



# EFU Life Corporate Profile



# Our History

Largest Insurance Group having a rich history of over 85 years of providing financial planning solutions to Individuals and Corporates. The EFU Group provides insurance coverage for all aspects of one's Life, General and Health insurance.

- ◆ 1932: Company was formed as Eastern Federal Union Insurance Company Limited
- ◆ 1962: Became Largest Insurance Company in Afro-Asian Region
- ◆ 1972: Nationalized as part of Government nationalization process
- ◆ 1992: EFU Life started operations as first private Life Insurance Company in Pakistan
- ◆ 2017: 25 years of successful company operations as the leading Life Insurer of Pakistan
- ◆ 2020: EFU Life launches its new corporate Identity



# About EFU Life

EFU Life Assurance is Pakistan's leading life insurance company providing coverage to over 4 million lives.

## Financial Strength

- Strongest financial base in the private sector
- One of the leading Asset Managers in Pakistan
- Highest paid up capital of Rs. 1 Billion
- "Insurer Financial Strength" Rating of AA+ (Outlook Stable) by VIS Credit Rating Agency

## History of First

- Launched the First Window Family Takaful Operations under the brand name 'Hemayah'
- Launched the First Mobile app – EFU Life PlanIT
- First life insurance company in Pakistan to be ISO certified. Currently, the Company is ISO 9001:2015 certified
- Launched Pakistan's First Insurance Chatbot on Facebook
- First IBM Robotic Process Automation (RPA) enabled insurance company in Pakistan

## Customers Comes First

- State of the art customer services
- Prompt claim settlement
- Diversified Portfolio offering Best Value Products

