

# *Apollo Life Assurance Limited*

## *Company Profile*

*Apollo Life...For a Better Life*

# *Apollo's Vision*

“To be a leading Life Assurance Company that will build wealth for our clients and all other stakeholders”



# *Apollo's Mission*

“To become the Life Assurance Company with the most responsive products and services in Kenya.

To be a multi-faceted financial institution, providing security, income support, financial & retirement planning for our clients”



# *Our Core Values*

- Relationship
- Integrity
- Leadership
- Innovation



# *Apollo's Profitability*

“Apollo rated as the Most Profitable Insurance Company In Kenya”

*(Source: Financial Post Business Weekly Newspaper dated 11th June-17th June 2007)*



# *Apollo's Claims Paying Ranking*

“Apollo nominated as the ‘Best Claims Paying Insurance Company’ ”

*(Source: Association of Insurance Brokers of Kenya 2009 awards)*



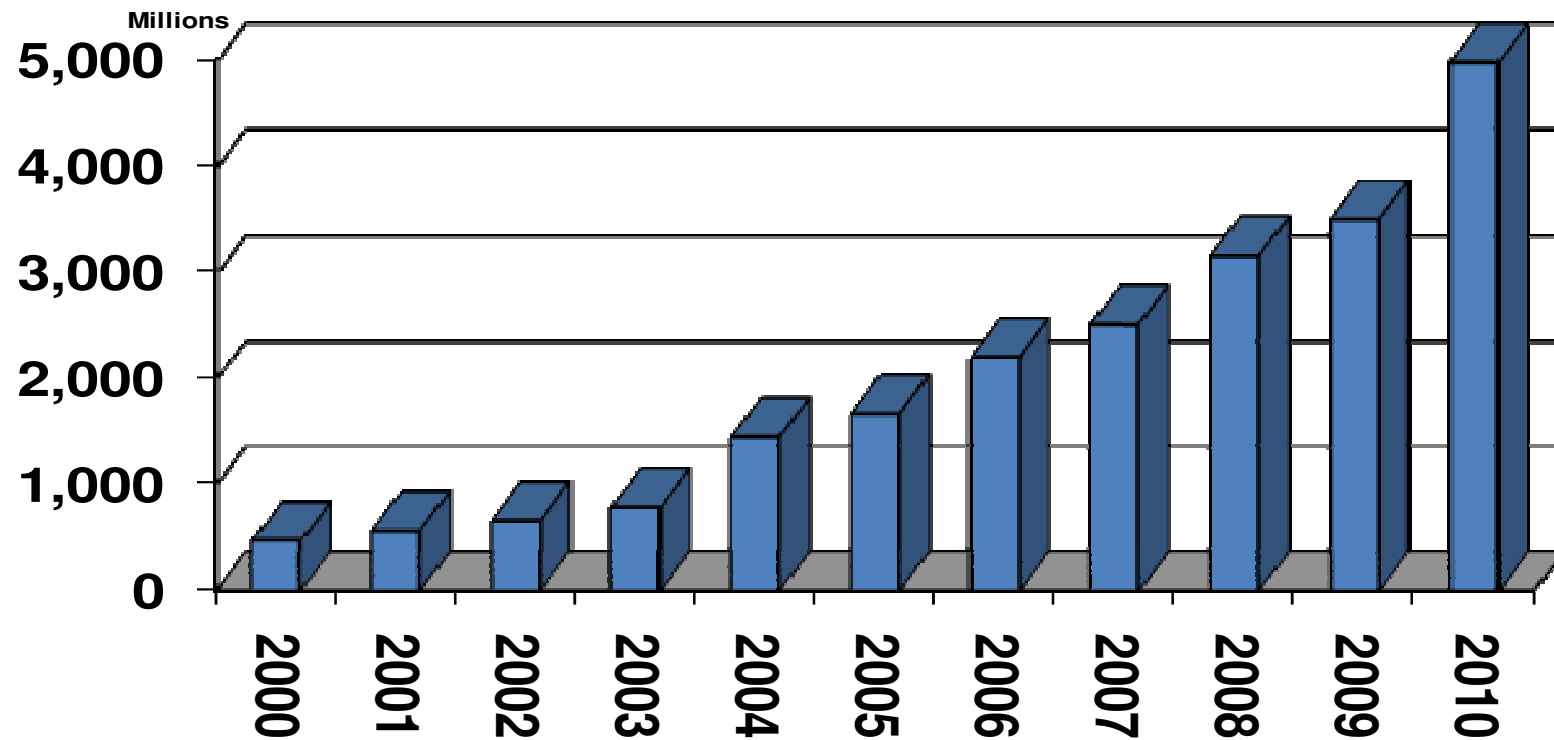
# *Apollo's Industry Ranking*

“Apollo ranked ‘3rd Overall Best Insurance Company in Kenya’”

