



Insurance Europe 8<sup>th</sup> International Conference

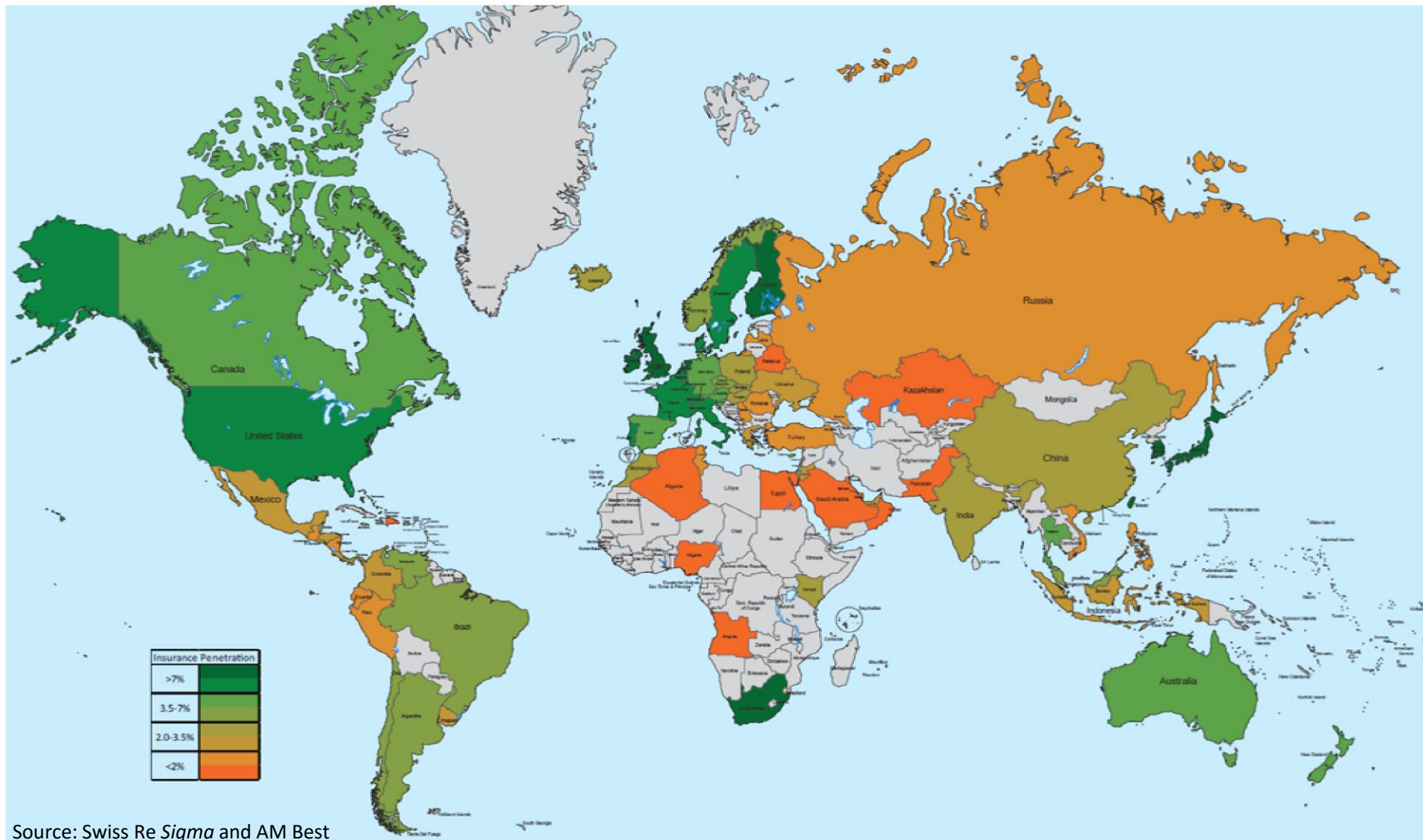
# Panel: Global economic shift and growth markets.

