



PEPPA PIG MEETS LIFE

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INSURANCE

Protection Review | 14th July

BRAVE IN A WORLD OF RISK



PACIFIC LIFE RE

WE HAVE MADE PROGRESS...



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£3.6bn

A record **£3.6bn*** was paid in protection claims in 2016. The equivalent of **£10m a day**

Families

The 7 Families initiative provided 7 families with income and a support network to demonstrate the benefits of having an IP policy

97.2%

Overall, **97.2%*** of protection claims are paid.

Better transparency between insurers and consumers

**underwrite
me**

9 insurers have announced they will be on the UnderwriteMe comparison service.

Electronic underwriting – now **~70-80%** of applications accepted at point of sale

Distribution

Developing distribution methods outside of the intermediary market e.g. online banking, post office, etc.

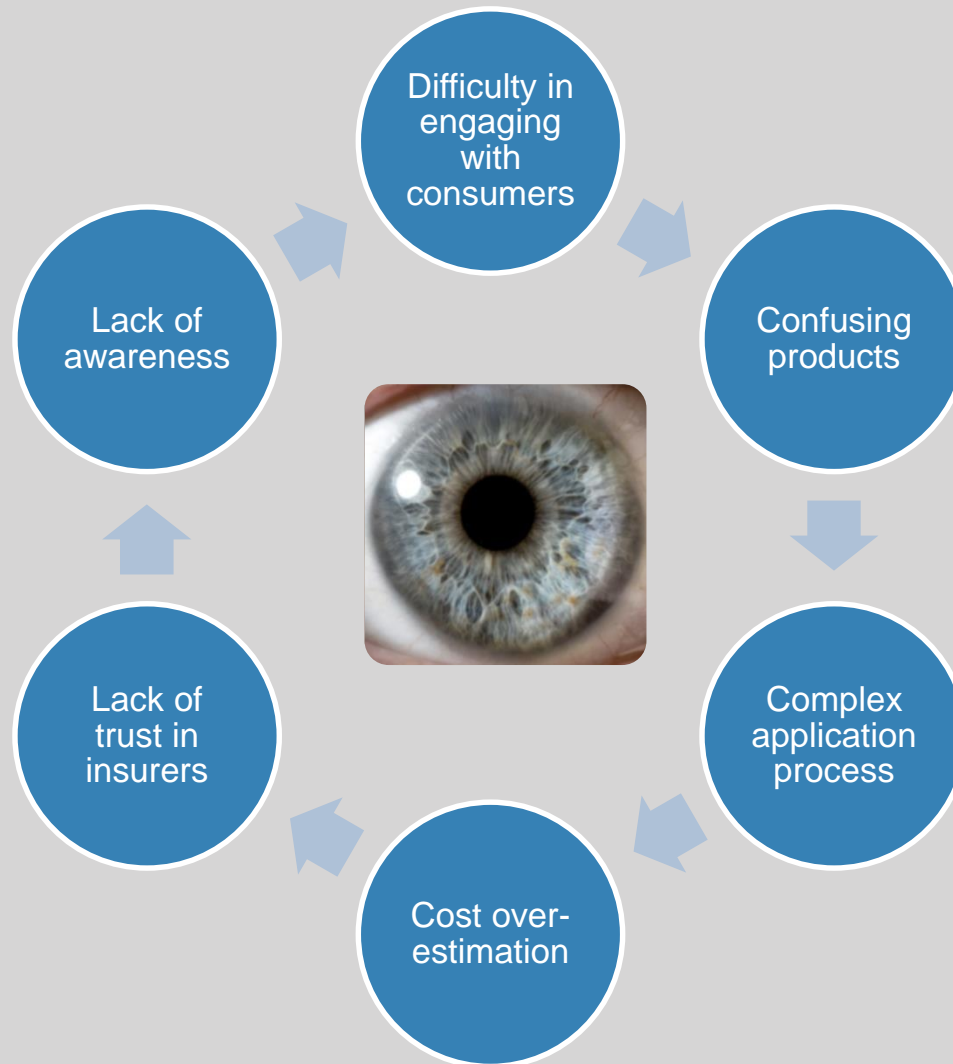
*Source: ABI

BUT THERE ARE STILL SOME CHALLENGES...



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Look at them with a fresh pair of eyes



PEPPA PIG

Meet the family



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Peppa PigTM



They could come and live with us or
go and stay with Suzy Sheep

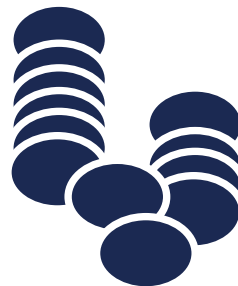


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I don't know. You go to work to earn coins to buy me toys...





Mummy would find someone else
who would!



Yes, but I would need to keep the map so I could find the treasure if you weren't there



They could buy one from the garage
or the doctors when they go shopping





But bad things always happen – we had a fox and the Gruffalo in the garden yesterday!



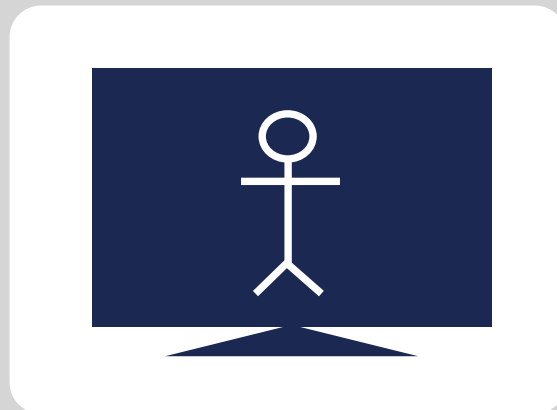
Yes and I want Schwartzy (our cat) to have a treasure chest in case I'm not here



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Ok, I'll stand in front of the TV and they can look into my mouth and ears and make sure I'm well



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How does a 3 year old understand life insurance?



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No I don't, but you do...



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How does a 3 year old understand life insurance?



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Ok, I will give up one Fruit Shoot a week to get coins to pay for Schwartzy's treasure chest



IN SUMMARY...

Pushing the industry's evolutionary wheel



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My three year old has just pushed the life insurance industry's evolutionary wheel a little harder:



Understands and responds to a different and more relatable type of language



Product simplicity (treasure chest concept)



New distribution channels (garages and doctors)



Ease of medical testing and application process – stand in front of your TV



A different view on affordability (give up one drink a week)

CHANNEL YOUR INNER 3 YEAR OLD



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