



2023

Pakistan

Life Insurance Industry Performance Analysis of Listed Companies Year End - 2023

- Based on preliminary results of Jubilee Life,
EFU Life & Adamjee Life

Date: March 19, 2024



Vision

Solution architects strengthening our partners to optimize performance

Mission

We help our clients be the best version of themselves by fostering partnerships, challenging norms and providing cutting edge solutions. We inspire our people to constantly evolve and chase excellence with integrity in a diverse, exciting and growth-oriented culture.

Core Values



Integrity

Chasing
Excellence

Fostering
Partnerships

Breeding
Excitement

Growth-
Centric



10th Middle East Insurance Industry Awards 2023

Newest Award on our shelf:
Strategic Partner to the Industry
BADRI Management Consultancy



Awards & Achievements

Award winning strategic partner to the insurance industry with our 150+ talented staff in UAE, KSA and Pakistan drive innovation and provide cutting edge solutions to our business partners across the globe. We strive to ensure that we provide the best quality solutions, turning our experience and industry knowledge into value for our clients.

Our Awards

- Strategic Partner to the Industry 2023, 2022, 2021 & 2020 by MIIA
- Best Actuarial/Risk Consultancy Firm of 2023, 2018 & 2016 by MENAIR
- Corporate Risk Manager of the Year 2023 by InsureTek





About **BADRI**

BADRI over the years has emerged to be a global consulting company that provides diverse sets of services to clients across Middle East and other regions.

Today, our **150+** talented staff spread across UAE, KSA & Pakistan drive innovation and provide cutting edge solutions to our business partners across the globe. We strive to ensure that we provide the best quality solutions, turning our experience and industry knowledge into value for our clients.

We specialize in all range of actuarial services and have also been able to integrate to provide services in other segments including Financial Services, Strategic HR consulting, Data Governance and Business Intelligence to our clients.

What We Can Do For You!

Actuarial Consultancy

- Appointed Actuary
- End of Services
- Actuarial Support for General & Life Insurance
- IFRS 17
- Pricing, Reserving & Capital Modelling
- Actuarial Support for Motor & Medical Insurance

Strategic Consultancy

- Financial Services
- Strategic HR Consultancy
- ERM
- Product Development
- Merger and Acquisition
- Compliance and Forensics
- Advisory & Risk Management

Technology Consultancy

- Digitalization
- Business Intelligence
- Data Governance
- Big Data & Analytics
- IFRS 17 Systems



ACE-17

ACE-17, our flagship IFRS 17 calculation engine, provides a seamless and cost-effective solution to generate the IFRS 17 financials and disclosures, saving your time and effort in your IFRS 17 reporting processes. Users can move through an intuitive, fully transparent, and flexible calculation process that is built to generate all the reporting requirements to deliver the IFRS 17 financial statements.



Financial Services

Our professional and dedicated team possess the expertise in financial services domain and offer wide range of services. Our core services are:

- IFRS Implementation
- Reconciliation Services
- MIS Reporting
- Backlog Accounting
- Loan Staff (Outsource)

Reconciliation Services

- Improve collections from insurance companies/ brokers and customers by reconciling the statement of account on regular basis.
- Accurate reporting of LRC and LIC balances. As currently most businesses struggled to isolate their receivables, payables, and commission from their net position.
- Reduce risk of error and compliance with regulation/ standard.

Loan Staff

- Availability of Qualified and competent staff immediately.
- No lengthy hiring process as no change in the headcount.
- Benefit from a consultant’s knowledge of the market.
- Cost containment.



Invest In Your Team

métier – a BADRI Group Company is a renowned boutique Executive search and HR solutions consulting firm that works with teams across the globe, to develop a tailored HR plan and resolve your business challenges.

We take a personalized approach in ensuring that the solutions provided to you are in line with your company strategy to help you achieve your business goals through sustainable HR practices.

Since our inception in 2014, we have been recognized as Executive search leaders across multiple industries in the MENA region. métier's seasoned professionals focus on your HR transformation, while you focus on your business.


