

WIND OF CHANGE

also features on four new products

- AUTOMEDICS CAR INSURANCE
- 3LIFE ASSURANCE PRODUCTS



Professionalism, Dynanism and Integrity



Professionalism, Dynamism and Integrity



Terms of engagement with stakeholders in fostering
insurance as a vital financial
instrument for national development



The Platforms

The company has evolved into a mega institution with three companies

- Mutual Benefits Assurance Plc
 - Mutual Benefits Life Assurance Ltd
 - Mutual Benefits Assurance Inc. Liberia
-
- ▶ An enhanced private sector initiative to support and accelerate Government's Macroeconomic objectives.
 - ▶ Very strong, well capitalised and profitable brand.
 - ▶ Leader and flagship in the Nigerian Insurance industry, an active player in the financial sector.
 - ▶ Organically transformed and strategically positioned brand that is fast evolving into a global brand.

BRAND MUTUAL

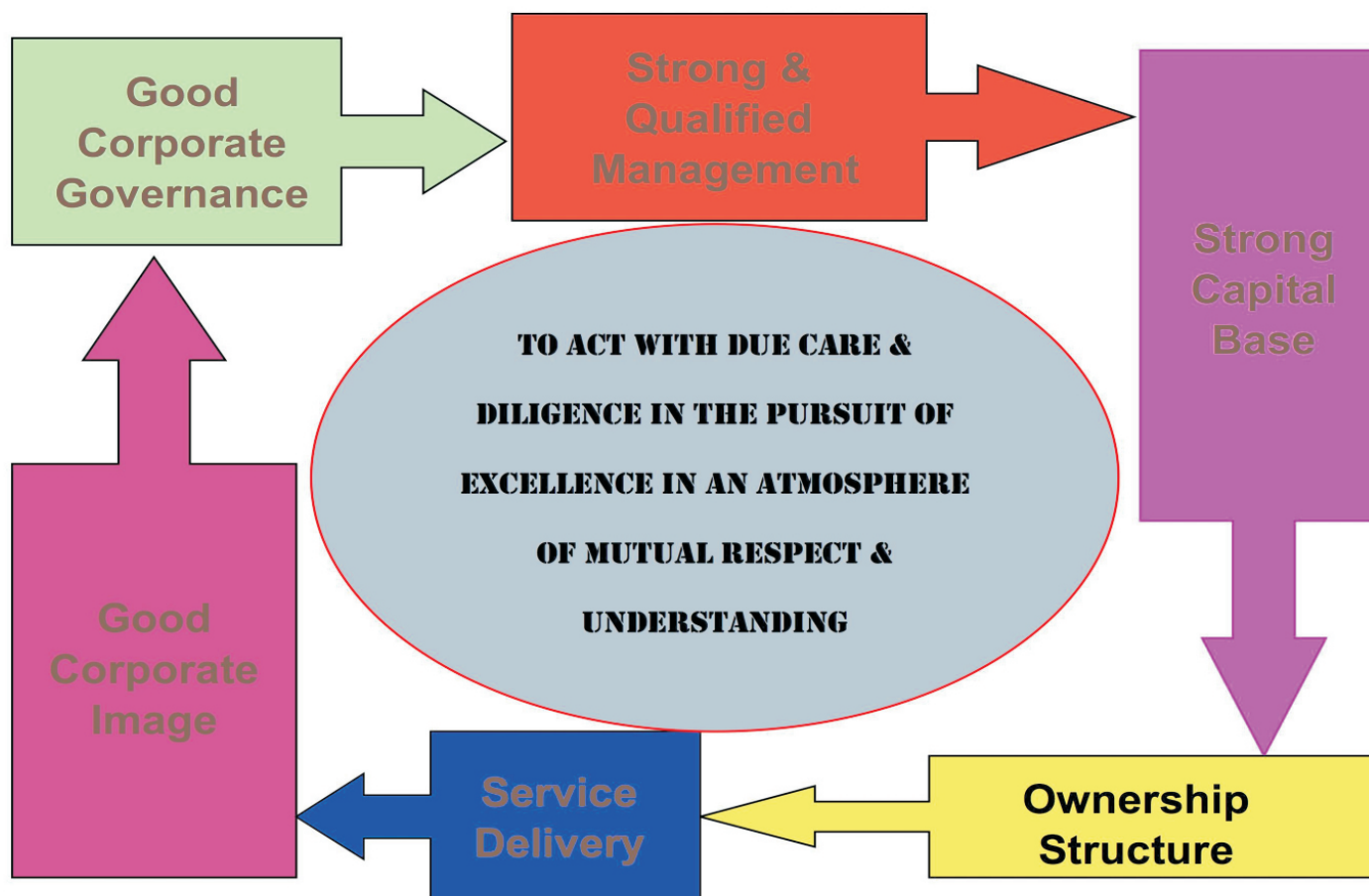
We have brought our name and image under a brand and this has translated into:

