



**protecting**  
the environment

**Corporate Briefing Session – December 2025**

# Agenda

**Company Overview**

**Recent Awards**

**Regulatory Developments**

**Industry Performance**

**Financial Performance**

**Outlook**



# Company Overview



# About Us

Leading life insurance company in the private life insurance sector of Pakistan.

Jubilee Life is the subsidiary of Aga Khan Fund for Economic Development.

Incorporated in Pakistan on 29<sup>th</sup> June 1995 as a Public Limited Company.

Jubilee Life is engaged in both Individual Life and Corporate Insurance Business.

Company launched Family Takaful operations in 2015.



**Number of Branches**  
**126**



**Individuals Customers**  
**500,000+**



**Corporate Clients**  
**4,800+**



**Total Clients Insured**  
**12 Mn +**



**Number of Employees**  
**1,595**

# Credit Rating

Jubilee Life has been assigned Insurer Financial Strength (IFS) rating of “AA++” (Double A Plus Plus) with ‘Stable’ outlook by JCR-VIS and PACRA Credit Rating Agencies.

Jubilee Life enjoys a sizeable market share in the life insurance sector of Pakistan.



# Our Products and Plans



**Child Education Plans**



**Marriage Plans**



**Saving & Protection Plans**



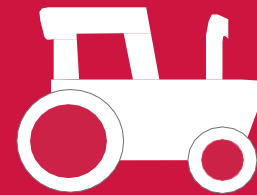
**Retirement Plans**



**Wealth Accumulation**



**Plans for Women**



**Rural Plans**



**Family Takaful Plans**

# Biggest Panel Network



**LARGEST HEALTH INSURANCE PROVIDER**  
with the widest panel network  
of more than  
**600+ HOSPITALS**

# Our Banca Partners



# Awards & Accolades - 2025



JLI received the Gold Award in The Life Insurance category at SAFA Best Presented Annual Report Awards.



JLI secured 2<sup>nd</sup> Position at the Best Corporate Awards, jointly organized by ICAP & ICMAP for the second consecutive year.



JLI also secured Gold Award in the Life Insurance Category at the 12<sup>th</sup> Federation of Pakistan Chambers of Commerce & Industry (FPCCI) Achievement Awards



JLI won a major award at the Pakistan Digital Awards 2025 in the category of Best Integrated Media Strategy – Cricket HBL PSL 9 7<sup>th</sup> Year in a row.

# Awards & Accolades - 2025



JLI won 6 GDEIB Awards reflecting our dedication into business strategy and driving meaningful impact.



Honored with the 'Innovative L&D Program' award at the HR Pinnacle Awards, held in collaboration with the World Happiness Foundation and the Talent Management Institute (TMI), USA.



JLI has been recognized at the Employer of Choice Gender Diversity Awards 2025 IFC and PBC.



JLI received Gold Recognition Award at Employers Federation of Pakistan Disability Inclusion Excellence Awards.



JLI was recognized in 'Leadership & Strategy' category at 7th Women Empowerment Awards, organized by OICCI.

# Key Collaborations - 2025



JLI join hands with Mobilink Bank to bring accessible, customer-focused life insurance to millions across Pakistan.



JLI collaborated with Engage Consulting to execute an organization wide Employee Engagement Survey as a strategic step towards alignment and long-term commitment.



JLI is proud to be announced once again as the Official Insurance Partner of HBL PSL X.



JLI is now an approved employer under the TOoP program of the Institute of Chartered Accountants of Pakistan (ICAP).

# Key Collaborations - 2025



JLI partners with Neem to digitize and streamline payments across insurance value chains to empower agents and enable real-time financial visibility.



JLI partnered with ILMA University; through this collaboration we empower our employees to pursue higher qualification with substantial financial support.



JLI marked another milestone in our long strategic partnership with UBL through the signing of a truly unique and innovative product, further enriching our diverse Bancassurance portfolio.