# Key Financial Highlights 2020



## Shareholder Equity

- Rs. 6.2 Billion



## Funds Under Management

- Rs. 138 Billion



## Total Claims Paid

- Rs. 3.21 Billion



## Earning Per Share

- Rs. 17.84



## Gross Premium

- Rs. 32.5 Billion



## Profit After Tax

- Rs. 1.784 Billion



## Cash Dividend

- 150%

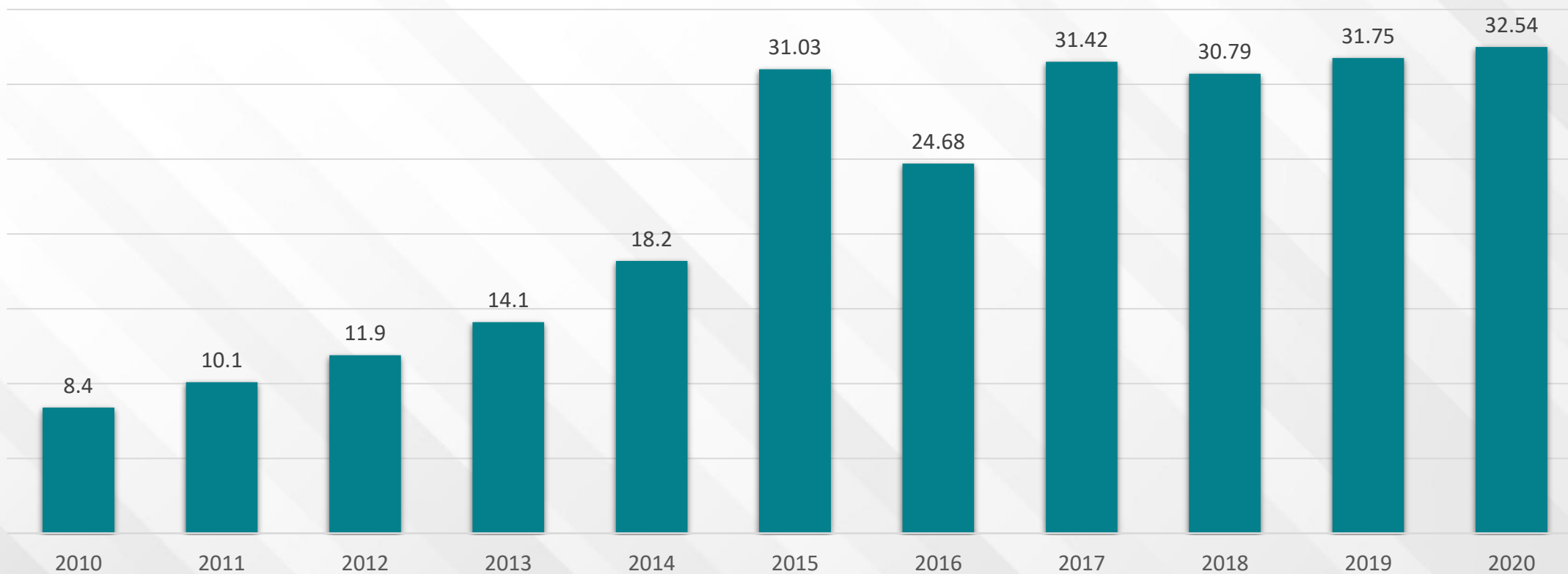


## Asset Base

- Rs. 154 Billion

# Business Growth of EFU Life

Gross Premium in Rupees (Billions)





# Financial Backing of the Leading Reinsurance Companies in the World

Munich RE 

*hannover* **re**®





# Products

## Financial planning solutions

Insurance Solutions that are customized to your affordability and your life needs.



SAVINGS



PROTECTION



EDUCATION



MARRIAGE



INVESTMENT



RETIREMENT

## Group Benefits Products

Life Insurance solutions catering to Corporate entities with vast range of products such as Credit Cover, Fee Continuation Plan, Savings Plan, Hospital Cash, Salary Continuation, Critical Illness Cover.

## EFU Hemayah Takaful – Aap ki Khushiyaan ka Saibaan!

Comprehensive range of Shariah Compliant Takaful Solutions supporting an individuals need for securing their family's financial future at every step of life.





# Distribution Footprint

EFU Life & EFU Hemayah Takaful is serving over 4 million lives through its extensive nationwide footprint across Pakistan.



## Sales Force (Individual Life & Hemayah Takaful)

- Over 350 Branches
- Over 8000 Financial Advisors
- Over 130 Cities



## Group Life

- Over 2000 Policies
- Over 1200 Clients
- Over 3.2 Million Lives insured



## Bancassurance & Mass Market Channels

Strategic partnerships with more than 30 institutions for Insurance and Takaful Solutions

- Banks (over 20 Banks, over 5000 Branches Nationwide)
- Telcos
- Branchless Banks
- Brokers
- Microfinance institutions



# Bank Partners



**The Bank of Punjab**



BankIslami



# Awards & Accolades

- 'Best Life Insurance Company' at Consumer Choice Award 2019 for the 11th Consecutive time, for excellence in management practice and services quality
- 'Certificate of Excellence' in the insurance sector by Management Association of Pakistan for the 10<sup>th</sup> consecutive time
- Brand of the year award in the category of 'Best Life Insurance Company' by the Federation of Pakistan Chambers of Commerce and Industry (FPCCI)
- Blue and Gold Dragon at Dragons of Asia for 'Best Campaign by Country' and the Golden Dragon award for 'Best use of Media' for Digital webseries 'Humrahi'
- 'MAA Globes Award' for 'Best use of Media' in APAC region for Digital webseries 'Humrahi'
- 'Gold award' at Effie Awards Pakistan for digital webseries 'Humrahi' in the category of 'branded content'
- 'Best Insurance Tech of the Year 2020' at Pakistan Digi Awards for BLISS
- 'Health & Safety Award' at 6<sup>th</sup> International Environment Health & Safety Award
- 'CSR Award 2020' in the category of Social Impact in recognition of the company's efforts in the areas of health, education and environment
- Ranked 2<sup>nd</sup> In the best corporate report (BCR) award 2019 in the insurance category
- 'Certificate of Merit' by South Asian Federation of Accountants (SAFA) for 'Best Presented Accounts 2019'