- ▶ repositioning and deliberate change in strategy.
- ▶ clear and compelling brand promise.
- ▶ superior and memorable services.
- ▶ clear, competitive differentiation of our brand.

ACTIONS NOT WORDS

- ▶ Reputation and morale uplift for Nigeria and Nigerians.
- ▶ Direct impact on GDP through our evolving business activities and strategic partnerships.
- ▶ Employment uplift, magnet for ancillary business and other strategic partnerships.
- ▶ Prove that new MUTUAL has visibly brought in a new era to harness the huge population of Nigeria and the dynamism of Nigerians.
- ▶ Touch all facets of the economy in our genuine bid to alleviate poverty in Nigeria.

KEY SUCCESS FACTORS



Professionalism, Dynamism and Integrity

THE NEW MUTUAL

OBJECTIVE

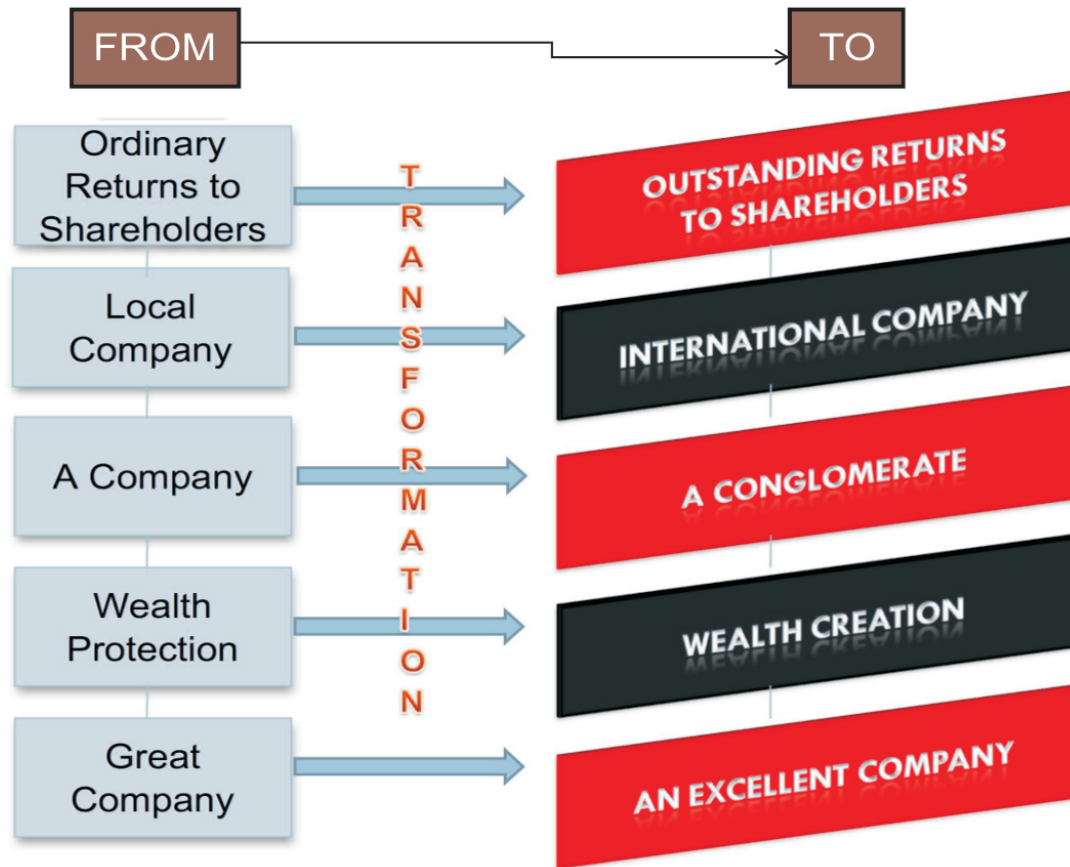
