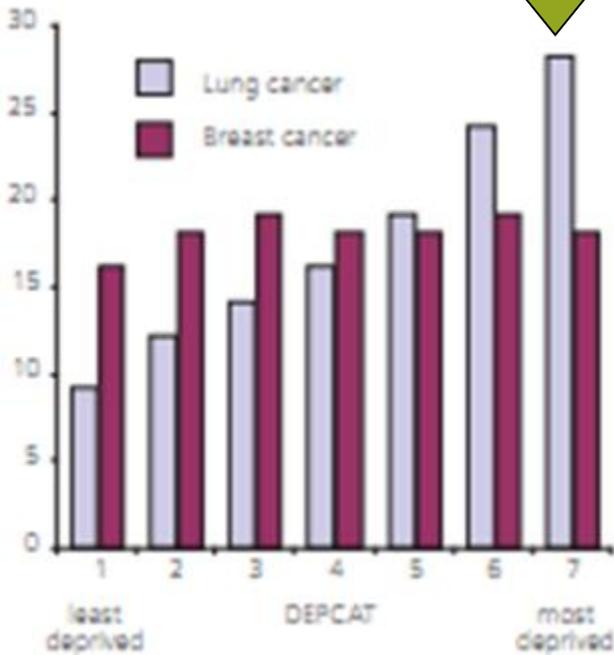
Age standardised mortality (per 100,000 population) from selected causes within each SIMD deprivation quintile. Men aged 0-64, Scotland 2000-02.

SIMD quintile	Chronic lower respiratory disease	Chronic liver disease	Accidents	Intentional self-harm etc.	Mental and behavioural disorders due to drugs	Mental and behavioural disorders due to alcohol	Assault
5 (least deprived)	3	6	11	11	2	2	0
4	5	11	17	18	4	5	1
3	7	16	17	24	5	8	1
2	12	29	21	31	11	11	4
1 (most deprived)	18	61	27	48	29	20	11
All Scotland	9	23	18	26	10	9	3