# Jubilee Active App

**Jubilee Active has been gaining strong traction among customers by providing tailored solutions and engaging experiences that match their lifestyle**

## **Jubilee Active Offers:**

- ✓ An Active Program with steps/calories tracking which allows you to create challenges with friends and join nationwide challenges created by Jubilee Life.
- ✓ Earn rewards and unlock exclusive benefits through Jubilee Active's Rewards & Loyalty Plans.
- ✓ Complete Wellness Hub with curated content on nutrition & wellbeing and opportunity to join live sessions on various health related topics.
- ✓ 24/7 access to online doctors through Sehat Kahani and ability to avail discounts on top tier doctors, labs and pharmacies via Oladoc.
- ✓ Discover and purchase Personal Accident, Travel, Life, Health, and Customized insurance plans instantly from our Digital Product Store.



## **The user base has grown to ~300K since it's launch:**

Through focused digital engagement, gamified health experiences and personalized solutions we have significantly strengthened our relationship with younger demographics. Continued refinement of these strategies will enable higher participation, stronger retention, and reinforce long term loyalty.

# Taxation and Regulatory Matters

The Company is progressing with its Dry-Run submissions in line with the IFRS-17 Phase-4 implementation guidelines and timelines prescribed by SECP.

Income tax credits remain unrestored despite persistent industry follow-up after being withdrawn on life and health insurance premiums through Finance Act 2021.

- Imposition of Super Tax
- Provincial WWF

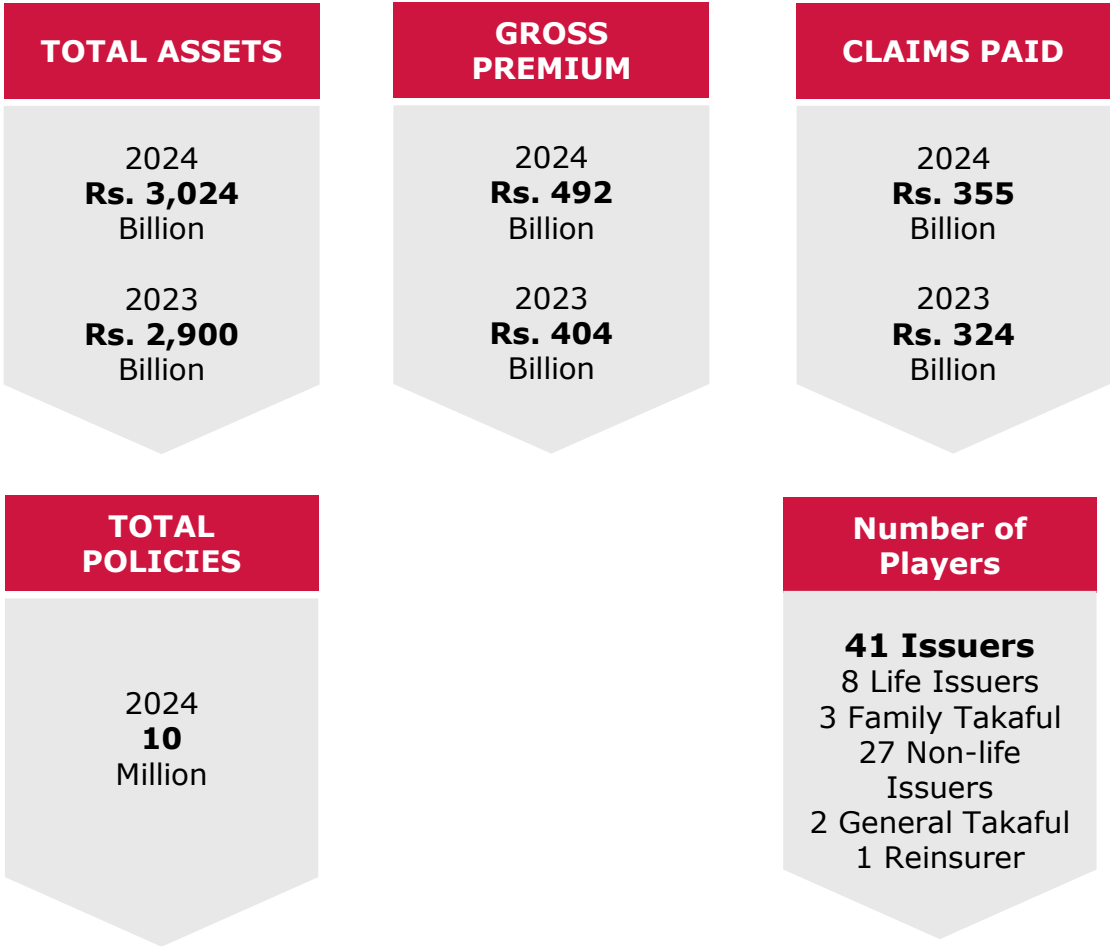
Paid-up capital for life insurers has been revised to PKR 3,000 million as per SECP circular in a gradual manner.