TO BECOME THE LEADER

&

FLAGSHIP OF THE INSURANCE INDUSTRY IN

NIGERIA

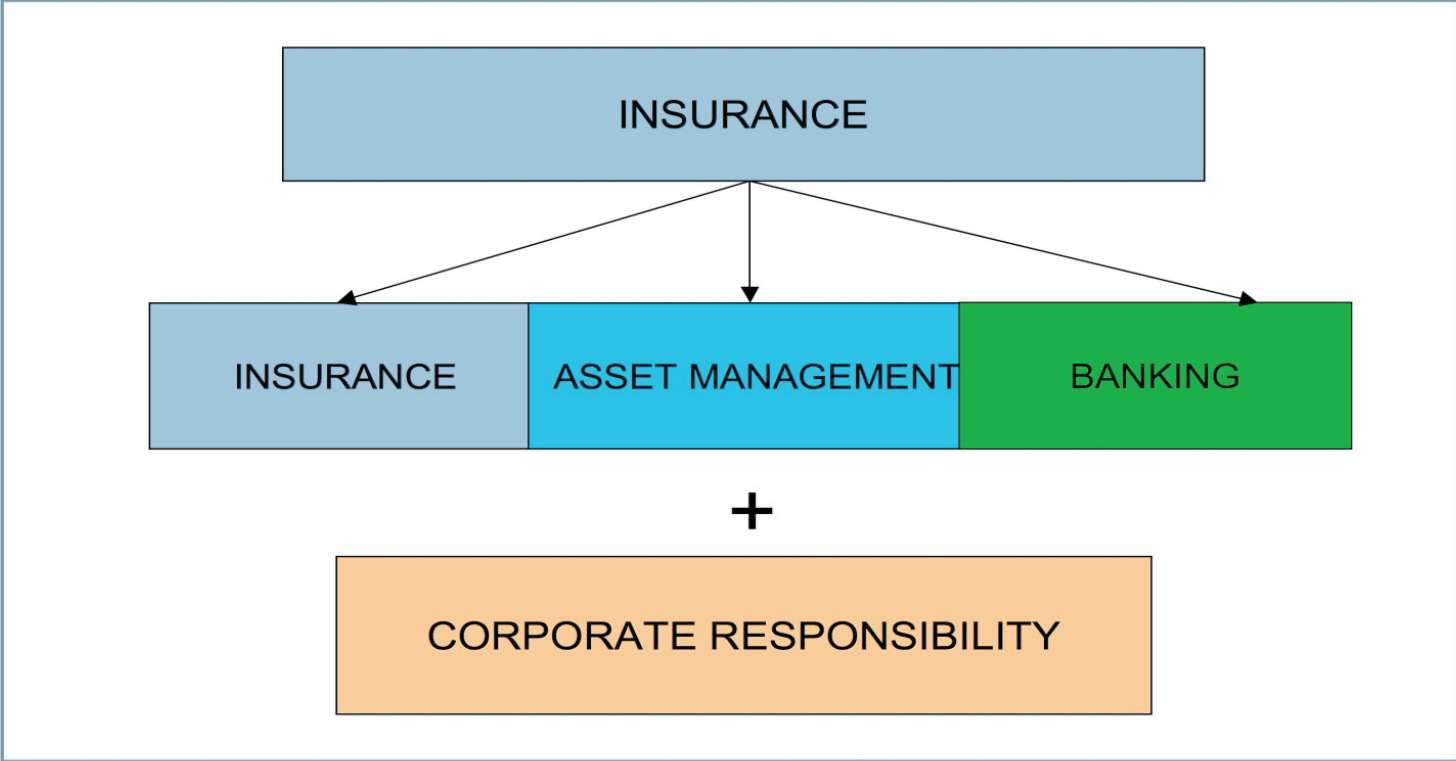
TRANSFORMATION GOALS



TRANSFORMATION STRATEGY

- The Brand
- Investment In Human Capital
- Service Delivery

TRANSFORMATION PLAN



INSURANCE

Market →

		Old Market	New Market
↑ Products	New Products	Products Improvement /Packaging ✓ Automedics ✓ Personal Pension & Investment ✓ Individual Savings & Protection Plan ✓ Micro Insurance Products	✓ Micro Insurance Products ✓ Strategic Partnership : Development of products for specialized institutions ✓ Products for Cooperatives ✓ International Scope : <ul style="list-style-type: none"> • Agency Agreement for transatlantic risk participation • Expansion to the Gulf of Guinea • International Rating Agencies