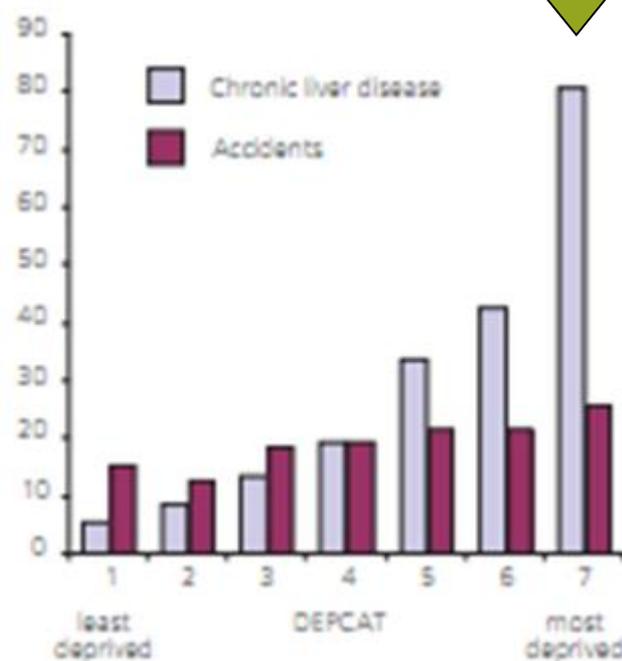


Scotland: Mortality and Morbidity differences

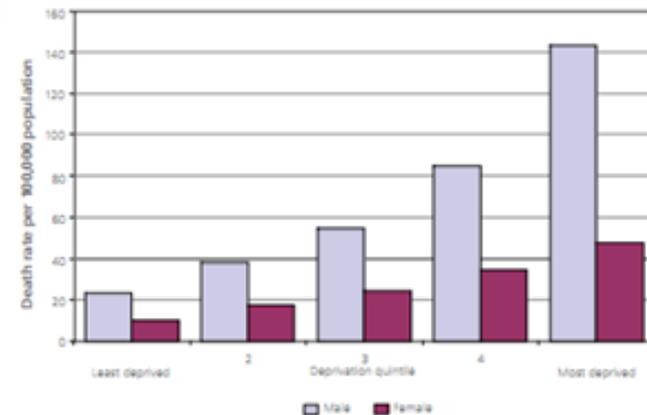
A: Women



B: Men



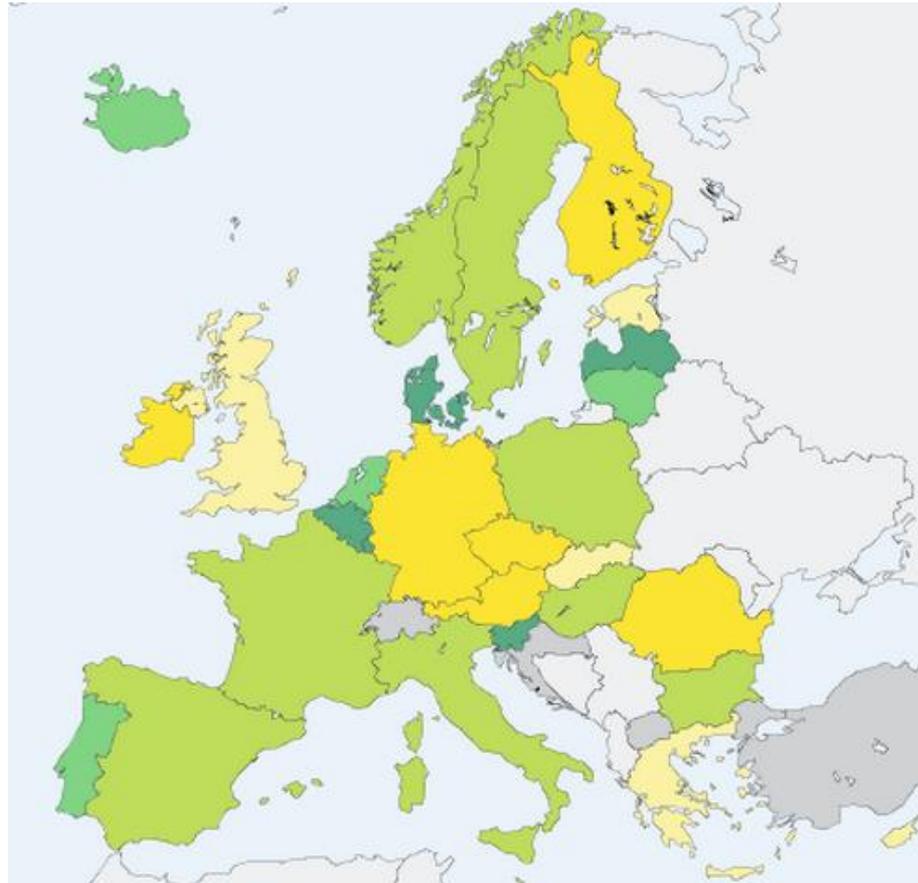
Alcohol-related death rate by Scottish Index of Multiple Deprivation, 2005



Death rate per 100,000 population, Scotland 2001



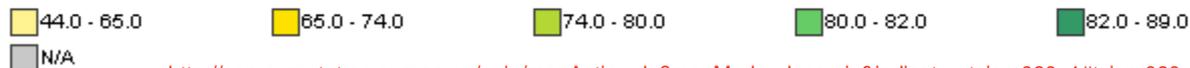
The UK has an unemployment trap... ...at least it's smaller than elsewhere



The **unemployment trap** measures the percentage of gross earnings which is "taxed away" through higher tax and social security contributions and the withdrawal of unemployment and other benefits when an unemployed person returns to employment. This structural indicator covers single persons without children earning, when in work, 67% of the average earnings. The Low Wage Trap measures what percentage of the gross earnings is "taxed away" by the combined effects of higher taxes and reduced or lost benefits. This structural indicator covers employed single person moves from 33% to 67% of the average earnings as well as earner in a one-earner couple with two children (in the age of 4 and 6) moves from 33% to 67% of the average earnings.

