



Corporate Briefing Session



May 27, 2025

Assure financial future today for a better tomorrow

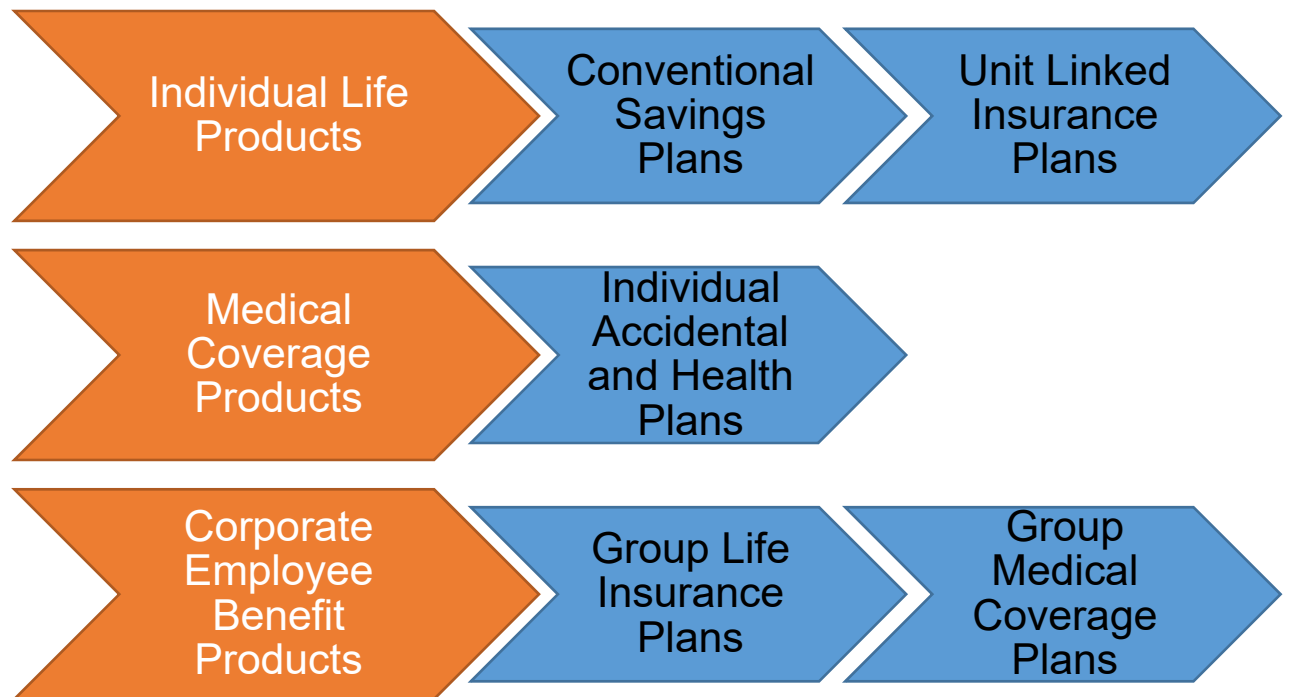




Product Suite of



Attempting to Disrupt
through “Innovation”
*Brought in Vitality
to Pakistan*



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Vitality has a global presence...

Americas



6

Africa



8

Europe



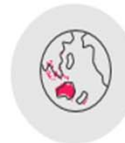
10

Asia



15

Oceania



2

Largest global footprint of wellness provision



41
Vitality
Markets



40M+
Lives
Impacted



150+
Programme
Partners



100K+
New devices linked
per month



α.s.r.