	Old Products	✓ Building new customer confidence ✓ Effective, efficient, quality service ✓ Bonding with customers ✓ Customer Care – Physical presence ✓ Prompt payment of claims ✓ Social Responsibility	Development of electronic portals for market penetration : <ul style="list-style-type: none"> • InsurVisa Portal – www.insurvisa.com • Other products will follow

ASSET MANAGEMENT

Development of Investment Portfolios in:

- Capital Market
- Real Estates
- Money Market : Collaboration/joint ventures in projects/assets financing.
- Floating of Venture Capital Funds : To effectively play in the above markets

BANKING

- MBA Plc will invest in:

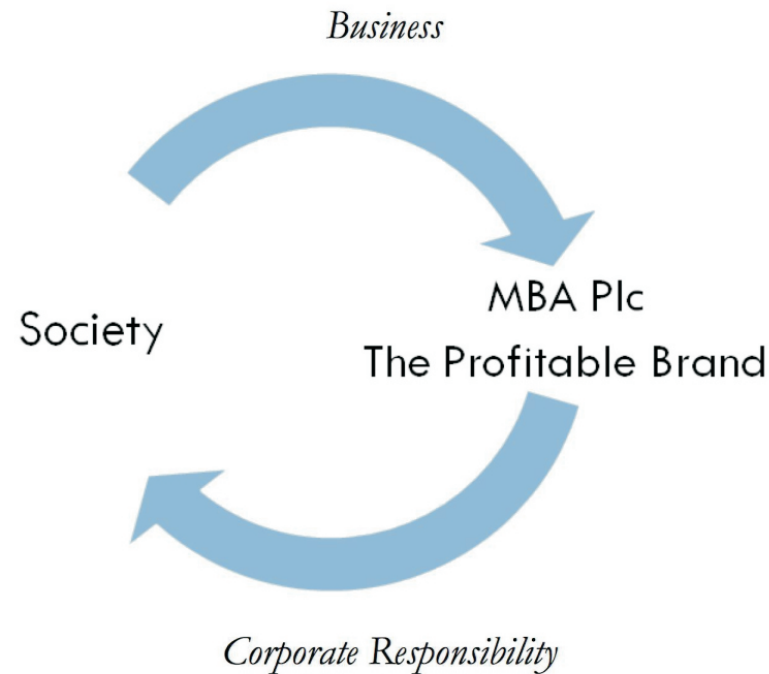
- Mortgage Institutions : To promote investment in real estate projects.
- Micro Finance Institutions : To promote Micro Insurance products.