Tax rate on low wage earners by marginal effective tax rates on employment incomes - % - Single person without children

Legend (Series: 2008)



Income inequality negatively affects child wellbeing

Figure 6: The relationship between income inequality and child wellbeing

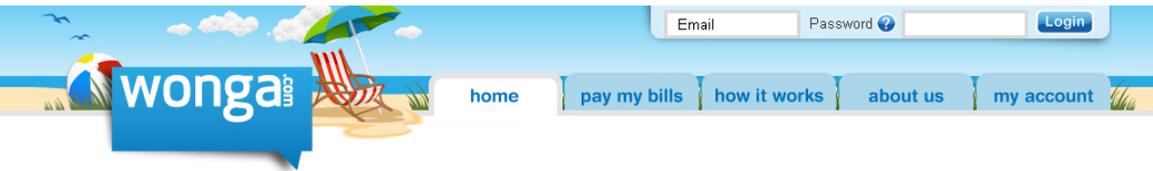


Inequality is bad for the wellbeing of children

UK is very unequal

Source: BMJ⁵⁵

Many in this target segment are not financially savvy...



Welcome to Wonga.

As a new customer, we can deposit up to **£400** in your bank account, or pay bills by **18:06 today**.

If you are an existing customer, [login](#) and we may be able to lend you up to £1,000, depending on your current trust rating.



how much cash do you want? **265** (max: £400)

how long do you want it for? **7** Days

(Repayment date: Fri Sep 24 2010)

Borrowing **£265** + Interest & fees **£24.18** = Total to repay **£289.18**

[Apply now!](#)

[Pay my bills](#)

Typical **2689% APR**
Is this correct?

89% of our customers would recommend Wonga to a friend
Wonga online customer survey, 2010



Find your local branch now on 0845 838 7597 or complete the enquiry form below



Fair loans
Fair prices

- New shops opening soon in:**
- [Birmingham city centre - now open!](#)
 - [Coventry - now open!](#)
 - [Dudley - now open!](#)
 - [Erdington - now open!](#)
 - [Hereford - now open!](#)
 - [Northfield - now open!](#)
 - [Tamworth - now open!](#)
 - [Walsall - now open!](#)
 - [Wolverhampton - now open!](#)
 - [Worcester - now open!](#)

A new way to get credit

Do you need a loan for school uniforms, furniture for your flat or a new washing machine? Maybe you want to save money for a holiday or for Christmas presents?

ONLINE ENQUIRY

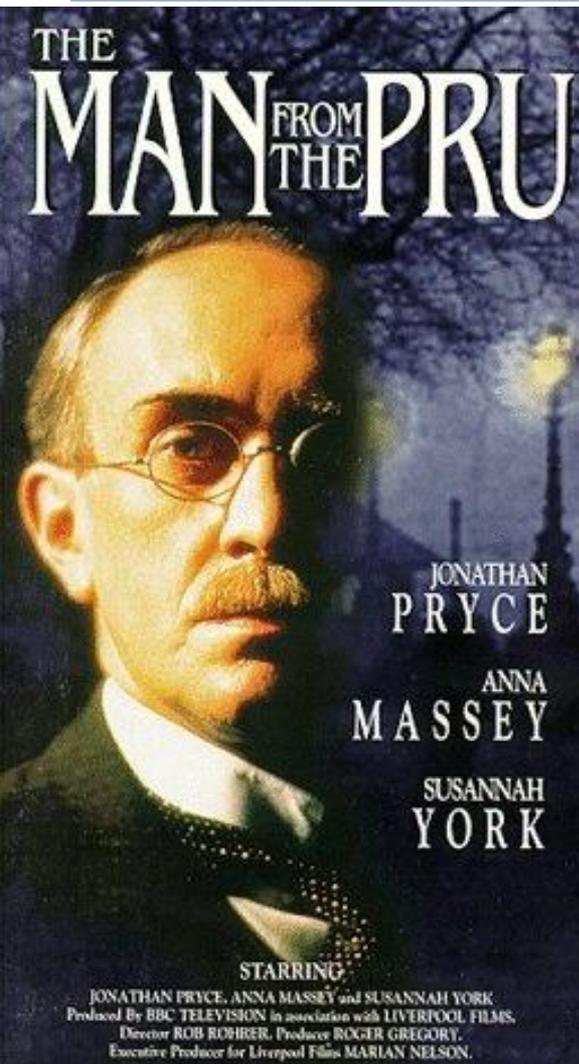
Full Name*

Email Address*

Address 1

Address 2

Where did the Man from the Pru go?