平安健康保险
PING AN HEALTH INSURANCE

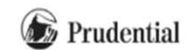
AIA



Manulife



GENERALI



MULTICARE
FIDELITY&P



BBVA

Medifé



SEGUROS
EQUINOCCIAL

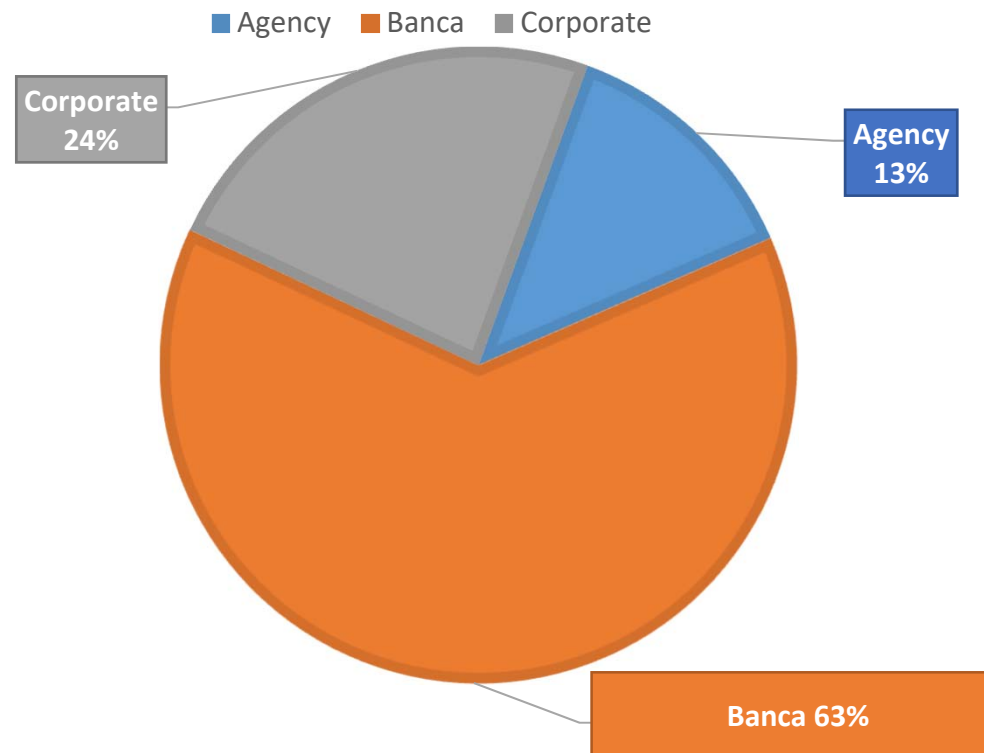
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Gross Premium Analysis

Overall Gross Premium Rs. 13,493 million Jan – Dec 2024



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Our Business Partners

Banca Partners

- Standard Chartered Bank
- Bank Alfalah
- HBL
- UBL
- BOP
- Silk Bank
- Dubai Islamic Bank
- MCB
- Allied Bank
- Faysal Bank
- Summit Bank