Equity stake in existing regular banking institution

CORPORATE RESPONSIBILITY

- MBA's new philosophy is premised on PEOPLE ! PEOPLE !! PEOPLE !!! . Hence we are determined to give much back to the society.



RECENT FIRSTS

- An eminent player in Africa that upholds the virtues of honesty, integrity and accountability
- Award by West Africa Nobles Forum
- NTA Channel 10: The most outstanding Insurance Company in Nigeria. 2007
- City People Group : Best-run Insurance Company in Nigeria: 2006-2007
- A Leader in the Nigerian Insurance industry
- Tell (Nigeria's Independent weekly)
- MBA's stock value has increased by 556 percent in the last 6 months
- The most traded insurance stock and the most liquid

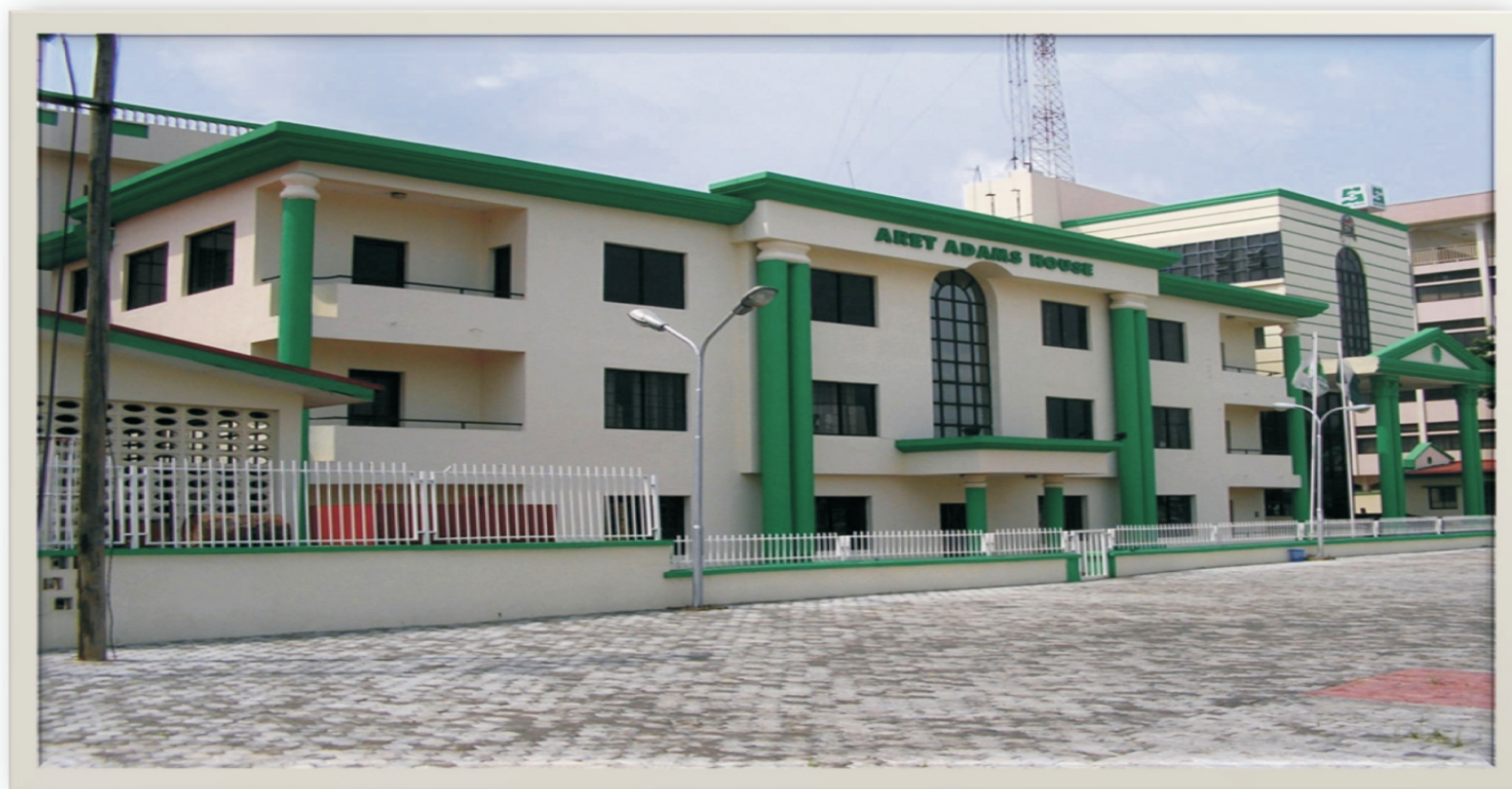
RECENT FIRSTS ... (Contd.)

