

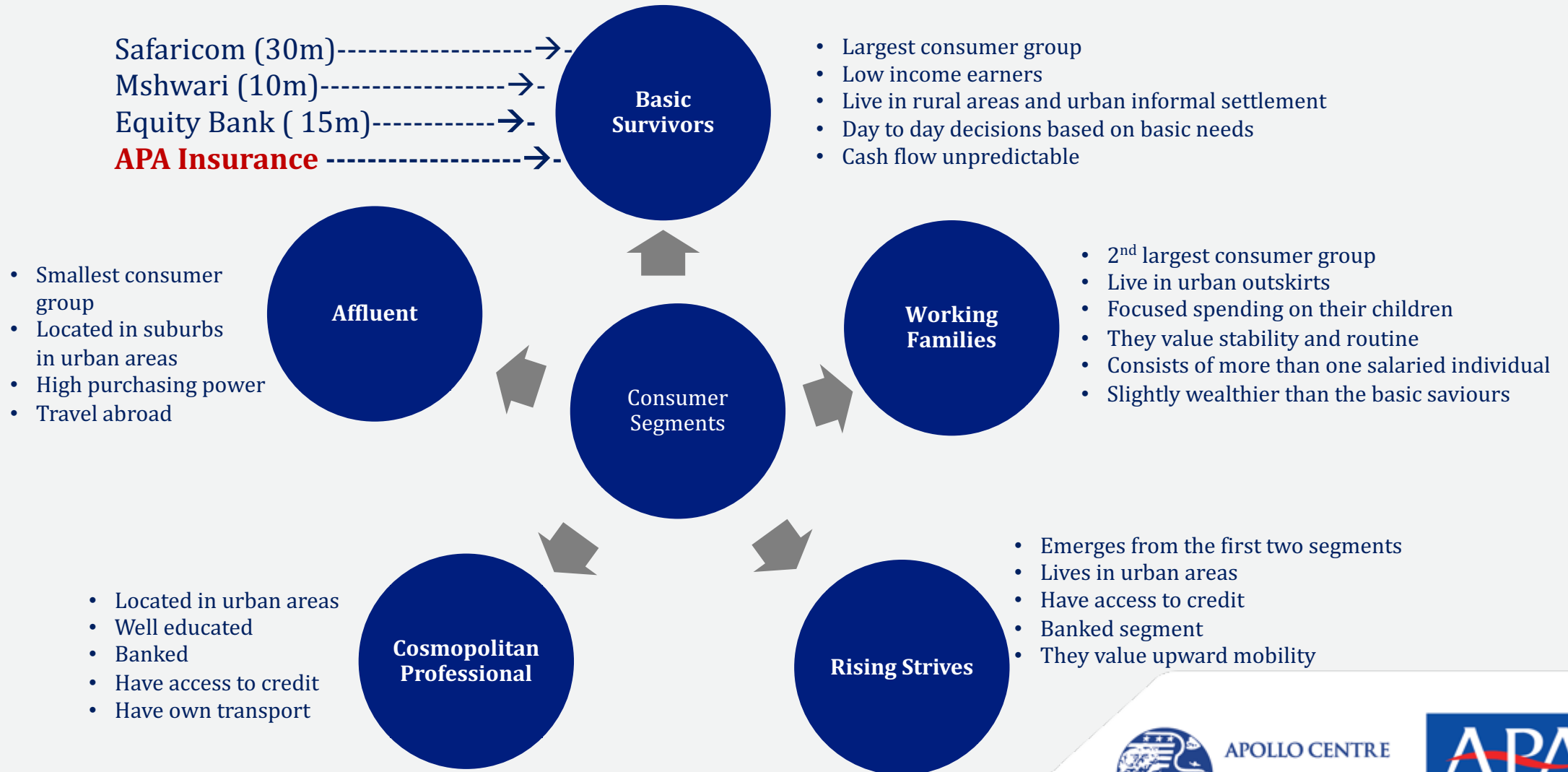
CEOs RETREAT:

A Business Case for Inclusive Insurance





Background 1: Consumer Segments in Kenya



Background 2: **Kenyan Economy**-Bite Sized Products Consumption



- Majority of Kenyan population belong to lower Economic Strength groups
- These economic groups have limited incomes and irregular income flows
- Therefore, these groups rely on small cash purchases described as **KADOGO ECONOMY of Kenya**
- Further research has found:
 - The average Kenyan shops 21 times a month, and in 41 per cent of these trips to the shops:
- 70 per cent of fast-moving consumer goods (FMCG) transactions occur at below Sh55
- **This highlights the importance of bite sized (KADOGO) products in Kenyan economy**



APOLLO CENTRE
APOLLO ASSET
MANAGEMENT



Background 3: Our Definition of Inclusive Insurance Consumer is Based on the following **Need Statement**

Customer Definition	Personas example
1, Have Irregular Income Flows	a) Small Scale Business Owners and Entrepreneurs (e.g. small scale farmers, salonist, minimarts, etc)
	b) MSMEs
	c) Part time entrepreneurs e.g. Students
	d) Employees on sales or performance contracts
2, Need simple and quick access to insurance	a) Students
	b) Small Scale Business Owners – mama mboga, shop keeper owners, saloons, etc
	c) Millennials
3. Consumer bite-sized products	a) Students
	b) Small Scale Business Owners
	c) Performance/Contract Based Employees or Employees working for MSMEs
4. Face Emerging Risks	a) Farmers are affected by Climate Change
	b) Millennials Activities e.g. Travel, Big Concerts etc.

Priority List

1. Farmers

2. MSMEs

3. Millennials

4. Informal Workers

5. Emerging Businesses

Individuals



Groups



MSME

Micro Small & Medium Enterprises



APOLLO CENTRE
APOLLO ASSET
MANAGEMENT



Background 4 : **Inclusive** Insurance Opportunity In Kenya

POTENTIAL MICROINSURANCE MARKET IN KENYA:

- **11 BILLION KSH.** Is potential premium
- **82%** of employment in **informal sector**
- **1.4 MILLION** micro & small enterprises
- **4 Million** Members of welfare societies

1.4M

lives have been beneficiaries of
different Inclusive Insurance
products



APA is realizing the Micro Insurance opportunity in
Kenya



APOLLO CENTRE
APOLLO ASSET
MANAGEMENT



Key to Successful **Inclusive Insurance** within company

