

Bancassurance: the partnership or relationship between a bank and an insurance company whereby the insurance company uses the bank sales channel to sell insurance products to the bank's client base.

THE BANCASSURANCE CHANNEL HAS GROWN SIGNIFICANTLY FOR BOTH LIFE AND NON-LIFE PRODUCTS

5.8% CAGR in a 6-year period*

*Source: McKinsey



TOP BANCASSURANCE PRODUCTS by profitability for the top regions



TOP PRODUCTS BY REGION

LATIN AMERICA

Brazil and Mexico



Disability, accident and critical illness



Death coverage and whole life



Unemployment



Travel

- **Product type:** simplified issue and guaranteed issue products
- **Drivers:** commissions to in-branch sales staff/telemarketing sales
- **Growth opportunities:** mobile and digital

ASIA

China, Hong Kong, Singapore, South Korea, Japan, and India



Savings products (annuity, endowment, retirement/accumulation)



Universal, whole, individual, and group term life



Critical illness, cancer, and accident-related



Mortgage Reducing Term Assurance (MRTA) and group credit life

- **Product type:** guaranteed issue and use of non-medical limits, plus fully underwritten for savings products and simplified issue for credit-related products
- **Drivers:** commissions and incentives for sales staff; compulsory and beneficial policy riders for customers
- **Growth opportunities:** protection riders; integrated financial planning

EMEA

UK, Spain, Portugal, France, Italy, South Africa and the Middle East



Credit life, credit card insurance, mortgages and loans



Term insurance



Health, accident, and hospital cash



Female cancer and critical illness



Funeral



Retrenchment



Unit-linked savings

- **Product type:** simplified issue, limited underwriting, and fully underwritten
- **Drivers:** bank marketed campaigns, commissions, and bank brand strength; credit-related products are easy to sell when a loan/lending product is issued
- **Growth opportunities:** mobile and digital; simplifying sales/underwriting process

OF THE TOP 5 MOST PROFITABLE BANCASSURANCE PRODUCT



60%

are sold on a standalone basis (versus to tied/embedded products)

75%

are sold on an individual basis (versus to group products)

80%

are sold on a voluntary basis globally (versus compulsory)



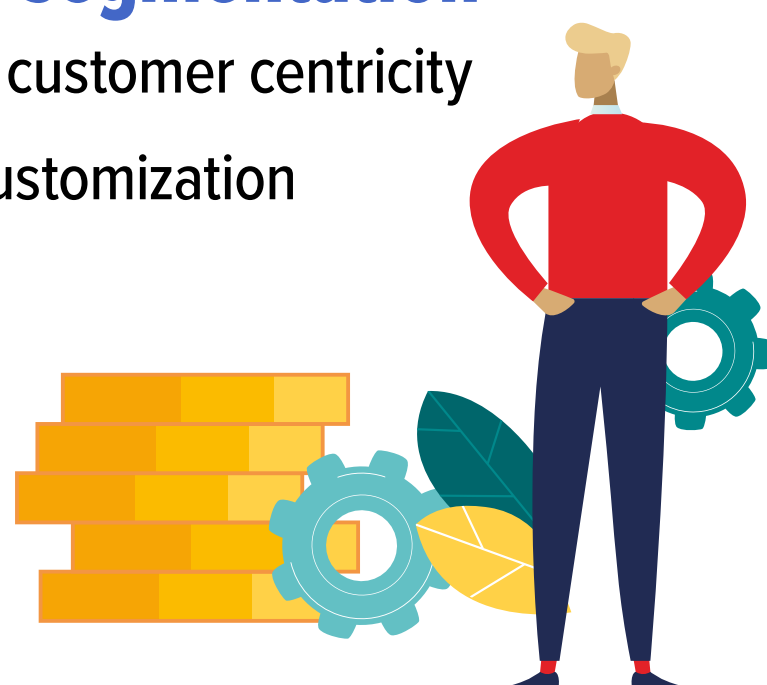
INNOVATIONS TO CONTINUE BANC GROWTH

Technology

- Engaging customers
- Cross-selling and upselling complementary products
- UW innovations to simplify the process
- Increased D2C
- A "one client view" perspective – unification of data sources

Predictive analytics / customer segmentation

- Increased customer centricity
- Product customization



To read the full report, go to <http://bit.ly/3204mv6>.

To learn how RGA can help you achieve your bancassurance goals, visit rgare.com.