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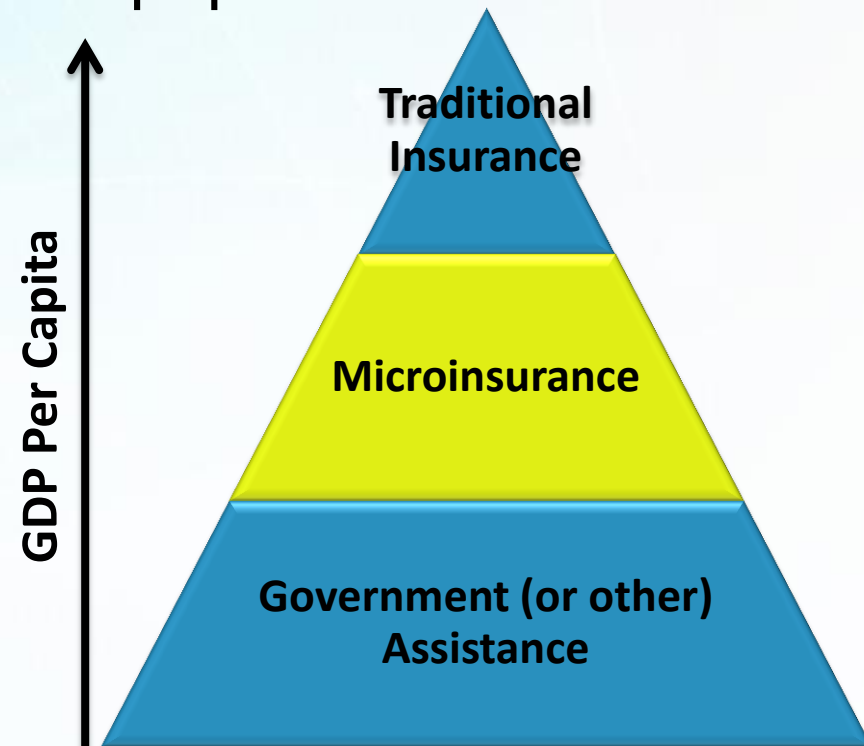
# Premiums per GDP