AVON
the company for women
United Kingdom

Home | Help | Register or Login to your Avon account
enter keyword

our products | what's new | about us | opportunities | shopping | iAvon | your community

"I wanted to join Avon after moving to a new area and there wasn't an Avon Representative local to me. Having always loved the products, I phoned Avon straight away to get signed up..."
Katy Impey - Representative & Sales Leader

Become a Representative

- > Earn extra money
- > What's in it for me?
- > So supportive
- > Dreams come true
- > Julie Meyer masterclasses
- > Apply Now

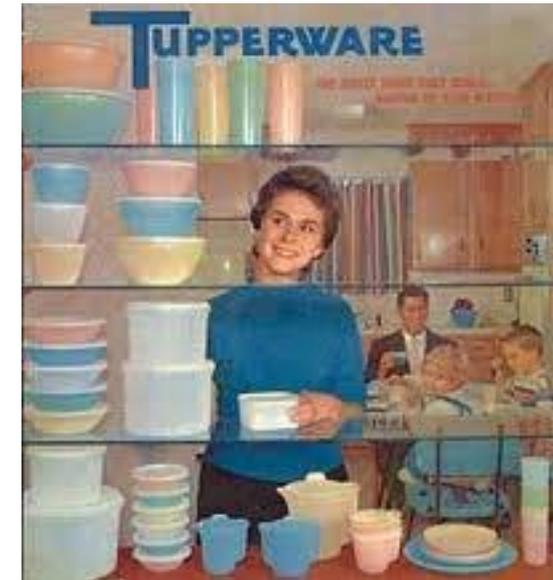
Join our team

- > Careers at Avon
- > Vacancies
- > How to apply

About us

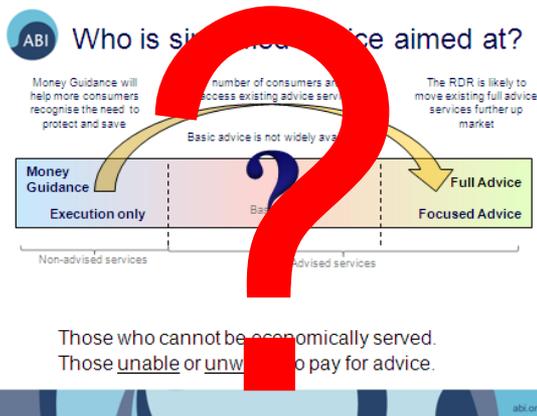
- > Our company
- > Breast Cancer Crusade

Contact us | Terms and conditions | Privacy policy | Sitemap | Avon worldwide | DSA | Newsletter | © 2011, Avon Products Inc.



Where do these customers go to buy insurance? If it won't be IFA's post RDR, then...

- Future entry points:
 - Financial Health Check,
 - CFEB and
 - NEST.
- Role of automated financial advice
- Role of High Street Banks



Financial illiteracy: we need to build the bridge from needs to products...

Keep It Simple Stupid

- Simplified process
 - Regulatory risk
- Simplified product
 - Single benefit
 - Bundled benefits
- It's about distribution...

CPIEC halts in its tracks

Author: Paul Robertson

Cover | 26 Nov 2009 | 14:50

Categories: Marketing

Tags: Baigrie Davies | consumer

The Consumer Protection Insurance Engagement Campaign CPIEC will not be developed further.

Tom Baigrie, managing director of Baigrie Davies and LifeSearch, and originator of the scheme for a pan-industry consumer protection awareness campaign, said: "The Consumer Protection Insurance Engagement Campaign (CPIEC) has not achieved the agreement on funding that we had hoped and is therefore at an end for now.

Financial education

Demystify

Aviva launches hard-hitting TV ad campaign for life insurance

17 January 2011 8:00 am | By Natalie Holt

Print Email Share Comments (16)



Aviva is launching a national TV advertising campaign to promote awareness among families of the benefits of taking out life insurance.

The advert first airs this evening and the campaign will run for a month.



	Over 50's Life Cover	Life insurance - level	Life insurance - decreasing
Purpose	Provides a cash sum when you die to help with funeral expenses or clear debt.	Helps pay off your mortgage and/or leave a cash lump sum if you die during the term.	Helps pay off your mortgage if you die during the term.
Pays out on death	Yes	Yes	Yes
Pays out a fixed lump sum	Yes	Yes	No
Pays out a decreasing amount	No	No	Yes
Pays out on terminal illness	No	Yes	Yes
Maximum Sum Insured	£21,449	£500,000	£500,000

Packaged selling... Fertiliser packaging?