Our Competitive Edge

- Improving Workplace Productivity
- Increasing Value Through People
- Inspiring Partnerships

Our Service Offerings

- Strategic HR Consulting
- Digital HR Solutions
- Talent Acquisition Services
- Training Solutions

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a  BADRI group company



Industry Snapshot

Net Premium 2023: PKR **103** billion **-1%** ▼
2022: PKR 104 billion

Profit After Tax 2023: PKR **5.3** billion **24%** ▲
2022: PKR 4.3 billion



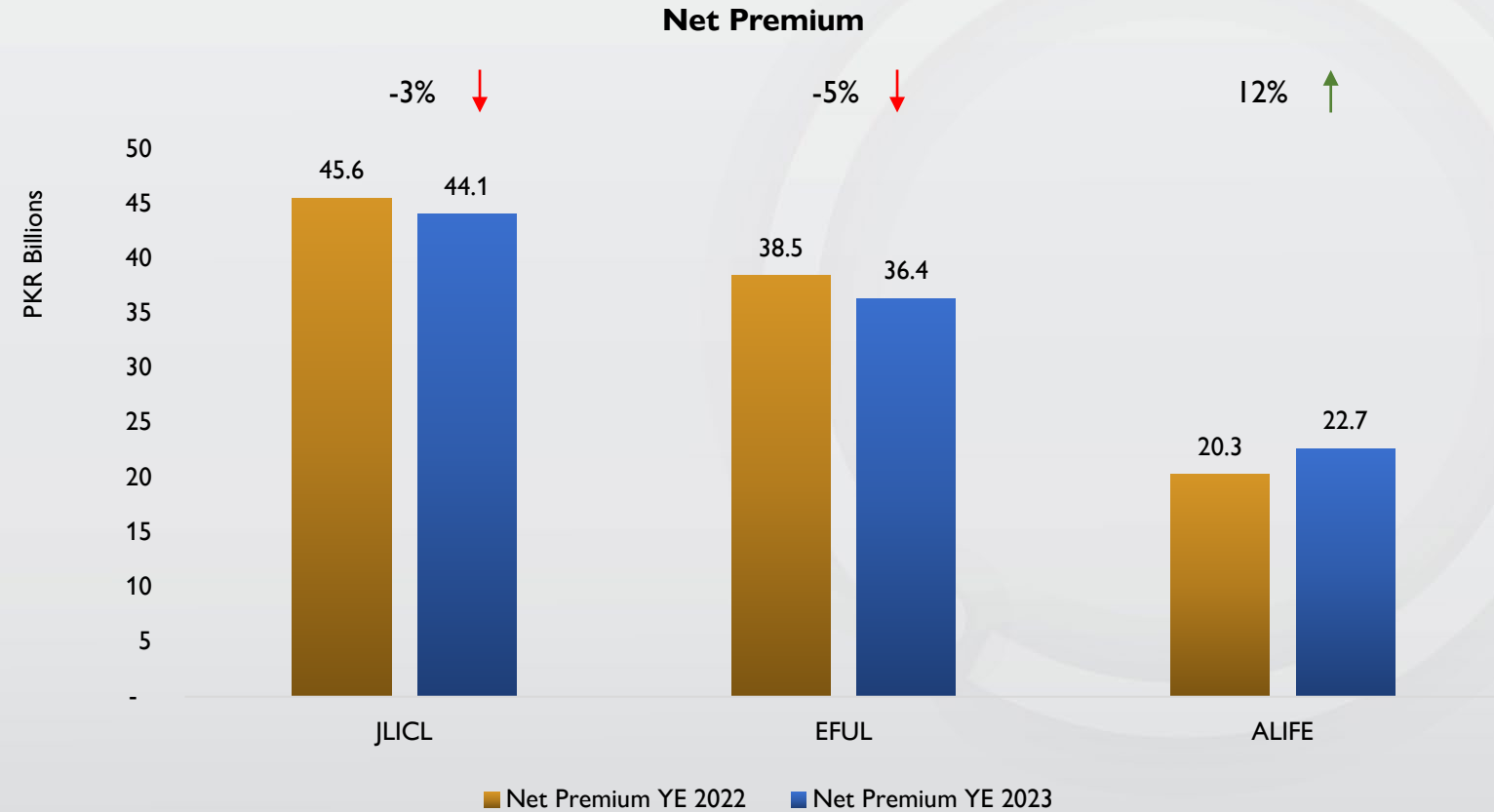
Comparative Net Premium Analysis



The total net premium for the top three companies dropped 1% from PKR 104 billion in 2022 to PKR 103 billion in 2023.