*(Source: Insurance Industry Survey 2009-2010)*



# Group Gross Premium



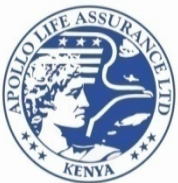
# *Spotlight*

Increase in Group **Gross Premiums**

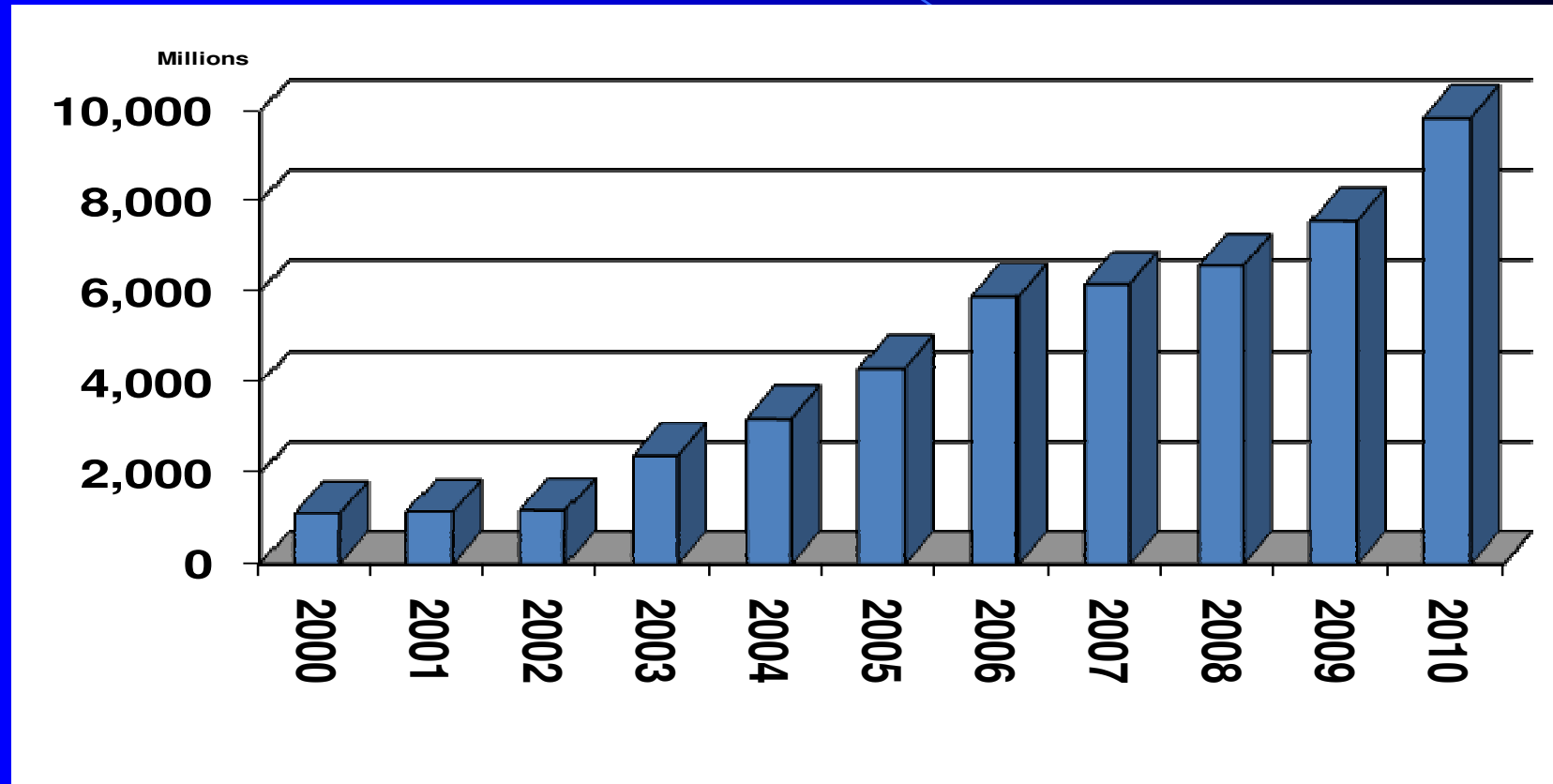
Year : 2000-2010

472 Million → 5 Billion

**958% Growth**



# Group Asset Base



# *Spotlight*

Growth in Group **Asset Base**

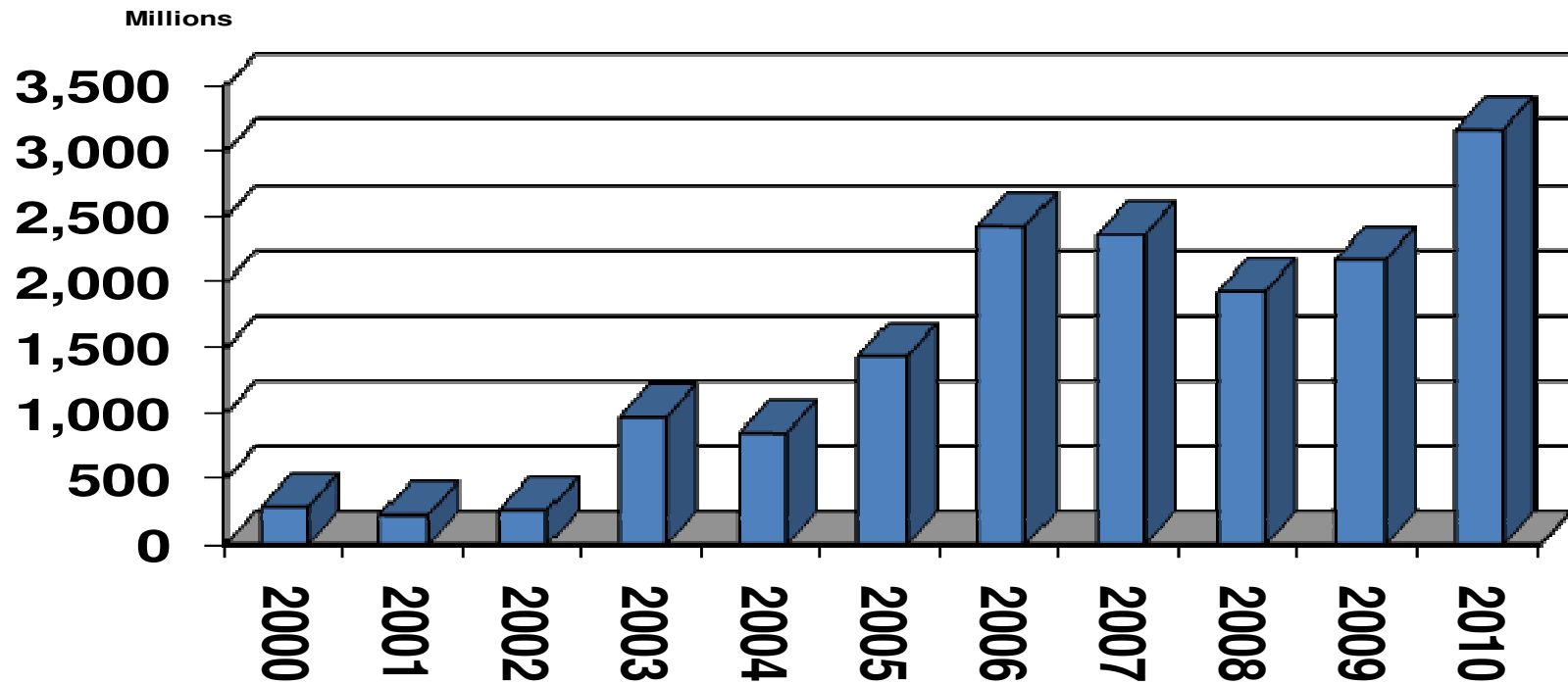
Year: 2000-2010

1.2 Billion → 9.9 Billion

**782% Growth**



# Group Shareholders Funds



# *Spotlight*

## Growth in Group Shareholders Funds

Year: 2000-2010

287 Million → 3.2 Billion

1005% Growth



# *Apollo's Investment Ranking*

“Apollo ranked **number two** for its investment management as per the Kenya Insurance Survey conducted by KPMG East Africa and the Insurance Institute of Kenya”

*Source: Kenya Insurance Survey - 2004*



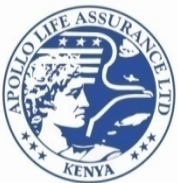
# Pension Fund Interest Rates

YEAR	APOLLO	INDUSTRY AVERAGE
2000	10.00%	8.96%
2001	10.50%	9.05%
2002	10.00%	7.99%
2003	10.00%	8.42%
2004	8.00%	7.80%
2005	11.00%	8.56%
2006	12.50%	11.90%
2007	11.00%	9.50%
2008	4.00%	7.29%
2009	10.00%	8.20%
2010	11.00%	TBA
Average (2000 – 2010)	9.82%	7.97%

Note:

It is extremely important to note that our rates of return are on a net basis i.e. after all the charges.