- This initiative simplifies the insurance purchase and administration
- The price of the bags of fertiliser include a small premium for personal accident cover
- There is no policy documentation – the bag of fertiliser is the ‘proof’
- Paid more than 8800 claims by mid-2009, with an average of just over £800 per claim

Bima Yojana

With the patronage of IFFCO, ITGI launched "Sankat Haran Bima Yojana" in September 2001. The Bima Yojana is a personal accident insurance scheme offered with the purchase of 50 kg bag of IFFCO brand fertiliser from any cooperative outlet. The scheme is for the benefit of member cooperative societies as well as farming community. IFFCO paid a premium of Rs. 7.8 crore towards this scheme during the year 2006-07. About 8.13 lakh farmers were covered for a free personal accident insurance cover. In 1163 cases, an amount of Rs. 6.90 crore was paid as compensation towards accidental death/disablement.



Hindi Version

OUTsurance offers a no claims bonus for life insurance...



WHY OUT IS BETTER THAN IN!



OUTsurance has established itself as the leader in the direct insurance market. Experience our AWESOME service and affordable premiums by calling us DIRECT on 08 600 60 000. Here is a brief summary why we are the largest direct insurer and why you should also insure your LIFE with OUTsurance!

● OUTSTANDING VALUE FOR MONEY

This is how we can save you money:

- **Direct:** A broker cannot sell an OUTsurance facility and therefore no broker fees or commissions are payable.
- **A better deal for you:** Thousands of people save money every month by joining OUTsurance, so it's really worth getting a quote – you've got nothing to lose.
- **Guaranteed premiums:** Your life insurance premium is calculated for the full period of cover and guaranteed for at least 3 years, whether you claim or not.
- **Individualised premium calculation:** Your premium is based on your personal risk factors. Lower risk clients do not subsidise higher risk clients.

● OUR OFFERING TO YOU

- **User-friendly documents:** There is no fine print in our documents. They are easy to read with no hidden surprises.
- **One-stop-shop:** You can have your life insurance, short-term insurance and business insurance taken care of by one company.
- **No medical test costs payable:** If we require any medical tests before giving you cover, we'll pay for it.
- **Death cover:** Insurance that provides peace of mind in the event of death. You can select a Sum OUTsured that suits your needs to provide financially for your beneficiaries.
- **Terminal illness benefit:** Our comprehensive death cover includes a terminal illness benefit. If we confirm that you are terminally ill and have a life expectancy of less than 12 months, we will pay out a portion of your death cover amount immediately.
- **Critical illness cover:** You are covered should you be diagnosed with one of the listed critical illnesses. You can choose between Comprehensive cover where you're covered for 40 critical illnesses or Core cover where you'll receive cover for 27 core critical illnesses.
- **Disability cover:** We provide cover options in the event that you become disabled. We offer Own Occupation cover when you're no longer able to perform your own occupation. Alternatively, you can choose Own or Suitable Occupation when you can no longer perform your own or any suitable occupation taking your training, education, ability and experience into account.

● SERVICE

- **AWESOME service:** We set the standard! Insurance should never be a hassle. We are committed to ensuring that our clients are given the excellent service they deserve.
- **Highly trained life insurance advisors:** Our friendly advisors deal with you telephonically, so it's a no-forms-no-fuss arrangement which saves you time.
- **No waiting:** On average we answer the telephone within a few seconds and are able to resolve your query on a first call basis.
- **Speedy claims:** We are committed to fast, fair and efficient claims settlement.
- **Compassion:** When you or a family member submits a claim, you can be sure our claims advisor will handle your claim professionally and with empathy.
- **Word-of-mouth:** A large percentage of our business is driven by word-of-mouth. Our clients rave about OUTsurance to their friends and families – a testament to the service we offer.

