

press release

For immediate release

Standard Chartered targets growing middle class with new insurance products

Nairobi Wednesday 17th June 2015...Standard Chartered Bank Kenya has commenced offering insurance services to its clients through a wholly owned subsidiary, Standard Chartered Insurance Agency Limited, SCIAL. The Agency has already entered into non exclusive distribution agreements with AIG Kenya Insurance and Pan Africa Life Assurance. The Agency will offer two products- short term Products mainly General Insurance and long term Products mainly Life Insurance which include Endowment Policies, Education Policies, Funeral Plans, Personal Accident Insurance, Term Life Covers, Group Life Insurance, Mortgage Protection Insurance.

Speaking during the launch of the insurance business, Standard Chartered Bank CEO Mr Lamin Manjang said the growing middle class economy and the projected steady economic growth will see insurance penetration in Kenya double in the next five years. "Insurance is classified as one of the top five spend items for affluent and emerging affluent Kenyans. Through our extensive branch network, we are going to offer full financial planning to our Clients based on the closely knit relationship we enjoy. Customer profiling will culminate into holistic financial planning and solutions across customer's life stages," he said.

Pan Africa's Group CEO Mr Mugo Kibati lauded the partnership saying it will enhance uptake of insurance products in the country. "Our economy is evidently on a growth path, now shooting for 6.9% with a GDP of USD 1,246 up from USD 999. It consequently means that the country has increased disposable income and therefore an inevitable need for education on and access to financial planning services, necessary for a balanced growth. The partnership we unveil today was largely advised by the apparent need to make insurance and indeed financial planning service accessible even to the remotest parts of this country. Bancassurance is one of the alternative distribution channels that must be embraced to boost the penetration of insurance which is still at a low of just above 3% in Kenya," said Mr Kibati.

Mr. Manjang said the foray into insurance business is part of the business reorganization process which the Bank started last year. "We have entered the insurance business in Kenya with a strong conviction to make a difference and add value to our clients. It has taken us close to six months of intricate system integration with our partners to ensure that we bring to the market products that will add value to our Clients aspirations," he said.

Mr Manjang lauded the Central Bank and Insurance Regulatory Authority for allowing Banks to provide insurance services saying the move would increase competition and innovation in the sector. "Our strategy is to provide integrated financial services tailored to the lifecycle of the customer. We are going to train more than 300 of our frontline staff and ensure they attain the requisite certification so that they provide exceptional service. This will ensure that at every customer touch point we shall talk about the value of insurance," said Mr. Manjang.

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About Pan Africa Insurance Holdings

Being the first insurance company to be quoted and having started its underwriting business in 1947, Pan Africa Insurance Holdings was founded in 1954. Pan Africa Insurance Holdings Limited was restructured in 2004 after the merger to form two wholly owned subsidiaries. These subsidiaries were Pan Africa Life Assurance Limited dealing with life business and PA Securities which owns a 100% stake in Mae Properties and a 25% stake in Runda Water. Pan Africa Insurance Holdings has recently completed the acquisition of a majority stake in Gateway Insurance, making it a composite insurance company. The group also owns Pan Africa Asset Management.

Standard Chartered Bank in Kenya

Standard Chartered Bank, Kenya, was established in 1911 with the first branch opened in Mombasa Treasury Square. Today, 104 years later, Standard Chartered Bank is one of the leading banks in Kenya, with an excellent franchise. It has a total of 38 branches spread across the country, 96 automated teller machines (ATMs) and 2,048 employees. Standard Chartered bank has local share holdings of 26%, comprising about 30,000 local shareholders. It has remained a public quoted company on the Nairobi Stock Exchange since 1989.

We are the oldest foreign bank in Kenya. Our capital, deposit base, and lending portfolio is reported in Kenya Shillings, and we offer a variety of local and foreign currency accounts, both deposit and loan, to our customers. Corporate and institutional business is handled mainly out of Nairobi, Mombasa and Kisumu. Further underpinning its importance, Standard Chartered Bank Kenya Limited is the regional Shared Service Centre hub supporting the Bank's technology operations in Uganda, Tanzania, Zambia and Botswana and South Africa on a real time basis.

Standard Chartered

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good. Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India. For more information please visit www.sc.com. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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