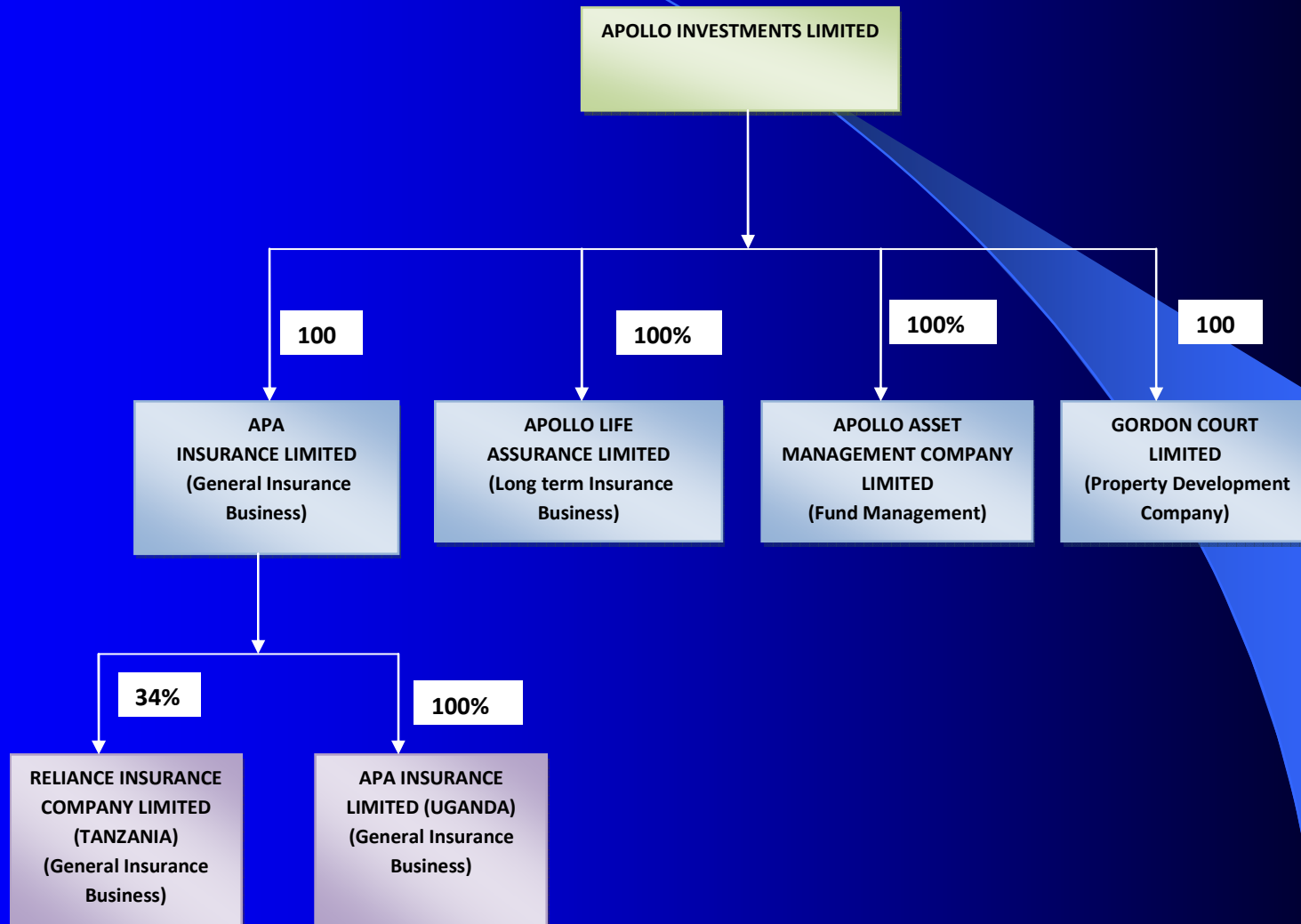
This is in comparison with the insurance industry rates of return, some of which are based on gross returns i.e. subjected to fees/charges.



