



THE WEEKLY LIFE CYCLES

June 8 - 14, 2020

InLife conducts first online media briefing

COPING WITH THE X'S & Y'S - THE FUTURE OF LIFE INSURANCE

A MEDIA BRIEFING WITH THE
EXECUTIVE CHAIRMAN & CHIEF DISTRIBUTION OFFICER



NINA D. AGUAS | RAOUL E. LITTAUA

As part of the Company's public relation initiatives, InLife Executive Chairman Nina D. Aguas and Chief Distribution Officer Raoul E. Littaua conducted an online media briefing entitled "Coping with the X's and Y's - The Future of Life Insurance."

The briefing was attended by reporters from *Business World*, *Business Mirror*, *Daily Tribune*, *Malaya Business Insight*, *Manila Bulletin*, *Manila Times*, *Philippine Daily Inquirer*, *Philippine Star*, *Philippine News Agency*, *ANC*, *Mergermarket*, *Reuters*, and *Big Sound FM Radio - Baguio*.

During the media briefing conducted via Zoom, Ms. Aguas explained that InLife continues to monitor the market given the adverse impact of the public health crisis across industries and on the overall economy.

"We're looking at the various scenarios that could hit the life insurance industry as well as the health industry. I hope to at least recover some of what we think would have been lost this year," Ms. Aguas said.

She noted InLife's two-fold goals to aggressively accelerate the digital platforms; and to extend support to the communities affected by COVID-19 virus and the quarantine.

"We want to be remembered by our country, by our communities, as someone who cared and not really worry too much about whether we will be profitable this year or not. Because we are invested in the country for life. We've been here for 110 years, and we will continue to do so," Ms. Aguas said.



INLIFE GIVING AWAY FREE 45-DAY COVID-19 COVERAGE TO ESSENTIAL WORKERS

By Ben O. de Vera
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InLife Life Insurance Co. Ltd. (InLife) will launch this month a protection plan covering the new coronavirus disease (COVID-19) and give away free 45-day coverage to 10,000 essential workers.

At present, all of InLife's life insurance products covered hospitalization of COVID-19 cases. Raoul Littaua, the insurer's senior executive vice president and chief distribution officer, told a press briefing via Zoom on Wednesday.

Amid the COVID-19 pandemic, InLife executive chair Nina Aguas said "we're seeing more policyholders asking for risk protection, more than VULs (variable unit-linked) and investment."

"I think that [trend] will continue over the next few months,

and maybe until announcements are made along the lines of a vaccine," Littaua said.

"But as we get closer to announcements on a cure or a vaccine, I think the [people's preference] will shift again from protection to investment products because they see that the economy worldwide is going to recover," Littaua added.

Aguas said InLife recently launched its Prime Care product covering critical illnesses like cancer, diabetes and heart diseases, which would be enhanced to include COVID-19.

In a statement, InLife said Prime Care was a yearly renewable term insurance that paid a lump-sum amount and monthly cash allowance for 30 months if the insured was diagnosed with any of the covered critical illnesses.

In case of total and permanent disability, it gives an additional

lump-sum amount on top of the cash allowances. Should the insured pass away while receiving the monthly cash allowances, all unpaid cash allowances would be given to the beneficiaries, InLife added.

"Prime Care is unique compared to the usual term life plans in the market because of its practicality," InLife president and chief executive Moua Lisa dela Cruz said.

As for the upcoming new product, Littaua said "the combination of Prime Care for all critical illnesses, not just COVID-19-related, plus that COVID-19 product will provide Filipinos with a good, sound basic protection plan."

In the meantime, in commemoration of its 110th year in the business, InLife is providing free 45-day insurance and hospitalization coverage to 10,000 individuals in industries or communities that continue to provide

essential goods and services during the quarantine period.

Called "Chain of Protection," the program will be bankrolled by the Insular Foundation and will be underwritten by InLife.

"Vaccines against COVID-19 have yet to be developed and yet, many of our essential workers continue to serve. We want to extend some form of insurance protection and hospital allowance while they continue to discharge their duties to the public during the quarantine period," said Aguas, who also chairs Insular Foundation.

