



26 ANNUAL ICMIF CONFERENCE/AMERICAS

Inclusive Insurance

November 2018



Una aseguradora cooperativa con sentido social





Who are we?

For more than **48 years**, La Equidad Seguros, **the only co-operative insurer in Colombia** has established itself as a leading organization in the insurance sector, offering a variety of protection products to individuals, their families, their assets and their companies in the General Insurance, Life Insurance and Occupational Risks fields. inclusive products designed to provide quality of life to all Colombians.

By means **of Fundequidad** we have developed our **social function** through 13 programs of the foundation, **the Sports Club Training Schools** and environmental commitment actions.





INCLUSIVE INSURANCES:
REINFORCING RESILIENCE
IN VULNERABLE COMMUNITIES



Improved access and the use of insurance helps reduce poverty, **increase socio-economic development** and support public policy objectives such as reducing poverty, improving the health conditions of the population or facing the effects of climate change.

Source: Fasesolda

COLOMBIA HAS 12,5% MICROINSURANCE COVERAGE

In 2017, **US\$480 million** circulated in the microinsurance sector as premiums in all the region that were a solution for people who are unable to access a traditional insurance system. Microcredits were created with the aim of protecting low-income people, by creating a specialized payment program adjusted to the needs. **According to the most recent study delivered by Microinsurance Network in Colombia, the target market is 22.6 million people** living with US \$ 1.90 and US \$ 4 per day, but the country **only reaches a coverage that is between 10% and 12, 5%.**



Regarding the coverage of this segment, Peru and Ecuador lead with more than 12.5% in the index; Mexico is in the third place, with an index between 10% and 12.5%; it shares the place with Colombia and Chile, Argentina is in the fourth place with an index between 7.5% and 10% followed by Brazil and Bolivia with coverage between 5% and 7.5%. Finally, Venezuela with coverage less than or equal to 5% according to the results of the study.

According to Juliana Lagos, research and development director of the Financial Superintendence
72% of microbusinesses do not have insurance coverage.

50%
of people
Do not have insurance.

27%
of the biggest barriers are n
insufficient funds.

24%
Lack of financial
education

33%
Auto-exclusion

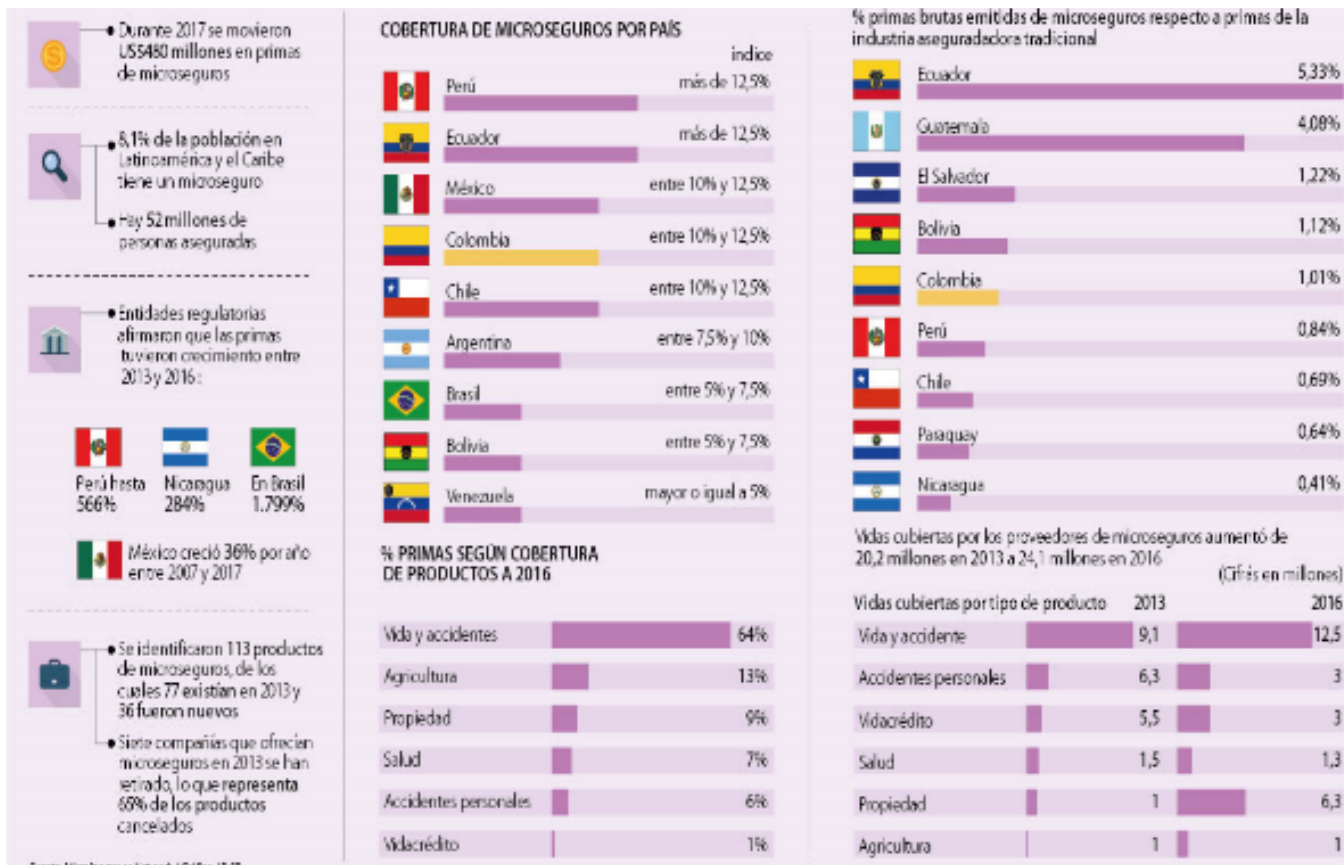
10%
Non adjusted product
costs.