- Only Insurance company invited to participate in the recent Investors' forum organised by Renaissance Capital, London Stock Exchange and Bank of New York

Professionalism, Dynamism and Integrity

Corporate Head Office

Block And Car Park



- 8000 m² space
- 100 car park space

NEW PRODUCTS



Automedics
Car Insurance

The advertisement features a green classic car with a stethoscope wrapped around it, symbolizing medical care for vehicles. The background is a light green gradient.



The Green Shield

**N100,000 Life Insurance
for as little as N100 a month**

The advertisement features a large green shield icon to the right of the text. The background is a light green gradient.



ISPP
Individual Savings and Protection Plan

The advertisement features the acronym 'ISPP' in large, outlined letters. The background is a light grey gradient.



PPIP
PERSONAL PENSION &
INVESTMENT PLAN

The advertisement features the acronym 'PPIP' in large, solid green letters. The background is a light green gradient.

AUTOMEDICS CAR INSURANCE

Automedics car Insurance is a fusion of comprehensive motor insurance with an all embracing overseas evacuation, top scale medical treatment plus fully-paid repatriation expenses programme tagged Hygeia Assistance Programme (HAP) given by Lloyds London.

Automediics Car Insurance will definitely meet the upscale lifestyle and unique expectations of those in the high income bracket and middle working class for high quality and efficient medical attention in case of accidents.

FEATURES

- Damage to vehicle as a result of accidental collision, fire, explosion, lightning, theft and malicious act.
- All sums which the insured shall become legally liable to pay in respect of:
 - a) Death of or bodily injury to third party.
 - b) Damage to third party property.
- Medical expenses incurred by the insured for bodily injury to passengers in his/ her Vehicle.
- All medical expenses and incidentals pending overseas evacuation (where necessary) to a limit of N2million.
- All cases to be treated at designated upscale hospitals all over Nigeria. (290 participant hospital nationwide)

FEATURES

- Overseas evacuation, medical treatment and repatriation expenses cover, subject to qualifying limits. (See Chart)
- Accidental death benefits - N2.5 Million.
- Access to screened blood International Blood Care Foundation. (www.bloodcare.org.uk)
- Economy class round trip airfare of a relative to join the insured hospitalized for more than 7 days.
- One way economy class airfare transportation of unattended minor subject to a maximum of two children.

THE BENEFITS

- Comprehensive Asset Protection.
- Comprehensive local and foreign medical treatment following accident.
- Provision of adequate medical treatment during the golden hours after accident.

INDIVIDUAL SAVINGS AND PROTECTION PLAN (ISPP)

The Product

Individual Savings Product Plan (ISPP)

ISPP is Anti-inflatory savings and income protection plan designed for individuals who are self employed or gainfully employed in jobs. It is designed for them in cultivating the habit of regular and compulsory savings during their working years.

The Benefits

- Helps you to cultivate regular savings culture.
- Assists to mop fund to set up personal business or investment in real estate/capital market.
- Serves as additional to obtain loan in bank.
- Tax reduction (the only legal means through which you can reduce your tax burden).
- Guarantees future education of your Child(ren)/ward(s).
- Assists planning for a comfortable retirement.
- Solid income protection for the family in case of untimely death. (Guaranteed an immediate estate).