● INNOVATION

- **OUTbonus:** If you do not claim for five consecutive years, you will receive 10% of the total paid premiums back in cash. Further OUTbonus payments are made every five years thereafter, if you remain claim-free during these periods and don't cancel your facility.
- **Flexible premium structures:** You choose the premium structure that works best for you: choose to keep both your premium and the Sum OUTsured fixed; or the Sum OUTsured stays fixed and your premium increases on an annual basis; or keep up with inflation by increasing your premium and the Sum OUTsured every year.
- **Select cover to suit your needs:** We give you complete control of how you'd like to combine your death, critical illness or disability cover to suit your specific needs.
- **Flexible cover periods:** You can take out life insurance for the time period that works best for you.
- **Vehicle Credit Life:** This additional OUTsurance product provides cover when one of the insured events (e.g. if you die, become disabled, fall critically ill or are retrenched) makes it difficult for you to pay for your financed vehicle. OUTsurance will continue paying your vehicle financing instalments or will settle your outstanding vehicle loan.

- Pay premiums for 5 years, don't claim, and get 10% back
- Terminal illness benefit – pays the life insurance benefit a year before death

Max Vijay takes 15p premiums



Max Vijay is an "Insurance Savings Box" which covers

- Protection and
- Savings (described as long-term wealth creation)

60 % of the first premium and 90 % of subsequent premiums paid by you are invested

Even though asset values may fall, Max New York Life guarantees that such falls will not cause the account balance to reduce.

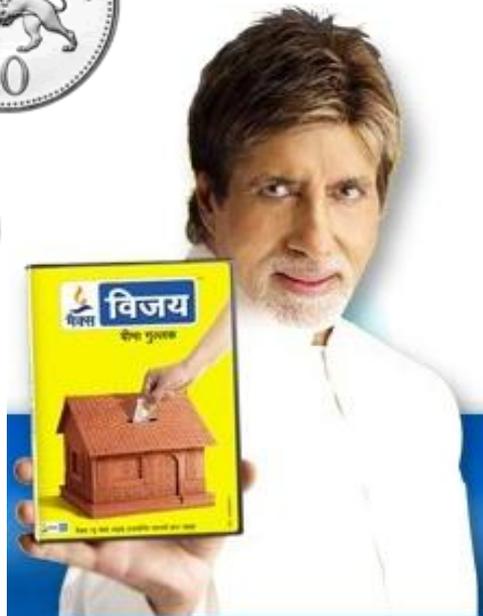
You have the flexibility to pay subsequent premiums as low as Rs. 10/- and pay as and when you please.

There are surrender rules, and there is death with additional accidental death cover.

One does not have to pay regular premiums



Insurance Savings Box



Life Cover given as a mobile “airtime benefit”



- Ecolife is given as a benefit to those who purchase at least a US\$3 monthly airtime package
 - Ecolife benefit table shows that an air time voucher of up to US\$4 would receive life cover of up to US\$40. Those who part with US\$9 airtime would be covered up to US\$180 and those who spend a maximum US\$100 would be covered up to US\$10 000.
- In the event of the death of the insured, the life cover is determined by the monthly airtime recharge for the last six months prior to death of the insured.
- Claim qualification is based on a six-month continuous subscription to the package
 - any skipped subscription invalidates claim capability and restarts claim qualification on next subscription. “

CITIC-Prudential refunds premiums if you don't claim



- Cover 28 different types of illnesses
- A lump sum (15% of the sum assured) pays out earlier on diagnosis of 10 pre-defined illnesses
- Waiver of premium will be applicable and benefits will pay out as soon as diagnosis has been accepted
- Accumulated premium will be refunded in full provided no claims has been made or pending.
- Premiums are fixed for the life time, clients may choose to pay monthly, half yearly or annually.

2008年中国10大最佳保险公司

Home Web part quickly access

公司介绍 信诚产品 银行保险 客户服务 新闻中心 企业征才 荣誉榜

> Prudential products

- > Prudential Individual Insurance
 - Product List
 - Personal protection products
 - Medical payment products
 - Flexible choice of products
 - Fixed income products
 - Portfolio
 - Prudential "worry-free three guarantees" several important diseases
 - Medical Insurance Claims
 - Prudential "three guarantees more profit," many important diseases
 - Medical Insurance Claims
- > Prudential Group Insurance
- > Fidelity Bank

> 信诚个人保险

Prudential "three guarantees more profit," many important Claims

全面多赔保障，安心享！

我想进一步了解/我要购买

信诚「多盈三保」多次理赔重疾医疗保障计划

Human growth is long illness of various heavy turbulence, when the see the recurrence of cancer, one-time security



An industry body is offering financial literacy classes



Tighten Your Savings Belt!

