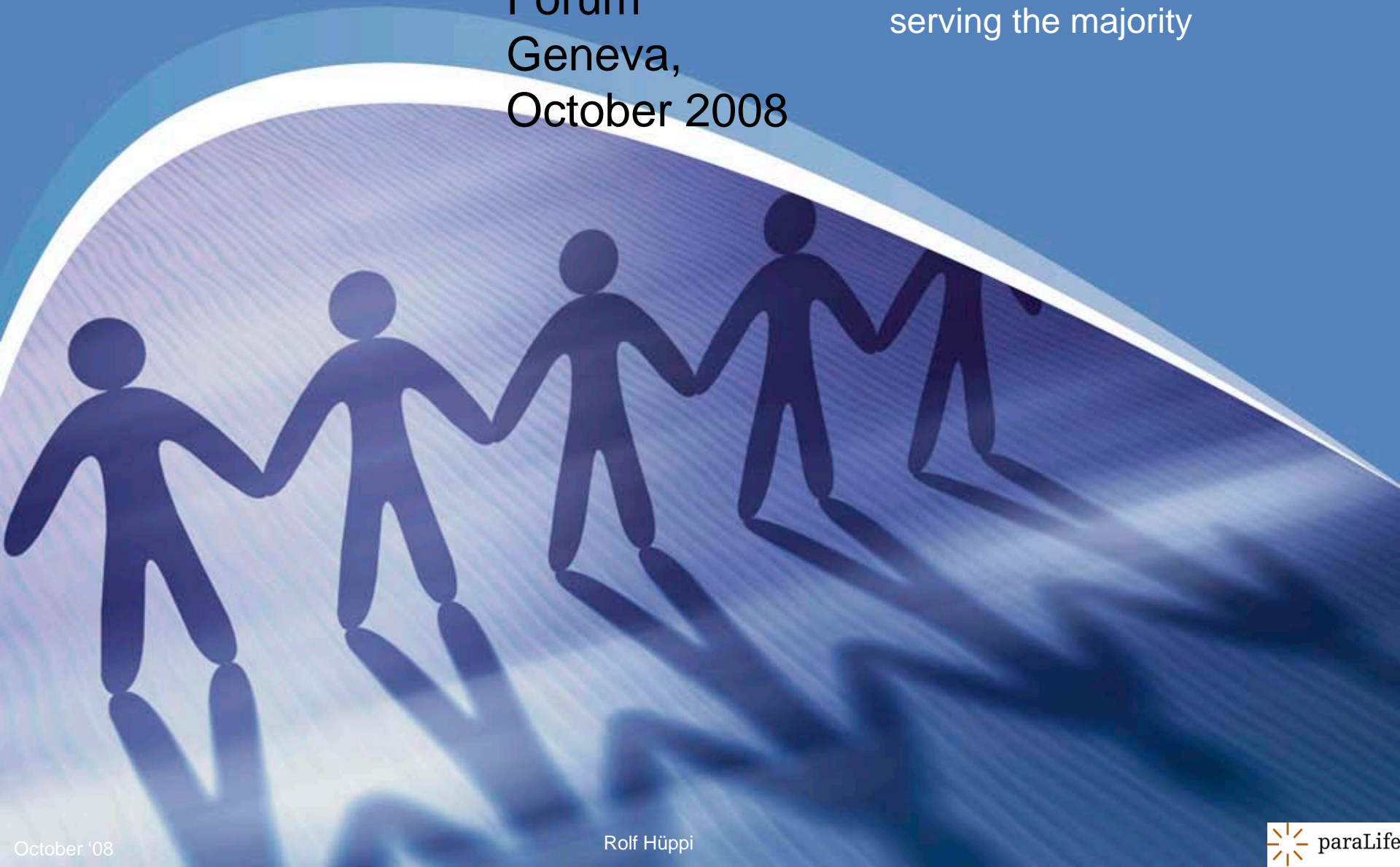


World
Microfinance
Forum
Geneva,
October 2008

paraLife
serving the majority



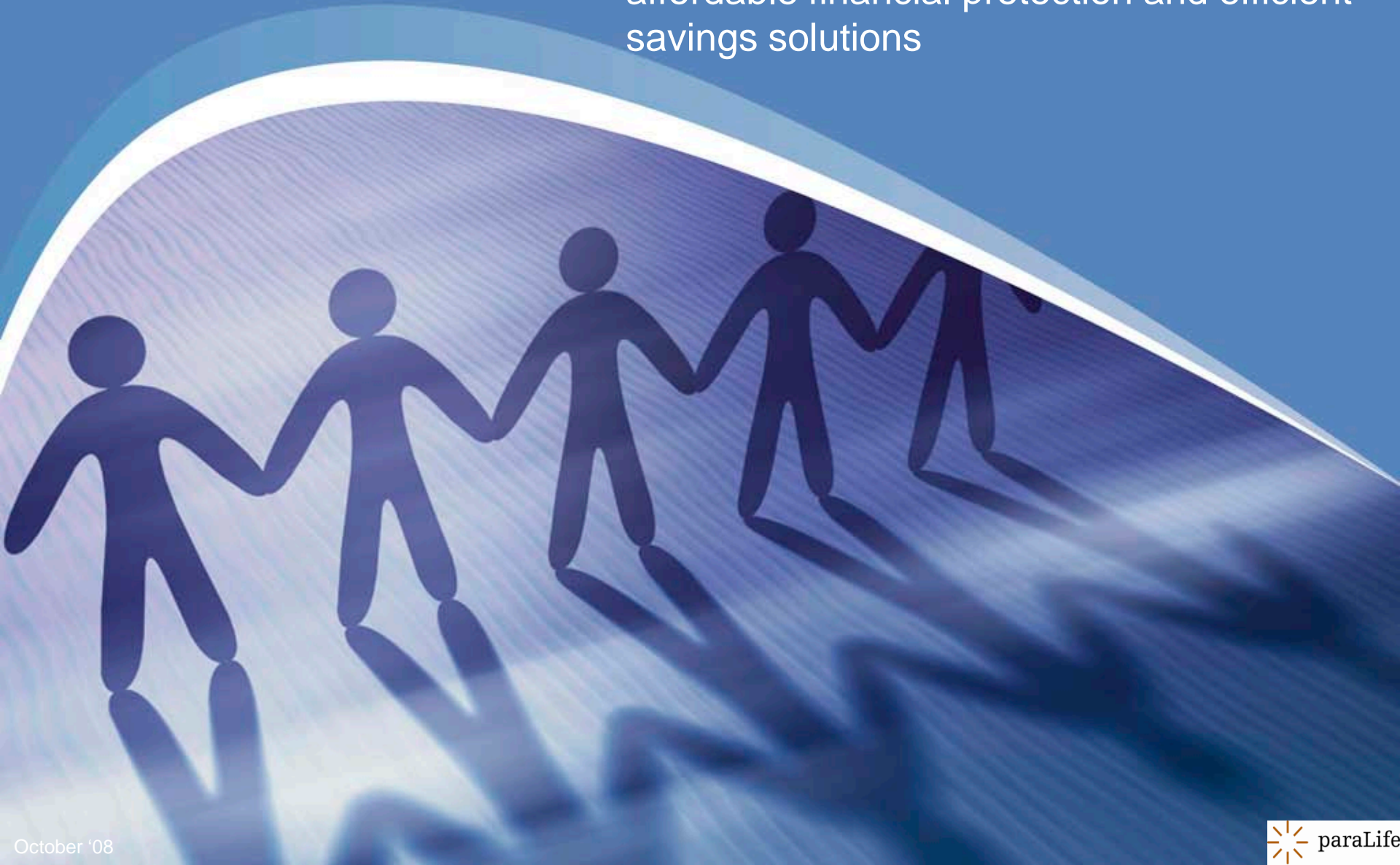


A personal interest in a new market

- Touching poverty in India during first foreign assignment
- Growing fascination with emerging market issues
- Belief in social value of market economics
- Applying 40 years of corporate experience to making a meaningful contribution to poverty reduction

Our Mission

To serve the lower income, the poor and underprivileged people, “the Majority”, with affordable financial protection and efficient savings solutions