# Microinsurance Basics



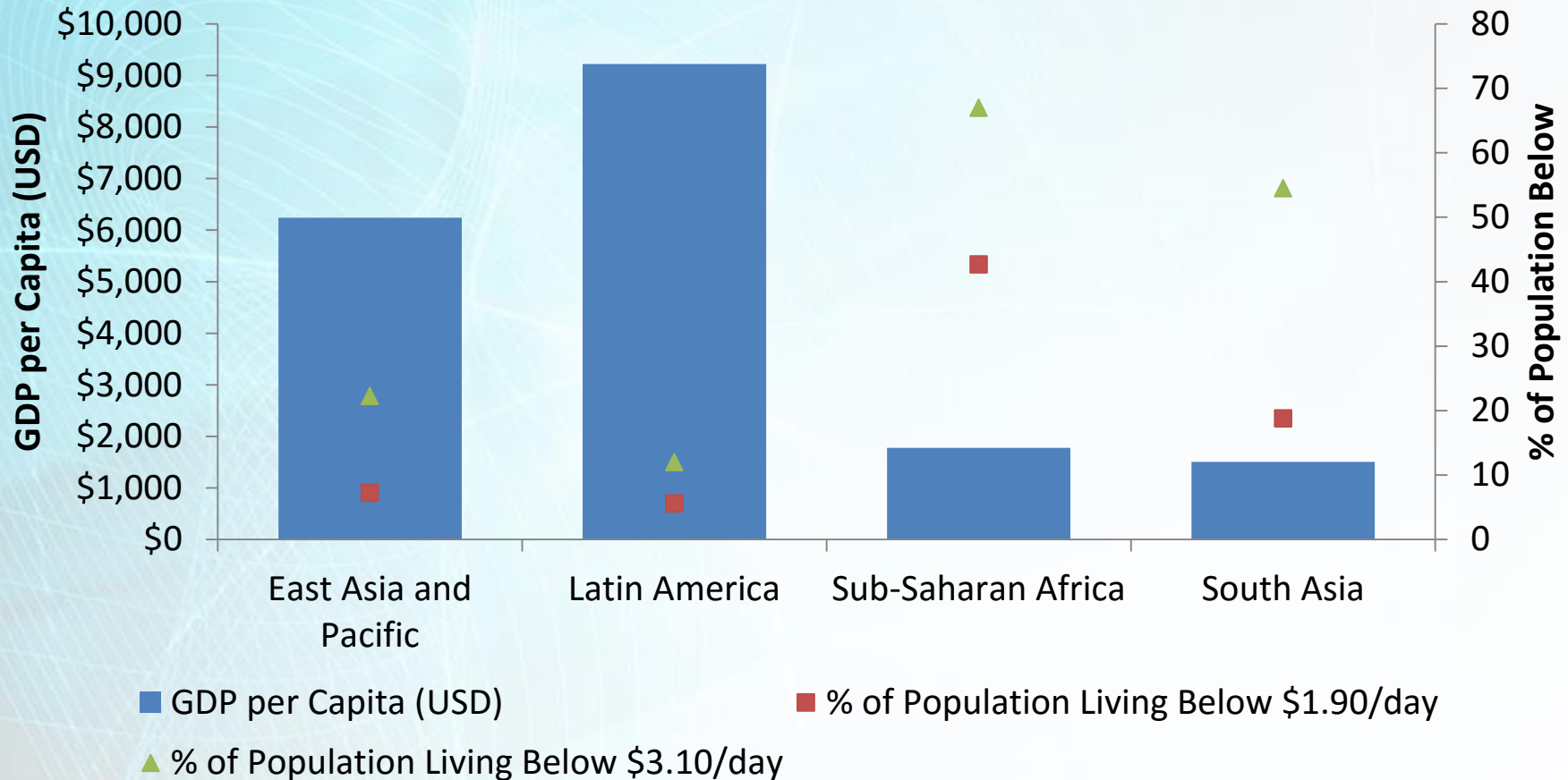
- Offers simple policies to low-income customers with small premiums and low sums assured
- Alternatives to insurance for this population:
  - Family/friend loans or gifts
  - Savings
  - Selling assets
- Target demographic:
  - Income \$1.25-\$4.00 / day