Come on, tighten your savings belt and prepare for your dreams.

Whether they are big or small, any dream can come true if you have planned for it and saved up the money. Little by little you can make a big difference to your own life.

Just follow these 5 easy steps:

- Step 1:** Have a dream. Think about the future and what you want for you and your family. Believe that you can achieve it.
- Step 2:** Write down your short, medium and long-term goals and set yourself a timeframe.
- Step 3:** Develop your savings plan. Decide how much money you'll need to put aside every week or month to reach your goals and where you'll save it to get the best returns on your money. You may need to use different savings products to help you meet your different goals.
- Step 4:** Work out a household budget together with your family. Know where every cent of your income goes and agree where you can cut back on consumption to help you meet the commitments of your savings plan. Revise your budget regularly to keep your eye on the future.
- Step 5:** Stick to your plan. Make saving a habit. Tell people close to you about your dream and your plans. When you talk about them you commit to them.

Remember that your savings plan, just like your belt- should help you hang onto your dreams, prevent you from spending unnecessarily and should only be released to relieve unbearable discomfort at that moment

Save today to have a better life tomorrow!



Varsity Financial Literacy Campaign



Click here to find out when SASI will be visiting your campus in July 2010



Saving Tips

-  Live economically. Don't buy things you don't need and don't try to keep up with friends and neighbours. Everybody's needs are different. Live according to yours.
-  Saving is a mindset. Save water, electricity, money. Don't waste anything of value - recycle, pass on old clothes, swap children's toys with other parents instead of buying new ones, convert things you don't use any longer into money by selling them.
-  Teach your children to save from an early age. They need to know about the household budget. Set them to work for their pocket money. Help them learn that making a financial decision is about weighing up the value of one thing against another and choosing which to fore-go in favour of the other.
-  Look after the things you have. Take pride in what you have worked hard for. Respect your own efforts and feel good about what you have achieved.
-  Don't make excuses about why you don't save. Saying I'm too young or I'll save next month or Only rich people can save won't get you anywhere.
-  Start saving consistently and seriously for your retirement years from the day you get your first job. Learn the magic of compound interest. Put aside at least 15% of your income every month in a safe investment.
-  Use credit sparingly and carefully. It's cheaper and more rewarding to wait until you have saved the funds yourself. It's better to spend money you have earned than to spend money you still have to make.
-  If you're in debt, pay this off as fast as you can. Cut up your credit and store card if you need to. And remember cuts in interest rates should be used to settle debt first, not to take on more debt.
-  Shop around before you buy. Compare prices and benefits. Question the value of each purchase as you make it... will it build my assets, is it just to 'show off', is it cheaper elsewhere? And don't ever be afraid to ask questions when you want to know more.
-  Learn to resist those tempting media messages

Good Luck!



AVIVA has found a way to target young parents– cover for free!



United Kingdom > [Change](#)

[Existing customers](#) ▶

[Retrieve a quote](#) ▶

[Search](#)

[Homepage](#)

[Insurance](#)

[Savings & investments](#)

[Pensions & retirement](#)

[View all products](#) +

[◀ Our TV adverts](#)

[Homepage](#) > [Our TV adverts](#) > [New Parent Free Life Cover](#)

New Parent Free Life Cover

New Parent Free Life Cover

[Apply now](#)

[What our customers say](#)

[Get a quote for additional life cover](#)

[How much additional cover do I need?](#)

[Lifestyle maintenance calculator](#)



A helping hand
for new parents

£10,000
of free
life cover

[Apply now](#) ▶

[Get a quote for additional life cover >](#)

Competitions can be used to identify potential up-sell customers



- Telephone company sends people an sms inviting them to claim free cover
- Those that claim are targeted as they are customers who may desire the product

Would you buy protection from an ATM?