# *Apollo's Growth*

- 2003 → Apollo's general insurance business merges with Pan Africa general insurance company to form APA Insurance – a specialist general and medical insurance provider in Kenya
- 2003 → Apollo Group acquires associate shareholding in Reliance Insurance (Tanzania) – a specialist general and medical insurance provider in Tanzania
- 2009 → Apollo Group establishes a subsidiary in Uganda , APA Insurance (Uganda) – a specialist general and medical insurance provider in Uganda
- 2009 → Apollo Group begins operations of Gordon Court – a specialist property development company of the group
- 2009 → Apollo Group begins operations of Apollo Asset Management – a specialist fund management company of the group
- 2009 → Apollo Group transfers its life insurance and pension business to its subsidiary, Apollo Life Assurance
- 2011 → Apollo Group buys back the ownership of Pan Africa Insurance in APA Insurance
- 2011 → Apollo Group brings in an additional shareholder, Leapfrog Investments
- Apollo Group has branches in Nairobi, Mombasa, Nakuru, Nyeri, Kisumu, Eldoret, Meru, Naivasha, Kisii, Thika and Embu

# Apollo's Structure



# *Apollo's Ownership*

The Apollo Group is owned by individuals and corporates with the latest addition being LEAPFROG INVESTMENTS, *the first microinsurance fund in the world and hailed as the Insurer to the Poor by Mr. Bill Clinton.*

Leapfrog is owned by globally renowned institutions such as:

- European Investment Bank
- International Finance Corporation
- German Development Bank
- Soros Economic Development Fund
- Proparco
- J P Morgan



# *Apollo's Credit Rating*

- Awarded “A-” credit rate by International Credit Rating by Global Credit Rating.

Rating accorded on:

- Apollo's financial strength and strategic position;
- Risk management systems;
- Transparent Claims Procedure and Rapid Claims settlement;
- Economical premiums;
- Customer Service Excellence by professional staff members.



# *Apollo's Re-Insurers*

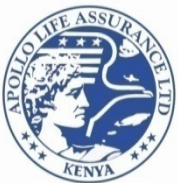
- Lloyds Syndicate
- Swiss Reinsurance Corporation
- China Reinsurance Company
- General Insurance Corporation
- Africa Reinsurance Corporation
- Kenya Reinsurance Corporation
- East Africa Reinsurance Company
- PTA Reinsurance Company



# *Apollo's Products*

## *EMPLOYEE BENEFITS*

- Group Life Assurance
- Group Last Expense Assurance
- Group Accident Disability Assurance
- Group Critical Illness Assurance
- Group Mortgage Assurance
- Group Credit Life Assurance
- Group Pension Plans
- Individual Pension Plans
- Pension Annuity Plans



# *Apollo's Products*

## *INDIVIDUAL LIFE ASSURANCE*

- Unit Linked Investment Plans
- Education Assurance Plans.
- Flexidowment Plans.
- Endowment Plans.
- Whole Life Assurance.
- Quinquennial Plans.
- Mortgage Protection Plans.
- Convertible Term Assurance.
- Term Assurance.
- Joint-Life Endowment.



# Some of our clients



# *Our Community Involvement*



# *Amini Poa Maji Maisha*

- A private sector partnership promoted by Apollo whose Corporate Social Responsibility is enhancing water security for all.
- Our Vision is that this initiative will increase accessibility to clean water and reduce the commuting distance and time spent by the woman and girl child to fetch the water.
- Our Aim is to mobilise and channel private sector organisations and individual resources towards availing clean water within reasonable commuting distance to the arid and semi arid parts of Kenya.



### *Runda Youth Sport Association (RYSA)*

Apollo has been in the forefront of supporting the RYSA team by providing them with Soccer uniforms, Soccer boots, KFF Super league registration fees and organizing and sponsoring football tournaments within the slum area.

### *Bursary Fund*

In the middle of last year Apollo launched a bursary fund for standard eight students from Huruma and Githogoro slums. They attend Cheleta Primary School.

### *Environmental Cleaning Exercise and Donations*

Apollo organises regular environmental cleaning up exercises in Huruma and Githogoro slums.



# Winner!



Presented by:

Think  
**Business**

Gold Sponsor:

**Safaricom**  
Business

Partners:

**infotrak**  
Research & Consulting

**PKF**

**BUSINESS DAILY**



## Certificate of Excellence

AWARDED TO Apollo Life Assurance Ltd

FOR BEING Winner

Best Insurance Company in Claims Settlement (Life Business)

CHIEF JUDGE

JUDGING PROCESS PARTNER

CHAIRMAN

# *Why Apollo?*

- BEST CLAIMS PAYER
- Profit making company
- Financially sound
- Professionally managed underwriters
- More efficient in service



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