Reinsurance Partners

- Hannover Re
- Munich Re
- Hannover ReTakaful

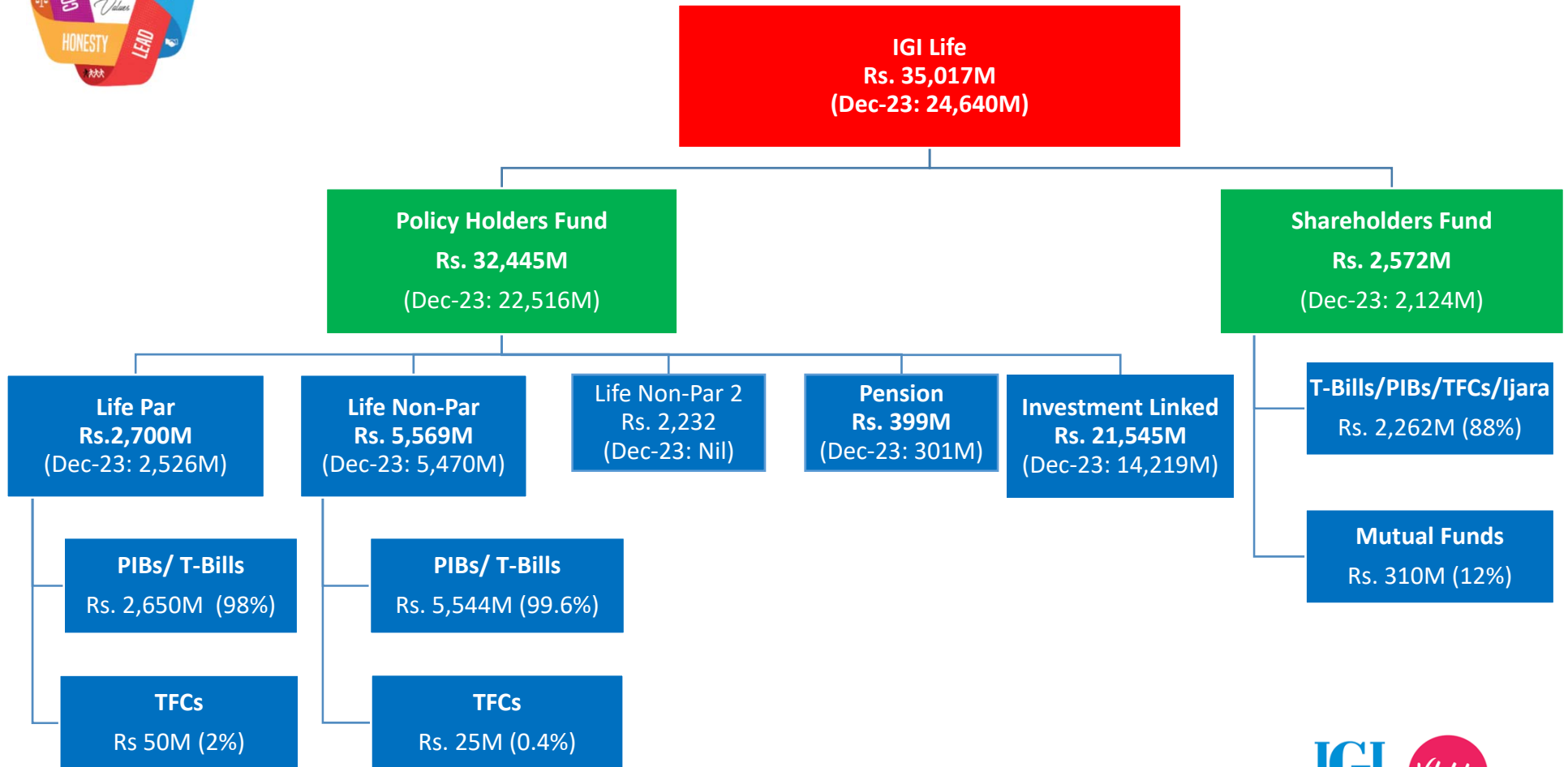
Corporate Relations
Over 500 Relations

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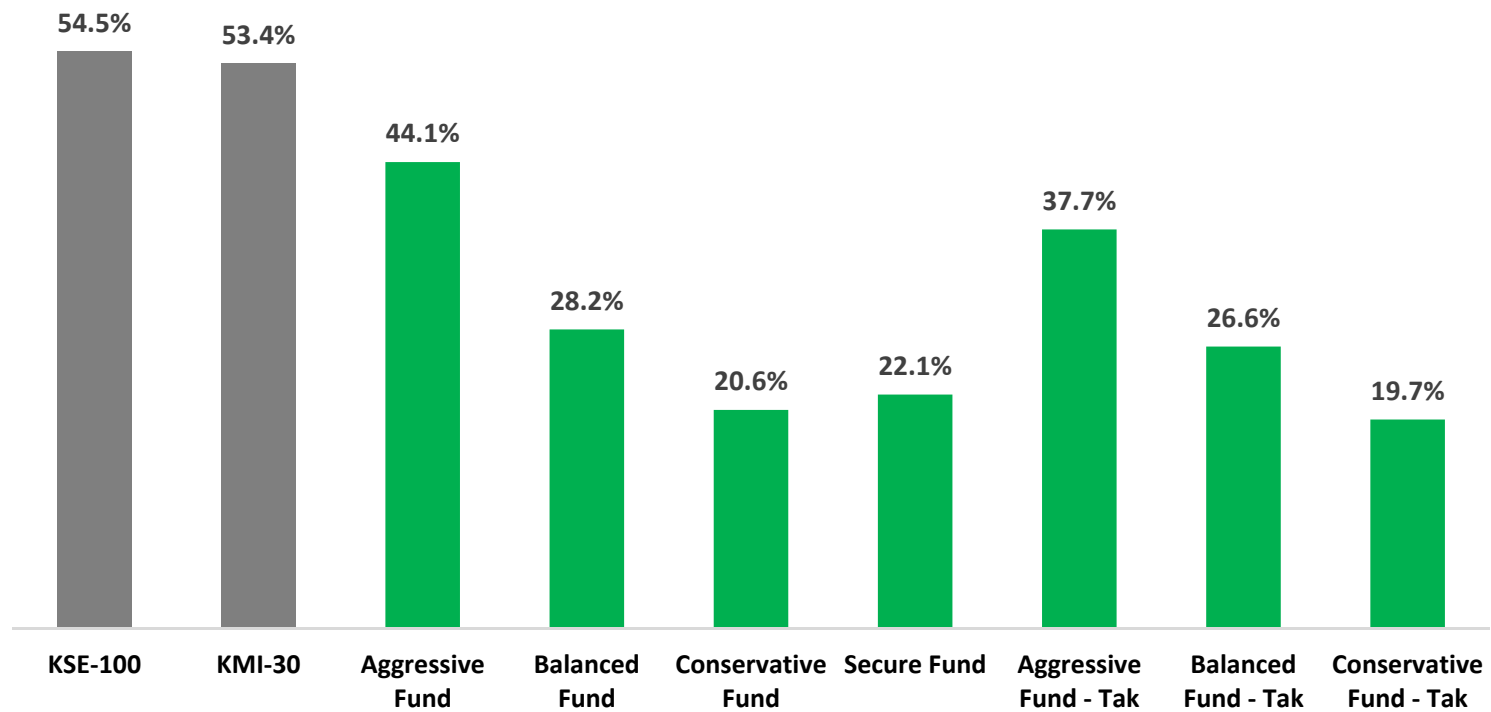
Investment Portfolio December 31, 2024