Industry wide pending litigations and matters with respect to imposition of sales tax on life and health insurance by the Provincial Revenue Authorities

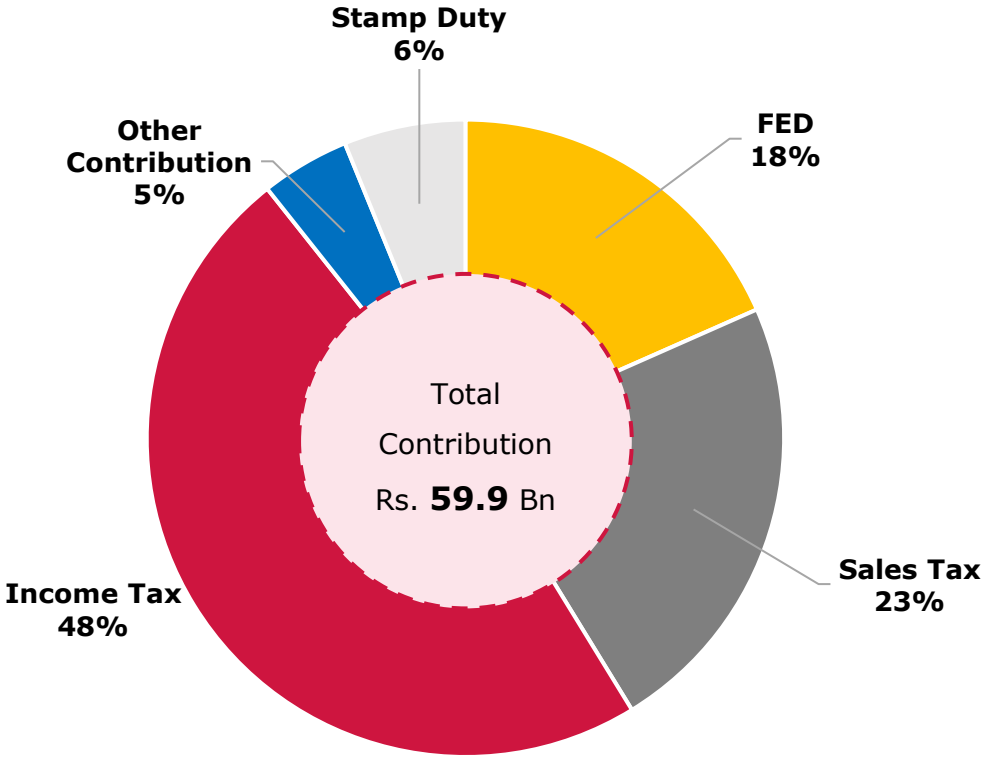
# Industry Performance

# Pakistan Insurance Sector

## Industry Overview



## Contribution to National Economy



During FY24, 'Financial and Insurance Activities' contributed ~2.5% to the country's GDP (SPLY: ~1.7%).