JLICL remains the leader with a net premium of PKR 44 billion, followed by EFUL at PKR 36 billion and ALIFE at PKR 23 billion.

JLICL's and EFUL premium experienced a decrease of 3% and 5% respectively, while ALIFE saw growth 12%, compared to the same period last year.

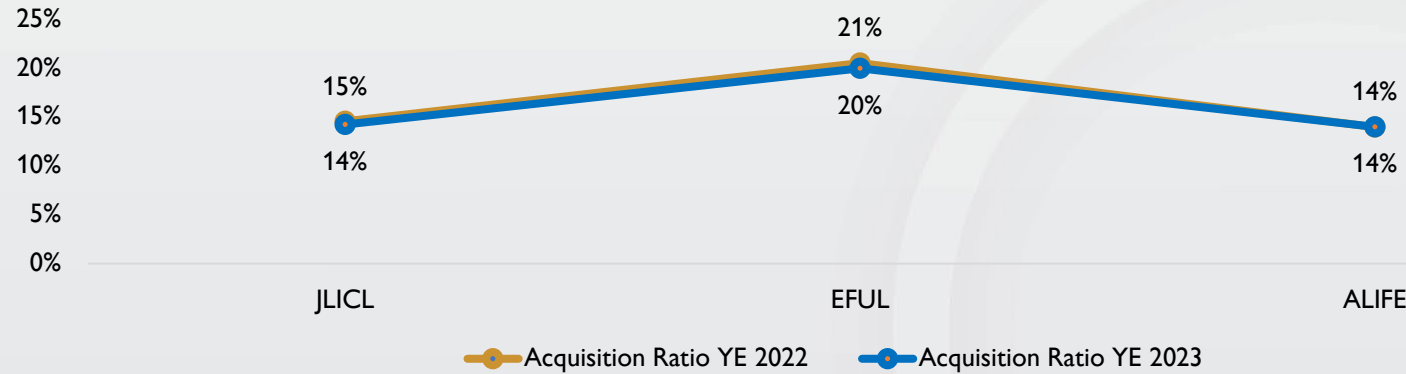


The expense ratios for these companies are expressed as a percentage of the net premium collected by the company.

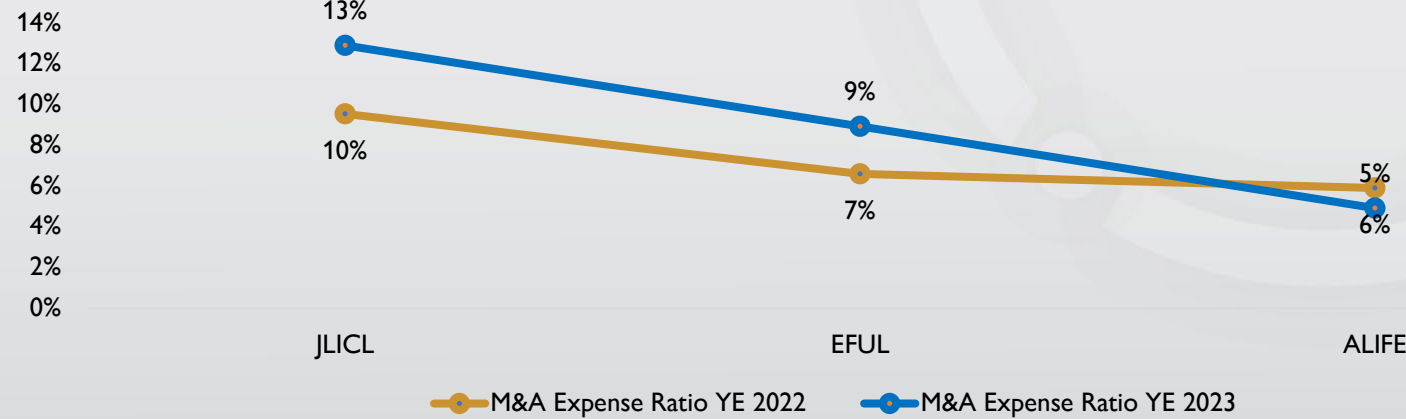
In 2022 and 2023, JLICL had an expense ratio of 15% and 14% respectively, while EFUL had a higher expense ratio of 21% in 2022 and 20% in 2023. ALIFE had an expense ratio of 14% in both years