Source: Diario la Republica

MICROINSURANCE LANDSCAPE

Financial institutions remain the most important channel for the distribution of microinsurance. Most of the people covered are contacted by financial institutions such as Banks, Savings and Credit Cooperatives and microinsurance institutions, followed by less traditional channels such as retailers, service companies and call centers. Only 1% of all products are distributed through agents and intermediaries

68% of the people who have a life insurance coverage are served by Banks and Savings and Credit Cooperatives

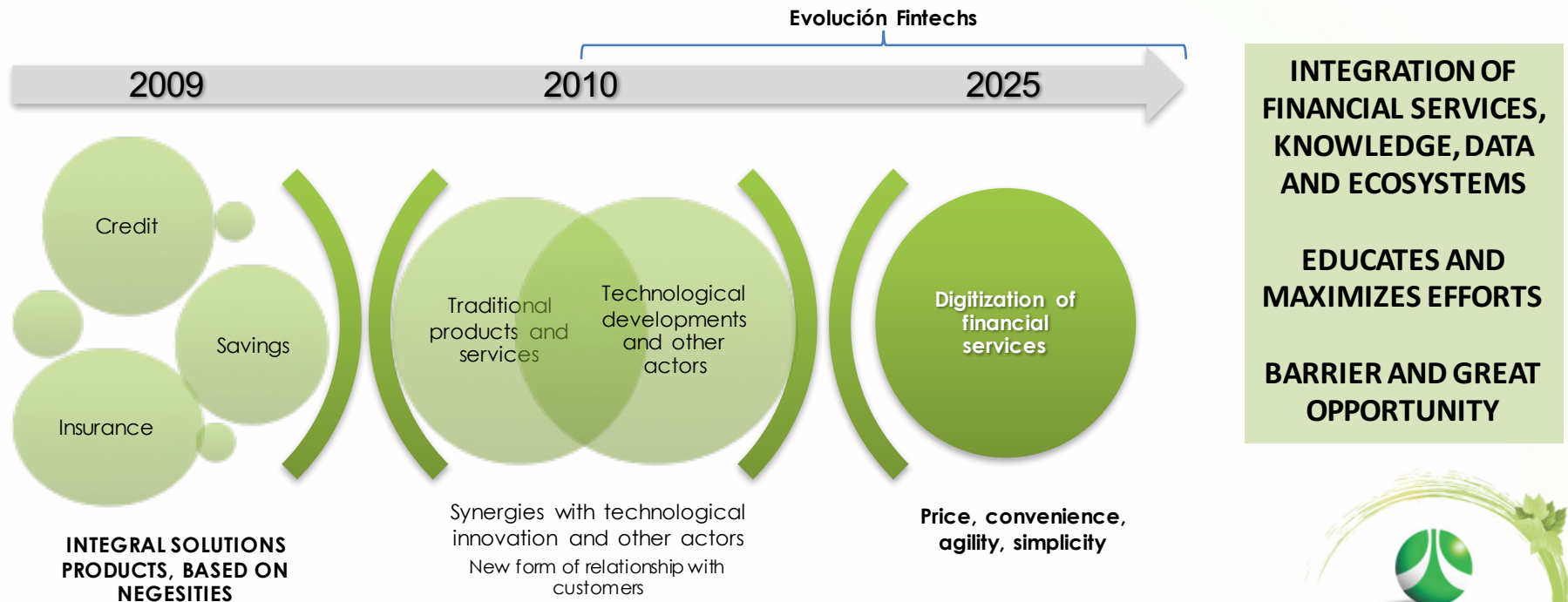


Insurance Market AT WORLD LEVEL

PERSPECTIVE

Insurance intermediaries **WILL NOT DISAPPEAR** TO redefine their traditional marketing scheme to **DIGITALIZATION OF SERVICES AND CONSULTING.**

Integrating **TECHNOLOGY** to their business model considering new consumption patterns (**CRM - BIG DATA RELATIONSHIP AND KNOWLEDGE OF CLIENT** to detect needs and design solutions to segments) and consumer empowerment (**WHEN AND HOW THEY WANT, SECURE SIMPLE PRODUCTS AND AGILES internet of things, app contact centers**). Translated with www.DeepL.com/Translator



SOLIDARITYSECTOR



In Colombia the Solidarity Sector is currently has