Source: SECP, Insurance Industry Statistics 2024 & PACRA

# Financial Performance

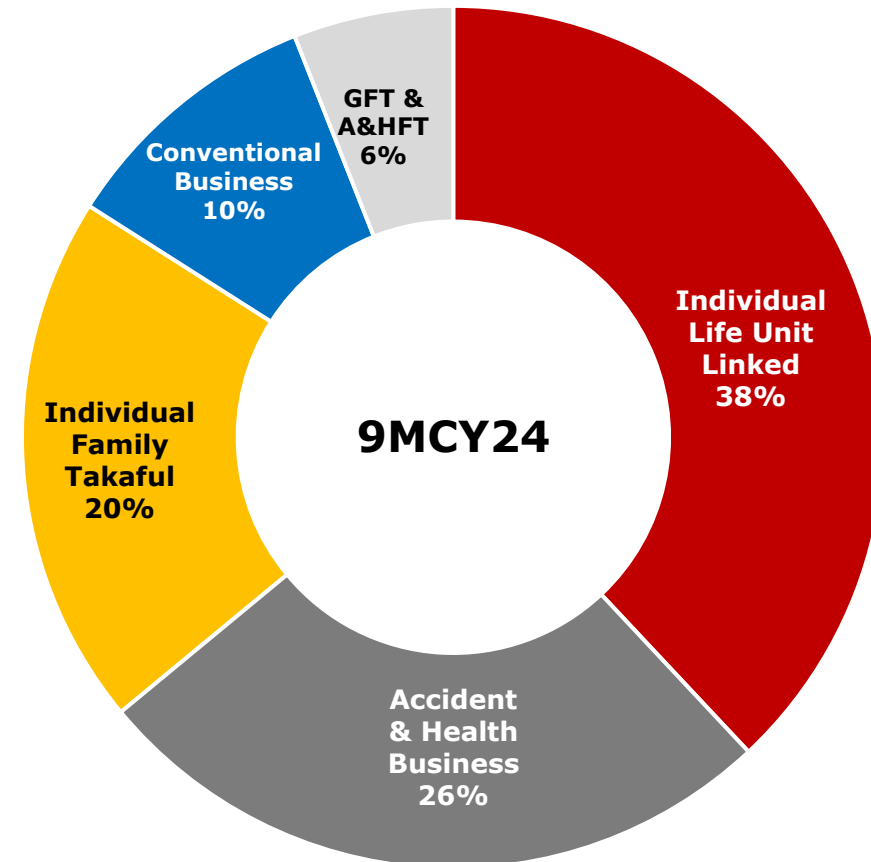
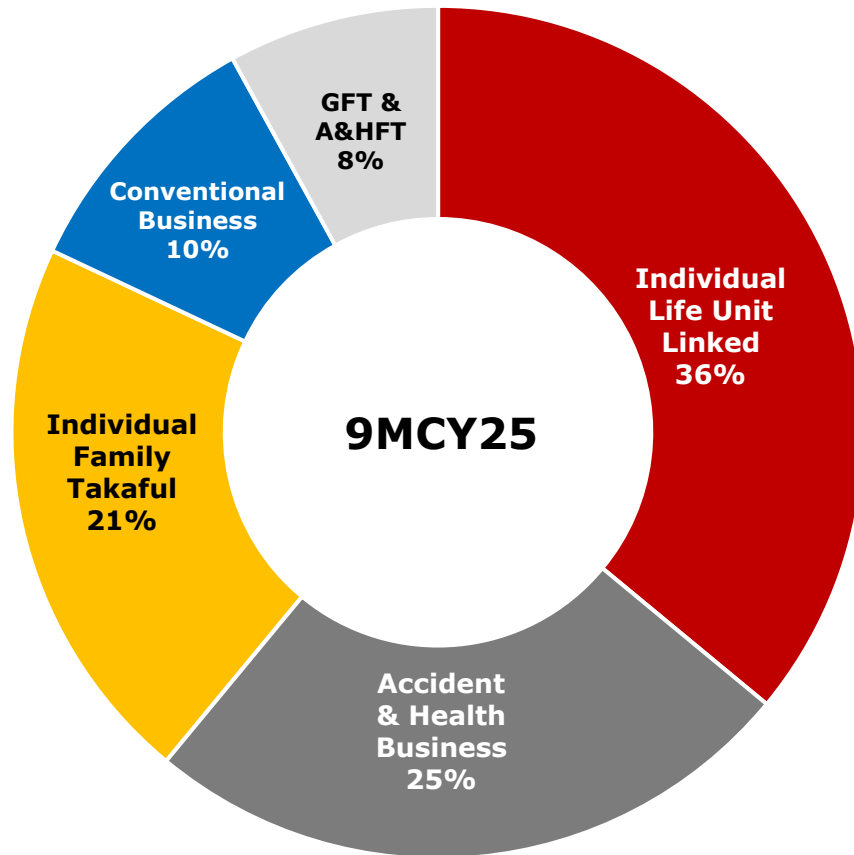