Clients should consider these expense ratios when selecting an insurance company, as they impact the overall cost of the insurance policy.

Acquisition Expense Ratio



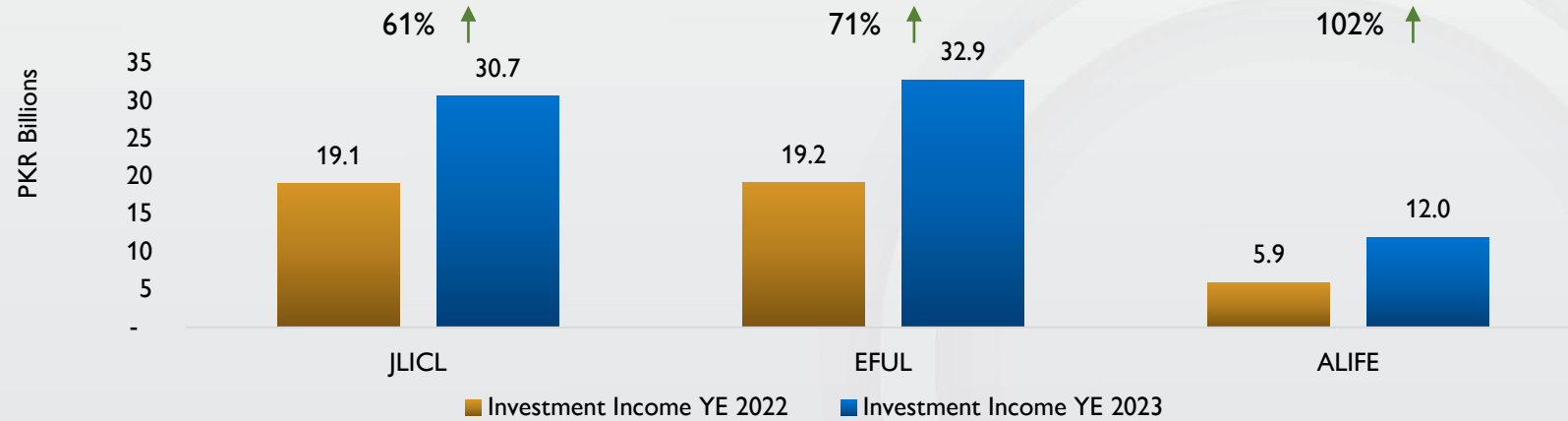
M&A Expense Ratio



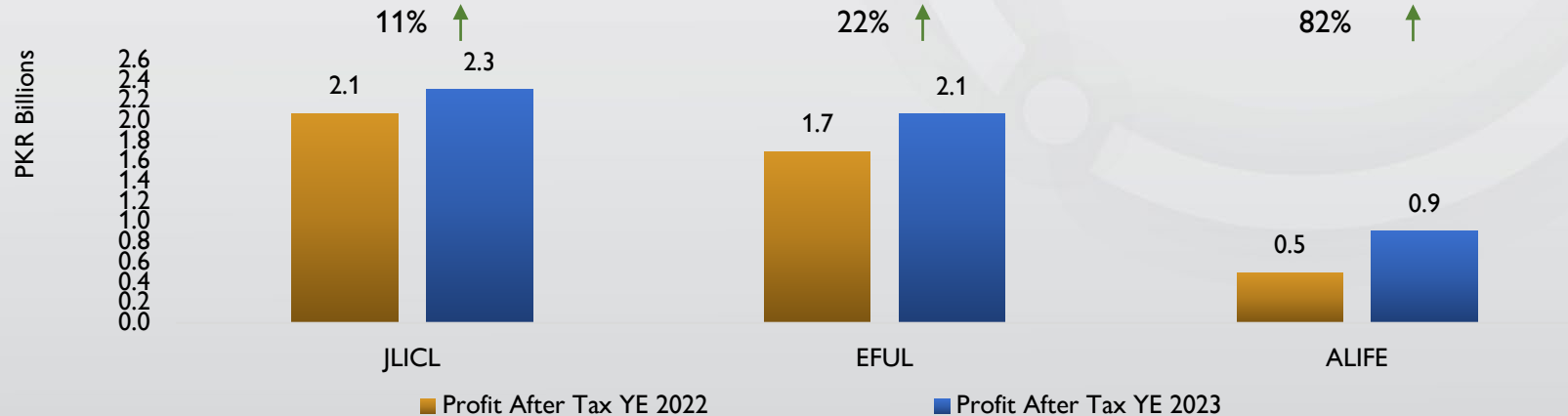
The Top 3 insurance companies have experienced an increase in the investment income as of last year, which is mostly the contributing factor in the surplus in profit. All these companies have generated an underwriting loss

The top 3 listed, life insurance companies in Pakistan have shown an increase in profit of 24%, where the total profit After Tax amounted to PKR 5.3 billion for 2023 (2022: PKR 4.3 billion).
Highest Profit is depicted by JLICL of PKR 2.3 billion in 2023 (2022: PKR 2.1 billion).

Investment Income



Profit After Tax





Company	EPS YE 2023	EPS YE 2022
JLICL	22.98	20.65
EFUL	20.66	16.92
ALIFE	3.63	1.99

Earning Per Share



Conclusion

In 2023, there were continuous global economic challenges. The PKR's devaluation against the USD had an impact on every significant and minor sector of the economy.

Despite facing challenges, the life insurance sector in Pakistan displayed resilience by providing customers with protective products and maintaining stable premium rates. Companies prioritized risk management and financial stability, demonstrating readiness to adapt to Pakistan's evolving economic landscape.

The top 3 life insurance companies saw a 1% decrease in the Life insurance sector's Net Premium from PKR 104 billion in 2022 to PKR 103 billion in 2023. The after-tax profit stands at PKR 5.3 billion, marking a 24% rise from the level in 2022 (PKR 4.3 billion).



Disclaimer

We have undertaken an analysis of the Key Performance Indicators (KPIs) of the listed life insurance companies in Pakistan for the year end 2023. The data has been extracted from the preliminary reports of those companies which were publicly listed and available till the compilation of this report.

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About Our Team

	Directors	5 Staff
UAE/ Oman Actuarial	38 Staff	Medical 6 Staff
KSA Actuarial	37 Staff	IFRS 17 15 Staff
Business Intelligence	11 Staff	HR Consultancy 3 Staff
End of Services	4 Staff	Financial Services 6 Staff
Support & Admin	25 Staff	Data Science 2 Staff

Total Strength **152**



BADRI

Year End 2023 – Pak Life Listed Insurance Companies

Our Feedback

BADRI is proud to present Pakistani Life Insurance Industry Preliminary Performance analysis year end 2023. We have a dedicated team that is working to bring you research reports. Our doors are open for feedback, and we welcome them. Feel free to inquire about the report.

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