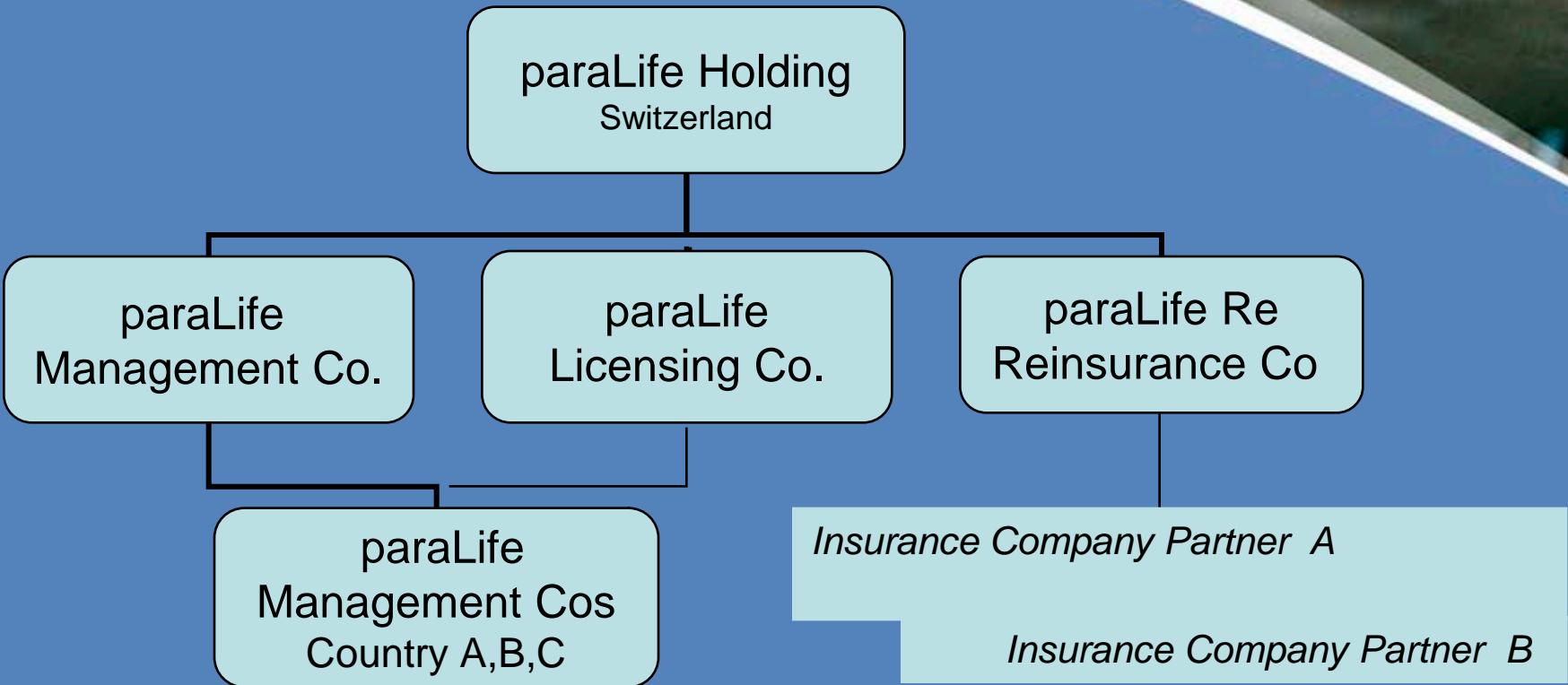
Insurance – an integral part of Micro Finance

- The „majority“ cares for the financial security of their families
- They are vulnerable and deserve high quality financial protection products
- To them, affordability and simplicity are key
- Insurance benefits - the only asset in case of need

paraLife – the enterprise model

- A management and service organization focused exclusively on micro insurance
 - Providing solutions in financial protection for the majority
 - Enhancing revenue for distribution partners
 - Serving as outsourcing opportunity for insurers
- Sharing risk as reinsurer

paraLife - an efficient organization





A roadmap in innovation and sustainable growth

- Creating
 - affordable life and health insurance solutions
 - efficient property and catastrophe protection
 - attractive savings opportunities
- Operations in Mexico and Colombia
- Expanding in Latin America
- Planning to move to Asia



Micro insurance – opportunity and challenges

- The market offers massive opportunities
 - in number of potential customers, and
 - because efficient / affordable risk protection is largely unavailable
- Some practical challenges
 - how to reach those that are not served and achieve scale?
 - how to communicate an abstract product to people who do not read?
 - how to price risk without relevant statistics?
 - how to administer a \$ 5 annual premium insurance policy?
 - collect premiums in installments?
 - settle claims fairly?
 - and make a profit?

It is not traditional insurance – look for focus and innovation

paraLife - solutions in partnerships