# Financial Snapshot

Amount in PKR Million	9MCY25	9MCY24	YoY
<b>Net Premium /Contribution Revenue</b>	<b>43,261</b>	<b>33,523</b>	<b>29%</b>
Investment Income	18,651	27,615	-32%
Net realized FV gains / (losses) on financial assets	1,596	996	60%
Net FV gains/ (losses) on financial assets at FVTPL	11,795	7,548	560%
<b>Net Income</b>	<b>73,623</b>	<b>70,185</b>	<b>5%</b>
Insurance Benefits	41,793	42,271	-1%
<b>Net Insurance Benefits</b>	<b>40,604</b>	<b>40,797</b>	<b>-0.5%</b>
Net change in insurance liabilities (other than outstanding claims)	18,810	16,065	17%
Acquisition expenses	5,362	4,646	15%
Marketing and administration expenses	5,723	5,514	4%
<b>Total Expenses</b>	<b>29,907</b>	<b>26,238</b>	<b>14%</b>
<b>Results of Operating Activities</b>	<b>3,022</b>	<b>3,010</b>	<b>0.4%</b>
<b>Profit Before Tax</b>	<b>3,051</b>	<b>3,028</b>	<b>1%</b>
<b>Profit After Tax</b>	<b>1,856</b>	<b>1,738</b>	<b>7%</b>
<b>Earnings Per share - Rupees</b>	<b>18.49</b>	<b>17.32</b>	
<b>Dividend Per Share - Rupees</b>	<b>3.00</b>	<b>3.00</b>	