The Features

- Minimum annual investment of N120,000.00
- flexibility in premium payment (Monthly, Quaterly, Half -Yearly, or Annually)
- Duration 5-10-15-20 years.
- Interest is computed on a compound basis to cushion the harsh effect of inflation thereby guaranteeing rapid growth of Investment. (10%).
- 50% of investment account balance could be cashed after the second year.
- Guaranteed surrender value of 100% of savings after the third year.
- The total future unpaid premium plus account holder anytime during the duration of the policy.

The Features

- For a minimum contribution of N50,000 per month or total annual contribution of N600,000. Mutual Benefits Life Assurance Co. Ltd will provide evacuation, repatriation and medical expenses cover to the insured in the event of an accident subject to the following qualifying limit.

Monthly Contribution.	Cover Limit
N50,000	N16million (\$125,000)
N100,000	N26million (\$200,000)
N200,000	N65million (\$500,000)

- Accidental death benefits N2.5million.
- Access to screened blood International Blood Care Foundation. (www.bloodcare.org.uk).
- Economy class round trip airfare of relative to join the insured hospitalized for more than 7 days.
- One way economy class airfare for the transportation of unattended minor to a maximum of 2 children.

PERSONAL PENSION & INVESTMENT PLAN (PPIP)

The Product

PPIP is targeted towards not catered for by the Pension Reform Act 2004 i.e. people in self employment or organizations where staff strength is less than five. It is equally beneficial to people in paid employment artisans and other vocations and trades. The plan encourages long term savings targeted towards future needs which may range from income in retirement to capital build-up for specific future projects;

- Adventure provision for children education
- Provision of capital to start up in business
- Investment in real estate
- Savings to meet wedding and other expenses
- Other capital intensive projects

The Features

- Minimum annual investment of N60,000.00
- Flexibility in premium payment (Monthly, Quarterly, Half yearly or Annually)
- Plan holders can choose their plan duration subject to a minimum of 2 years.
- Guaranteed return on investment of 10% per annum.
- Flexible contribution rate to reflect new economic power.
- Accidental death or total permanent disability attracts 4 times total contribution.
- Natural death attracts of total contribution with interest.

The Benefits

- Engenders savings culture
- Payment of multiple of account balance in the event of death or total permanent disability.
- Source of funding of pension for those not catered for by the Pension Reform Act 2004
- Helps capital build up for specific projects.



GREEN SHIELD

This is the most basic form of insurance cover. It is very cheap. Under the policy, the sum assured is paid at the death of the policy - owner. The policy covers all forms of death, whether accidental or natural. It covers an assured wherever he/she may be in any part of the world.

FEATURES

- Flexibility: monthly premium payment is allowed
- It offers life cover only. I.e there is no survival benefit.
- Total sum assured is paid in event of death.
- It has a worldwide cover.

BENEFITS

- It's the cheapest form of insurance cover
- It create an immediate fund for dependants of the assured to cope with shock of benefactor's death.
- It can be used as additional collateral for loan.
- it creates confidence in the mind of the assured to Move on with life activities.

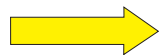
MILESTONES AND ACHIEVEMENTS

A

LOCAL
COMPANY



INTERNATIONAL
COMPANY



**ASSURANCE
GENERALES
DU CAMEROUN**

Current Investment: USD 2.1 Million

Mutual Benefits Assurance Company, Liberia
Current Investment: USD 5 Million

B

WEALTH
PROTECTION



WEALTH
CREATION



MUTUAL'S BRT SCHEME (LAG-BUS)
Current Investment: N2 Billion



CHARKS INVESTMENT LTD
Current Investment: N1.5 Billion



EKITI, Irewolede Transport Scheme
Current Investment: N200 Million



**ASSOCIATED INVESTMENT
MICRO-FINANCE BANK LTD**
Current Investment: N450 Million