# Heterogeneous by Region



## Poverty Levels in Different Regions

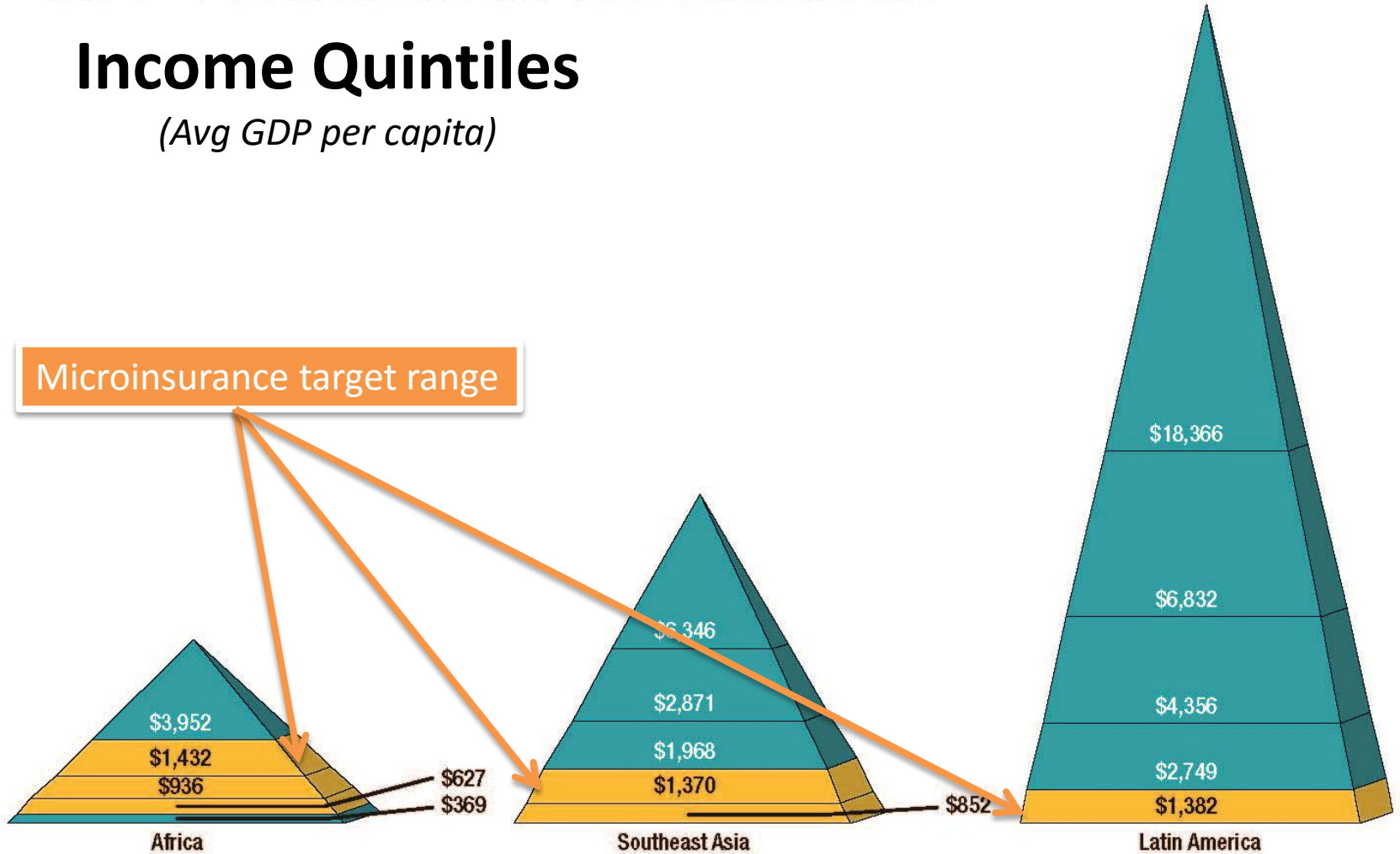


# Targeted Groups in Micro

## Income Quintiles

(Avg GDP per capita)

Microinsurance target range



Sources: World Bank, International Monetary Fund, A.M. Best Co.

# Heterogeneous Possibilities



Country	GDP Per Capita	Population (Millions)	Quintile				
			Lowest	Second	Third	Fourth	Highest
Bangladesh	\$690	167	\$323	\$435	\$556	\$728	\$1,406
Kenya	882	41	214	383	582	886	2,347
Pakistan	1,164	175	524	722	918	1,204	2,452
Vietnam	1,362	89	499	743	1,026	1,447	3,093
India	1,527	1,207	617	861	1,141	1,556	3,462
Nigeria	1,541	160	395	745	1,131	1,688	3,746
Philippines	2,255	96	631	1,024	1,542	2,394	5,684
Egypt	2,922	79	1,309	1,847	2,345	3,052	6,057
Morocco	3,162	32	1,031	1,652	2,298	3,258	7,569
Indonesia	3,469	240	1,327	1,953	2,618	3,655	7,794
China	5,184	1,348	1,485	2,540	3,800	5,702	12,392
Thailand	5,281	64	1,632	2,570	3,713	5,474	13,019
Peru	5,614	30	1,095	2,355	3,828	6,040	14,749
Colombia	6,980	46	880	2,080	3,728	6,541	21,675
South Africa	8,342	51	1,022	1,693	2,953	5,923	30,120
Venezuela	10,409	30	2,560	5,017	7,634	11,344	25,483
Brazil	12,917	195	2,157	4,631	7,712	12,588	37,498

Sources: World Bank, International Monetary Fund, A.M. Best Co.

Shaded areas indicate "target" demographic for microinsurance products.