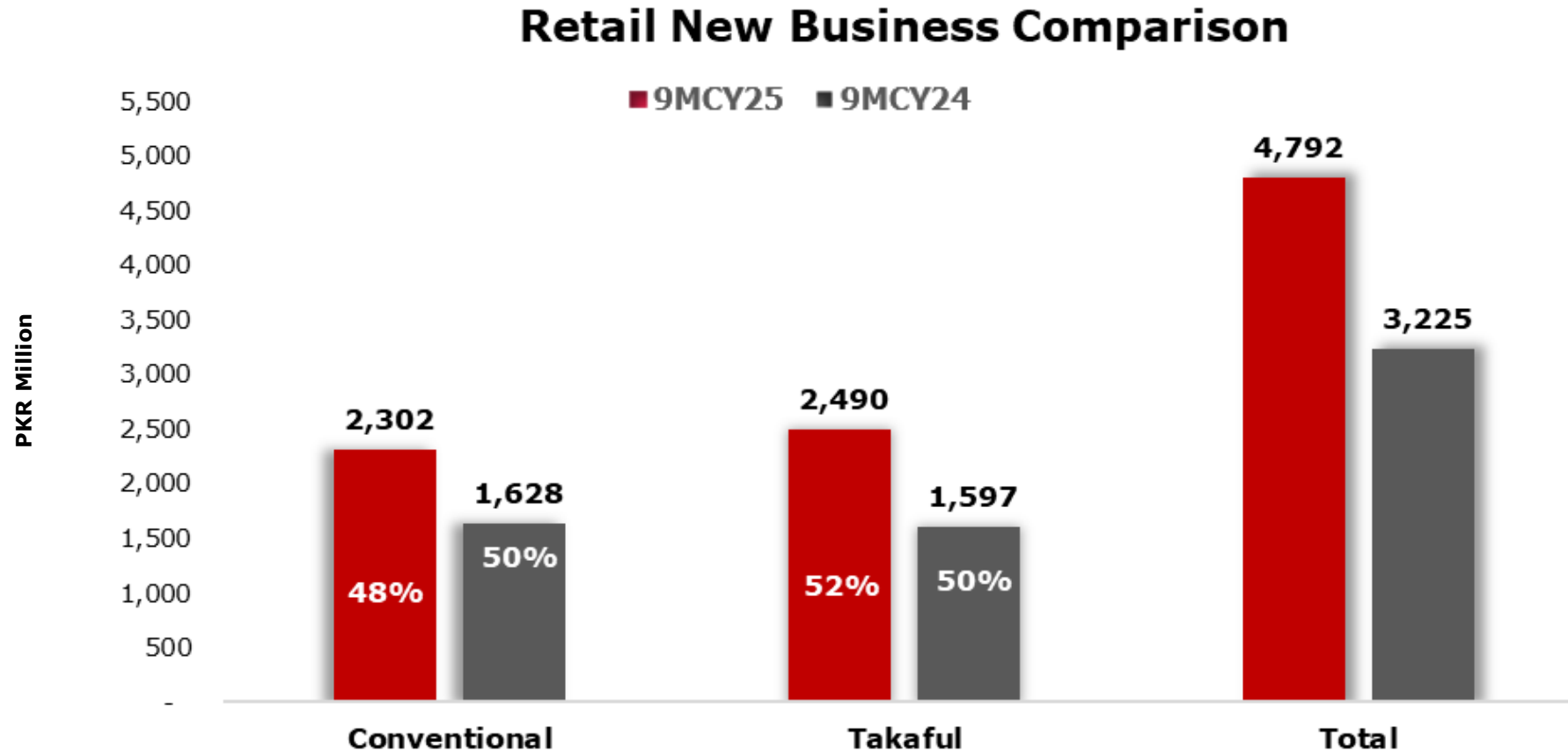
Source: Company Accounts

# Premium – Segment Wise



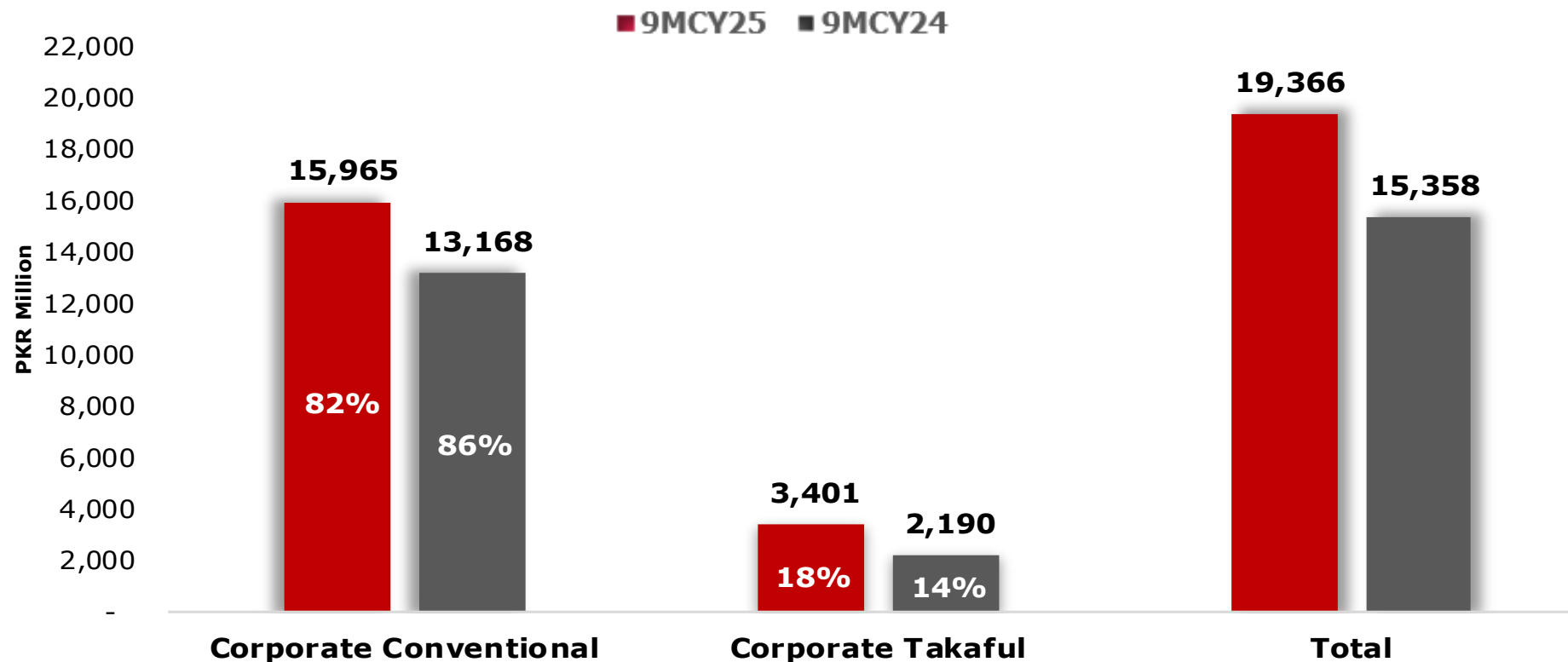
Source: Company Accounts

# Performance of Retail New Business

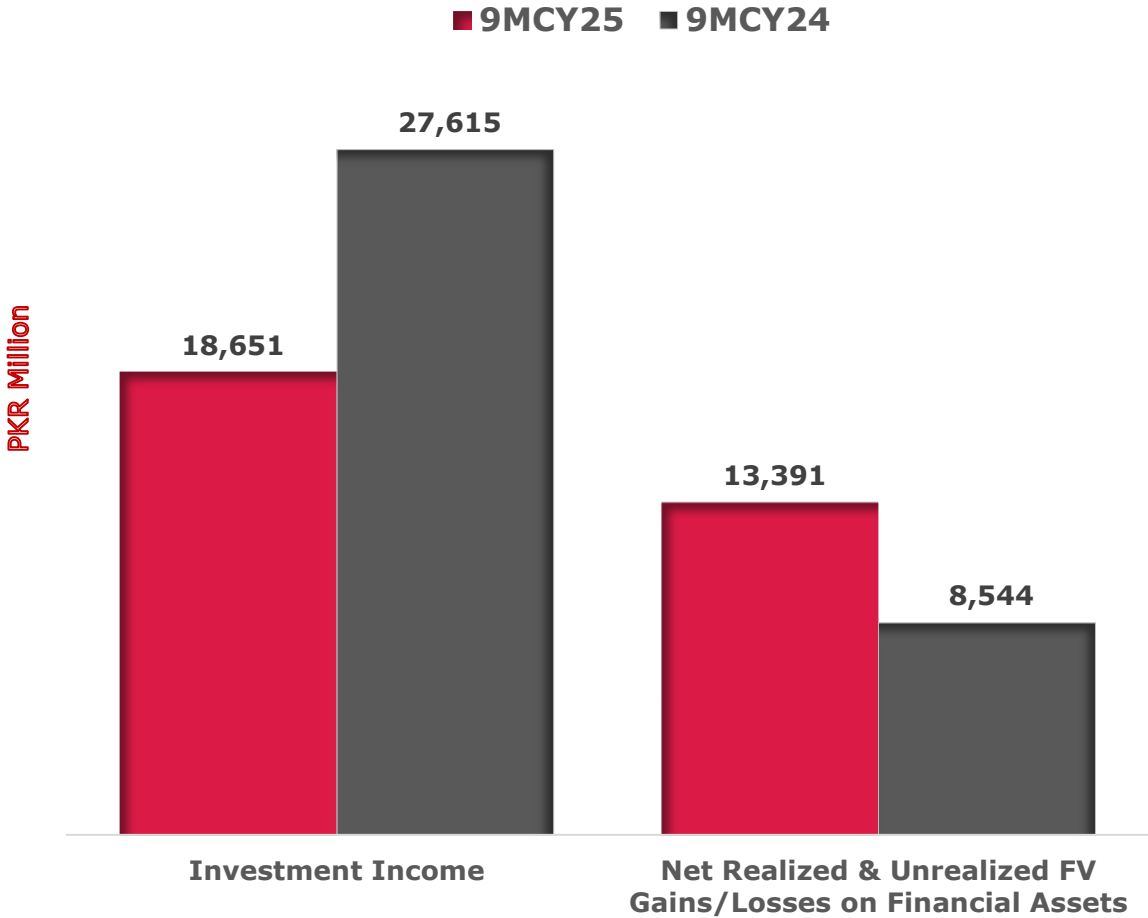


# Performance of Corporate Business

## Corporate Business Comparison

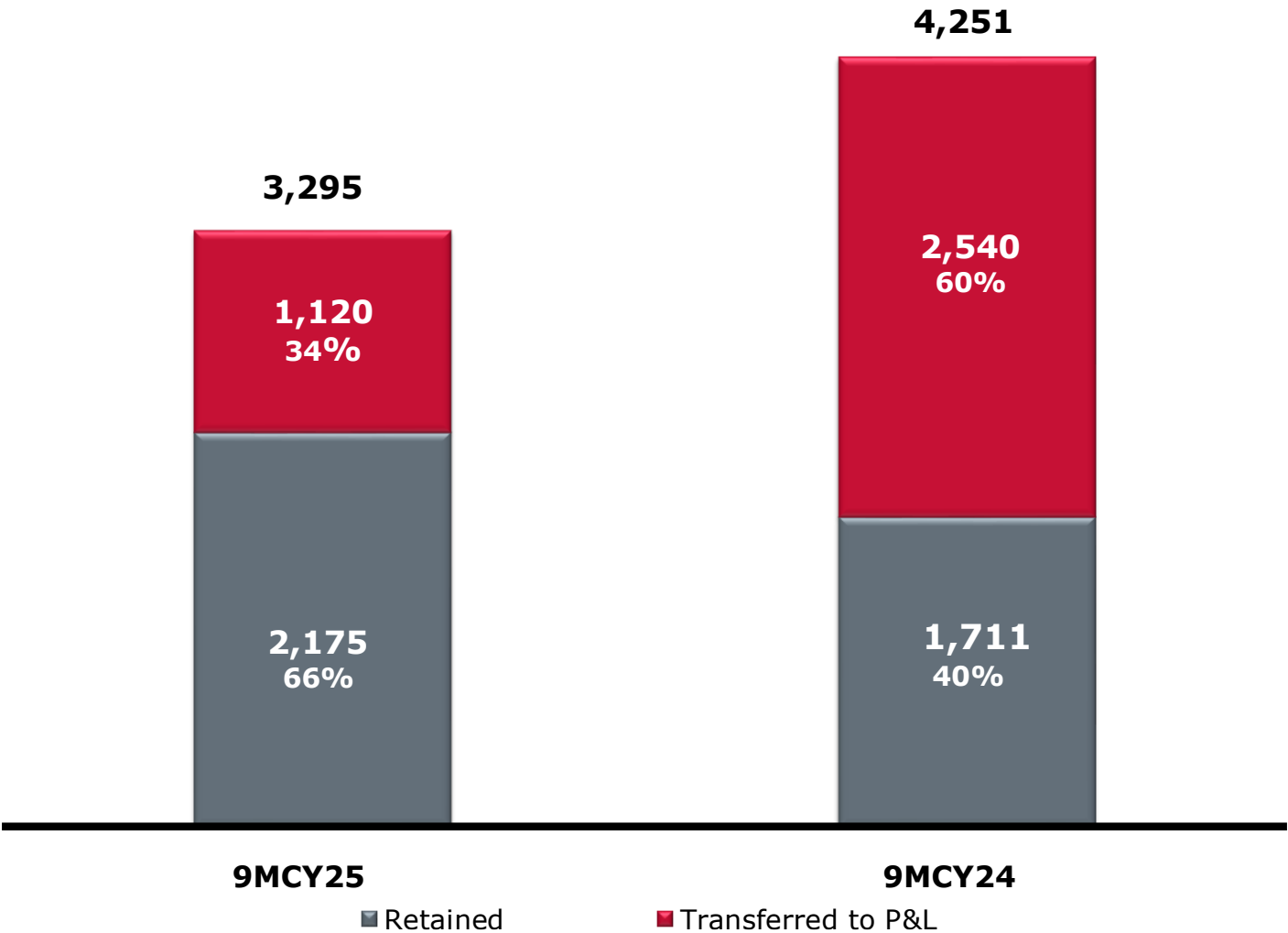


# Investment Income



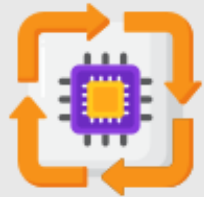
# Surplus Distribution

Surplus Generated vs. Surplus Transferred – PKR Million



# Outlook

## Digital Transformation



Leverage Technology and Data Analytics to enhance customer experience, streamline operations, take competitive edge.

## Product Diversification



Introduce innovative and indigenous life insurance products to meet changing customer needs and market demands.

## High Performance Sales Force



Recruiting top talent, training, empowering sales team and fostering a performance driven culture.

## Constraints

Economic Volatility  
Regulatory Changes





**Thank You.**

**Q/A Session.**