Chain of Protection provides life insurance cover of P50,000, sound basic protection plan.

Interested parties may register online at <https://chainofprotection.insularlife.com.ph>.

"We may not be number 1 in the rankings, but for as long we're number 1 in the hearts of the Filipinos - we're okay with that," she added.

In the Insurance Commission's recently released 2019 ranking of life insurance companies, InLife was ranked tenth in terms of new business annual premium equivalent (NBAPE), and eighth in terms of premium income.

Mr. Littaua, for his part, said it is important for Filipinos to support the "buy local" campaign. He added that InLife's life insurance products cover COVID-19 cases.

He further noted the positive responses to the recently launched Prime Care that covers critical illnesses, cancer, diabetes and heart disease.

"There's a market for new protection product that we're coming out with. People ask about life insurance more on the protection side. That I think will continue in the next few months," Mr. Littaua said, adding that investment-linked products may catch up when the economy recovers.

"For us in distribution, all the readiness and preparedness that we need to have is the preparedness to seize opportunities as they arise. As an organization, we have remained to be ahead of the curve," Mr. Littaua said.

The media briefing was reported the following day in *Business World*, *Daily Tribune*, *Malaya Business Insight*, *Manila Times*, *Philippine Daily Inquirer*, *Philippine Star*, and *Philippine News Agency*.

BusinessWorld

www.bworldonline.com

Insular Life to invest P500M in digitization

INSULAR Life Assurance Co. Ltd. (InLife) has set aside some P500 million for its digitization efforts as it adapts to the changing environment and consumer behavior.

In an online press briefing on Tuesday, InLife Executive Chairman Nina D. Aguas said the life insurance company was set to make huge investments to boost its digital capability last year, but this might be increased further as the need to adapt has been more evident early this year.

"Last year, we were ready to invest and we've set aside certain amounts to make this investment but that number may change if we want to accelerate even further our digital capability. For now, it's in the ballpark of half a billion (P500 million) and we could do more," Ms. Aguas told reporters.

Ms. Aguas said InLife aims to be "equally aggressive" in technology and

digitization efforts as its partner bank

LifeBank of the Philippines, Inc. Ms. Aguas said the life insurer will also tap financial technology (fintech) firms, particularly those that can service InLife's healthcare products, for potential partnerships as it ramps up its digitization efforts.

In the first few months of the year up to now, she said InLife saw a "phenomenal rise" in customers buying prepaid life insurance and health coverages available through the online selling platform Lazada and the company's own electronic store.

"We are investing, we are doing it internally now with no partners, but that's not to say that we will not do so, because the opportunity is clearly there, particularly on the healthcare side. We do not mind looking at partners who could co-invest with us," she said.

However, in terms of looking for partners that could provide

digital services for its life insurance products, she said there will be some "limitations."

InLife had discussions with several potential fintech partners in the past only to find they are "culturally not aligned." She noted that InLife is trying to preserve its culture as a Filipino life insurance firm.

"We are very open particularly on the healthcare side looking at partnerships. Telemedicine for example, we have partners now in telemedicine, but we would like to expand that some more," she said.

In 2019, InLife recorded P12.67 billion in total premium income for both traditional and variable life insurance products to rank eighth in the sector.

The company, meanwhile, ranked 10th in terms of new business annual premiums equivalent (NBAPE) with P191 billion last year.

For this, Raoul Antonio E. Littaua, senior executive vice president and head of agency distribution group at InLife, said their goal is to maintain the levels of NBAPE they had in 2019 despite the adverse impact of the coronavirus crisis on the company and the whole economy.

"I think we have a better chance of maintaining the NBAPE so to speak, [however, in terms of variable universal life (VUL) products], that will be a bigger challenge because VUL policies, investment policies, with all the uncertainty, we don't see that coming in at least in the next few months. Maybe down the road, who knows. All of these things will change as soon as an announcement is made that there is a vaccine already or fewer [infections]," Mr. Littaua said.

InLife booked P2.94 billion in net income last year, ranking fifth among all life insurers in the country. — **B.M. Laforte**