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Investment Performance (Jan-2024 – Dec-2024) – Gross Returns



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Profit and Loss Account For the year ended December 31, 2024

The Company's efforts have led to a Profit before tax of Rs 402 million in 2024 compared to a Profit before tax of Rs. 225 million in 2023. The Gross Premium (including Takaful Contributions) was Rs. 13.5 billion in comparison to Rs. 7.9 billion in 2023. The rise was primarily driven by the expansion in single premium business. Despite facing numerous obstacles, the company remained committed to the set strategic direction and saw significant increase in profitability compared to the previous year. This outcome was achieved through the implementation of strategic initiatives led by the management with the guidance of the Board of Directors. These initiatives involved boosting our market share of first year business in the bancassurance channel, strengthening our agency business, and streamlining our corporate business portfolio while managing administration and distribution costs.

During the year, Gross Premium written by your Company (including Takaful Contributions) stood at Rs. 13.49 billion as compared to Rs. 7.99 billion in 2023.

Individual life regular premium (including takaful contributions) posted a slight decrease of 0.3% and stood at Rs. 4.02 billion against Rs. 4.03 billion during the previous year. Renewal premium base increased to Rs. 2.86 billion (2023: Rs. 2.81 billion), registering growth of 1.8% from last year.

The Group Life and Health premium (including Takaful Group Family and Health) stood at Rs. 3.18 billion (2023: Rs. 2.12 billion), posting increase of 50% from last year.

Single premium/contribution individual policies increased from Rs. 1.83 billion last year to Rs. 6.29 billion.

Description	31-Dec-24	31-Dec-23
	Rupees in 000's	
Gross Premium	13,492,975	7,991,605
Net Premium	13,094,600	7,685,877
Net claims (including surrenders)	(5,569,720)	(4,348,974)
Investment Income (including other income)	4,646,080	3,100,787
Change in insurance liabilities (other than outstanding claims)	(9,011,212)	(3,639,945)
Acquisition cost	(1,649,315)	(1,638,787)
Admin Expenses	(1,108,327)	(934,093)
Profit before tax	402,106	224,865
Profit after tax	278,902	142,699
EPS	1.64	0.84