181 cooperatives dedicated to savings and credit, under the supervision of the Superintendence of Solidarity Economy, last year closed with a portfolio balance of **\$ 11.2 billion**, growing by **7,88%**.

THE POWER OF INTEGRATION NETWORKS

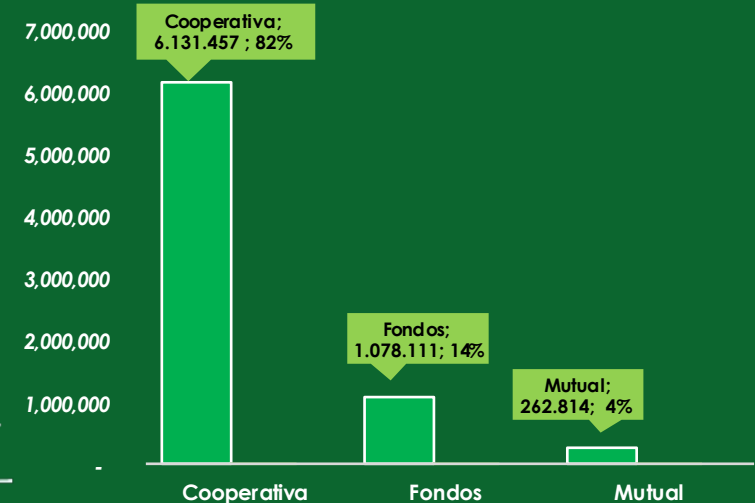
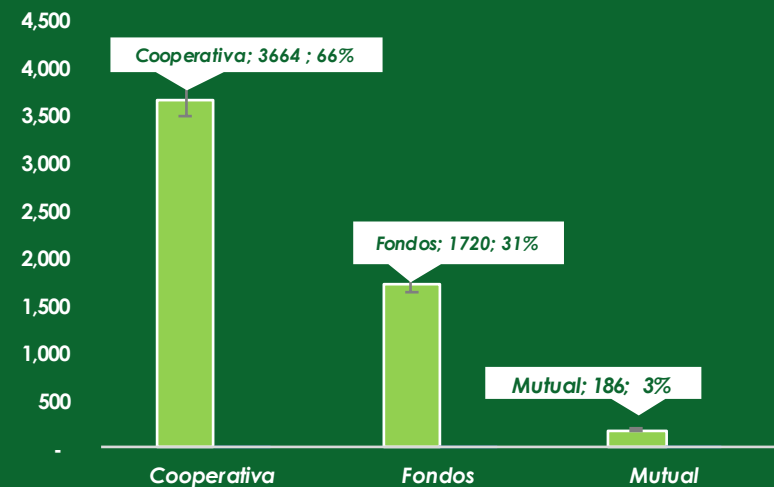
Red Coopcentral, Fechlin and Analfe have a potential market **of 3.6 million** associates, which will be **our target market** in order **to design financial inclusion strategies and products based on the specific needs of this niche.**

SOLIDARITY SECTOR

Confecoop

Confederación de Cooperativas
de Colombia

A leading cooperative integration institution; it unifies the representation of the Colombian solidary sector in the national and international field, it promotes the integration between cooperatives and their sustainability.



SOLIDARITY SECTOR

Red Cooperativa Coopcentral is a conglomerate of entities from the solidarity sector, led by the **Banco Cooperativo CoopCentral** that integrates technological platforms and communications, for the provision of transactional and financial services to members, customers and the general public through a single payment system.