- 400,000 insurance policies in the last 3 years
- >50% of ATM transactions don't involve cash withdrawal
- Push based sales
- On-sell, up-sell

The screenshot shows the website header for Garanti Emeklilik. The logo is a green four-leaf clover. To the right are two buttons: a green one labeled 'INTERNET ŞUBESİ' and a yellow one labeled 'ONLİN'. Below the logo are four navigation tabs: 'ANA SAYFA', 'BİREYSEL EMEKLİLİK', 'HAYAT SİGORTALARI', and 'İŞSİZLİK SİGORTALARI'. The 'HAYAT SİGORTALARI' tab is active. Below the tabs are two green buttons: 'Hayat Sigortası' and 'Hayat Sigortalarımız'. At the bottom of the header is a yellow bar with the breadcrumb 'Ana Sayfa > Hayat Sigortaları > Hayat Sigortalarımız'.

Garanti'li Yarınlar Sigortası

Günümüzde en sık rastlanan 3 tehlikeli hastalığa (kalp krizi, felç, kanser) karşı kendinizi ve sevdiğinizleri güvence altına almak istiyorsanız, Tehlikeli Hastalıklar Sigortalarımız tam size göre!

Banka Ürünlerine Yönelik Hayat Sigortaları

"Hayatın terne aması durumunda banka borçlarını ne olacak?" diye düşünüyorsanız, Banka Ürünlerine Yönelik Hayat Sigortalarımız tam size göre!

Yıllık Hayat Sigortası

Hayatta karşılaşılabileceğiniz risklere karşı kendiniz ve sevdiğinizleri güvence altına almak istiyorsanız, Yıllık Hayat Sigortası ürünümüz tam size göre!

Eğitim Sigortası

"Bana birşey olursa çocuğumun eğitimi ne olacak?" diye sık sık aklınızdan geçiyorlarsanız, Eğitim Sigortası ürünümüz tam size göre!

Industry initiatives can simplify & standardise products



- The Zimele brand aims to help South Africa's low income earners, those earning R3 000 a month or less, to easily identify those life insurance products that meet the Financial Sector Charter's minimum product requirements of fair charges, easy access and decent terms.
- Zimele is a Zulu word meaning "to stand on your own two feet"
- Represents life insurance products that are accessible, appropriate, simple, affordable and offer good value for money.
- Zimele brand these products must comply with the relevant minimum product standards
- The following existing standards are covered:
 - Member only Funeral Insurance
 - Member and Family Funeral Insurance
 - Parent Funeral Cover
 - Credit Life
 - Life cover
 - Physical Impairment cover



ZIMELE
Secure your future



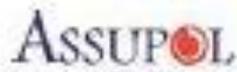
METROPOLITAN



momentum



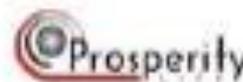
OLD MUTUAL



Discovery Life



NEDGROUP
LIFE ASSURANCE



Sanlam
Thinking ahead

Hollard sells Funeral Policies without a simple rate table!



		Sum Assured	
		R7,500/ £700	R12,500/ £1100
Age	16-65 Policyholder + Partner + 5 kids	R40/£3.59 	R60/£5.43 
	65-75 Policyholder	R50/£4.49 	R70/£6.28 

**FIB of
R500/£44.88 pm
for a year, for
R20/£1.79**

Family Supporter Policy
R500 pm paid out over 12 months

19.99
per month

Entry Age: 18 - 64

- 1 member covered
- No bank statement needed
- No medical examination needed
- No hidden costs
- Accidental death benefit



Mi-Life: M-insurance in Ghana offers affordable couple cover



Use of financial services in Ghana	Proportion (%) in survey area
No service	62.4
Savings	17.6
Credit	0.4
Insurance	0.7
Savings and credit	12.0
Savings and insurance	3.3
Credit and insurance	0.1
All three services	3.5

A survey of rural households in Ghana



- Aims to reduce the cost of insurance
 - Premiums are very small
 - from 40p-£2 pm for £200-£800 cover
 - Premiums are deducted from the users mobile wallet, with SMS confirmation
- Phones are used to submit claims and queries, and to make premium payments
- The policy covers the death of the policy holder and one other family member
- MTN is starting this in Ghana, with a planned roll-out across MTN's West Africa network



Concluding comments before we throw a challenge to you all...

- “*The poor will always be with you*” – how will you respond?
- Changes in state benefits
- Changes in awareness and financial literacy
- New routes to customers?
- Regulatory change



Questions or comments?

Expressions of individual views by members of The Actuarial Profession and its staff are encouraged.

The views expressed in this presentation are those of the presenter.