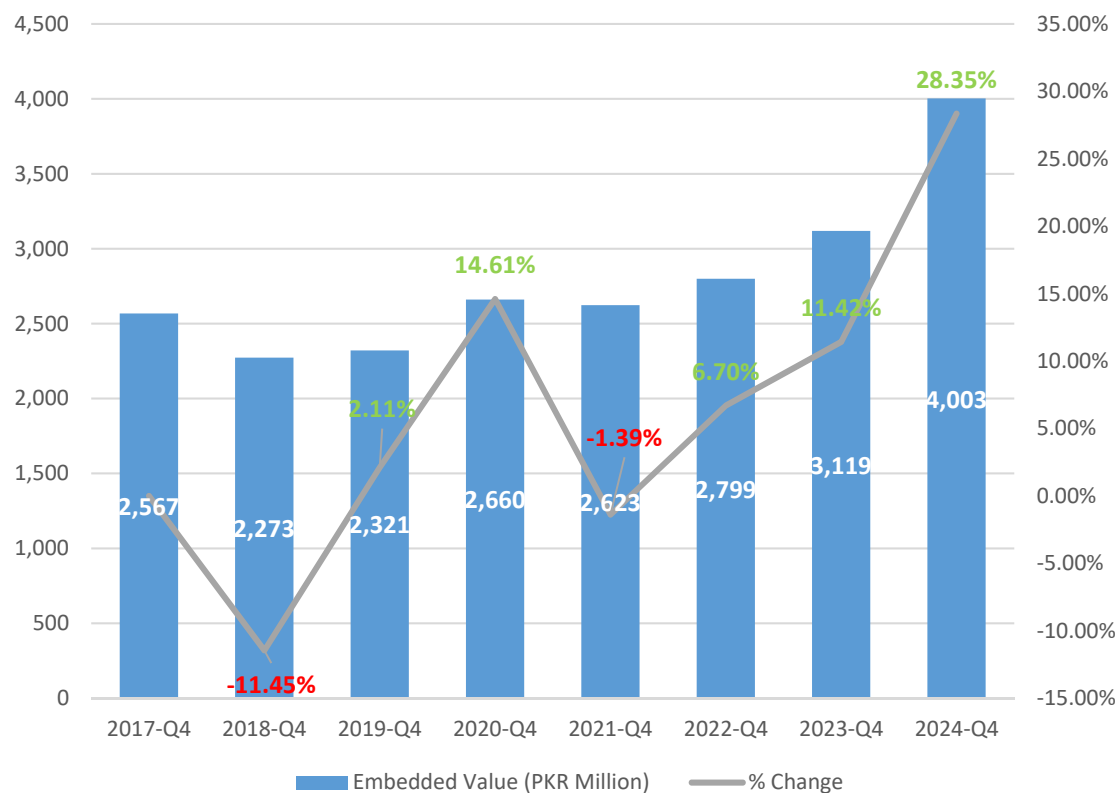
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Year - Quarter	Embedded Value (PKR Million)	Change in Embedded Value	% Change
2017-Q4	2,567	-	0.0%
2018-Q4	2,273	-294	-11.5%
2019-Q4	2,321	48	2.1%
2020-Q4	2,660	339	14.6%
2021-Q4	2,623	-37	-1.39%
2022-Q4	2,799	-176	6.70%
2023-Q4	3,119	320	11.42%
2024-Q4	4,003	884	28.35%

Embedded Value (PKR Million)



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Profit and Loss Account For the quarter ended March 31, 2025

- During the first quarter of 2025, gross premium written by your Company (including takaful contributions) stood at Rs. 3.96 billion as against Rs. 3.25 billion in the corresponding period last year.
- The Company posted profit after tax of Rs. 70.01 million as compared to profit after tax of Rs. 42.59 million in corresponding period of last year.
- The management is addressing the issues of higher acquisition costs and repricing the products of corporate life and health business to improve the profitability of the company.
- Despite the adverse macroeconomic environment in the country, we are committed to maintaining the Company's positive direction by building on the momentum and strategy we set last year. With our efforts, we hope that the Company's performance in the upcoming months will be better than they were the previous year.

Description	31-Mar-25	31-Mar-24
	Rupees in 000's	
Gross Premium	3,955,748	3,248,514
Net Premium	3,832,514	3,150,922
Net claims (including surrenders)	(2,394,060)	(1,059,579)
Investment Income (including other income)	858,293	935,012
Change in insurance liabilities (other than outstanding claims)	1,456,267	2,364,992
Acquisition cost	(454,431)	(356,821)
Admin Expenses	(285,272)	(243,832)
Profit before tax	100,777	60,710
Profit after tax	70,005	42,591
EPS	0.41	0.25

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IGI
Life

Vitality



Thank you

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