It currently links **103 Solidarity organizations** and has more than **385 offices connected** online, serving more than 161,000 users and / or cardholders and with **a scope of 1.5 million associates nationwide**.



SOLIDARITY SECTOR



Organization that represents **Employee Funds**, to face the *challenges of a changing world*

This group currently gathers **590 Funds** with approximately **800.000 associates** at the national level.

SOLIDARITY SECTOR



SPECIALIZED FEDERATION OF SAVINGS, CREDIT AND FINANCIAL COOPERATIVES OF COLOMBIA

Its main objective is the representation of the Savings and Credit & Financial Cooperatives as a specialized union, in matters of regulation, which affect the free competition of this sector and the rights of equality, compared to the traditional financial operators, Fecolfin has 56 entities linked and 1.9 million associates.

INTEGRACIÓN

1. SERVICIOS FINANCIEROS

2. REDES DE DISTRIBUCIÓN

ERA DIGITAL

1. Educamos a la base social,
2. Diseño de Soluciones Integrales, conocemos al asociado (datos-crm) que dan experiencia de protección, facilidad.
3. Reducción de riesgo de línea de pobreza.
4. Maximiza la sostenibilidad,
5. Cooperación entre cooperativas
6. Es la HORA DE ACTUAR

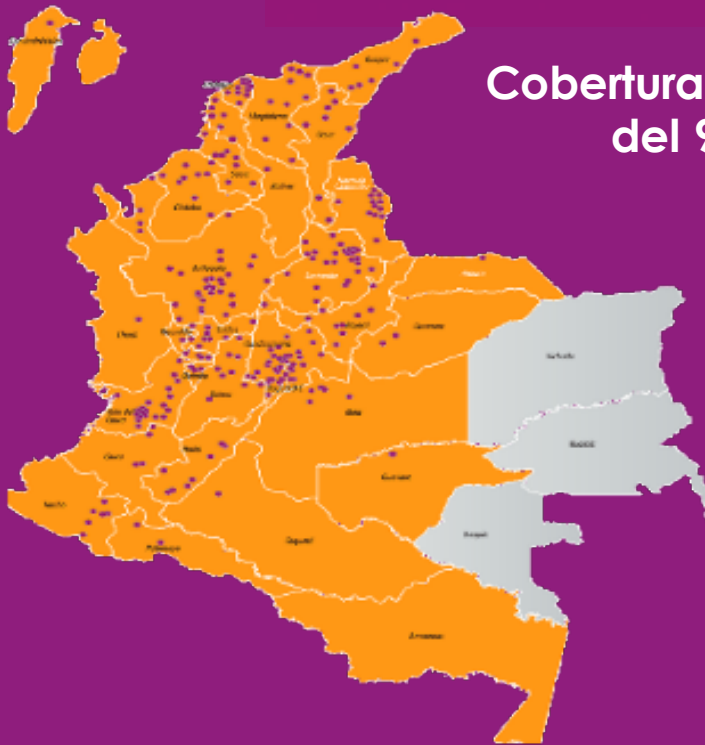


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CASE STUDY



**Cobertura nacional
del 91%**



It supports the businesses of more than 280,000 clients in the 249 offices in 29 of the 32 departments of the country.

Fundación de la mujer is a leading microfinance institution, committed to improving the quality of life and the progress of its clients' businesses. For 31 years, it has been dedicated to supporting small business entrepreneurs by providing microfinance solutions that allow them to acquire raw materials, stock or expand their business and buy machinery or equipment.

Financial Education Programs

- Business partner training
- Prevention of over-indebtedness
- Inclusion of ITC (Information Technology and Communication)
- Training in insurances and risks

FIGURES

Voluntary Life	
Currently insured	1.596.623
Premiums issued 2018	COP\$ 10.077.275.068-USD\$ 3.151.117
Compensations paid	COP\$ 6.007.077.200-USD\$ 1.878.386

**CREDIT FOR
ENTREPRENEURSHIP** +

Basic Damage Business	
Small businesses currently insured	111.133
Premiums issued 2018	COP\$ 1.207.213.285- USD\$ 377.490
Compensations paid	COP\$ 753.903.906- USD\$ 235.742

INTEGRAL CREDIT - BEYOND DEBT





equidad
seguros

GRACIAS



SI YO CAMBIO
CAMBIA EL MUNDO

La Equidad Seguros O.C.
comprometida con el medio ambiente.