

EFU LIFE

ASSURANCE LTD

LIFE | HEALTH | SAVINGS | WELLNESS | RETIREMENT



Corporate Briefing Session 2025

30th March 2026



Agenda



Company
Overview



Awards and
Accolades



Business
Performance



Q & A



Financial
Performance
Snapshot



Our Product
Suite &
Network



Looking
Forward



LIFE

Company Overview





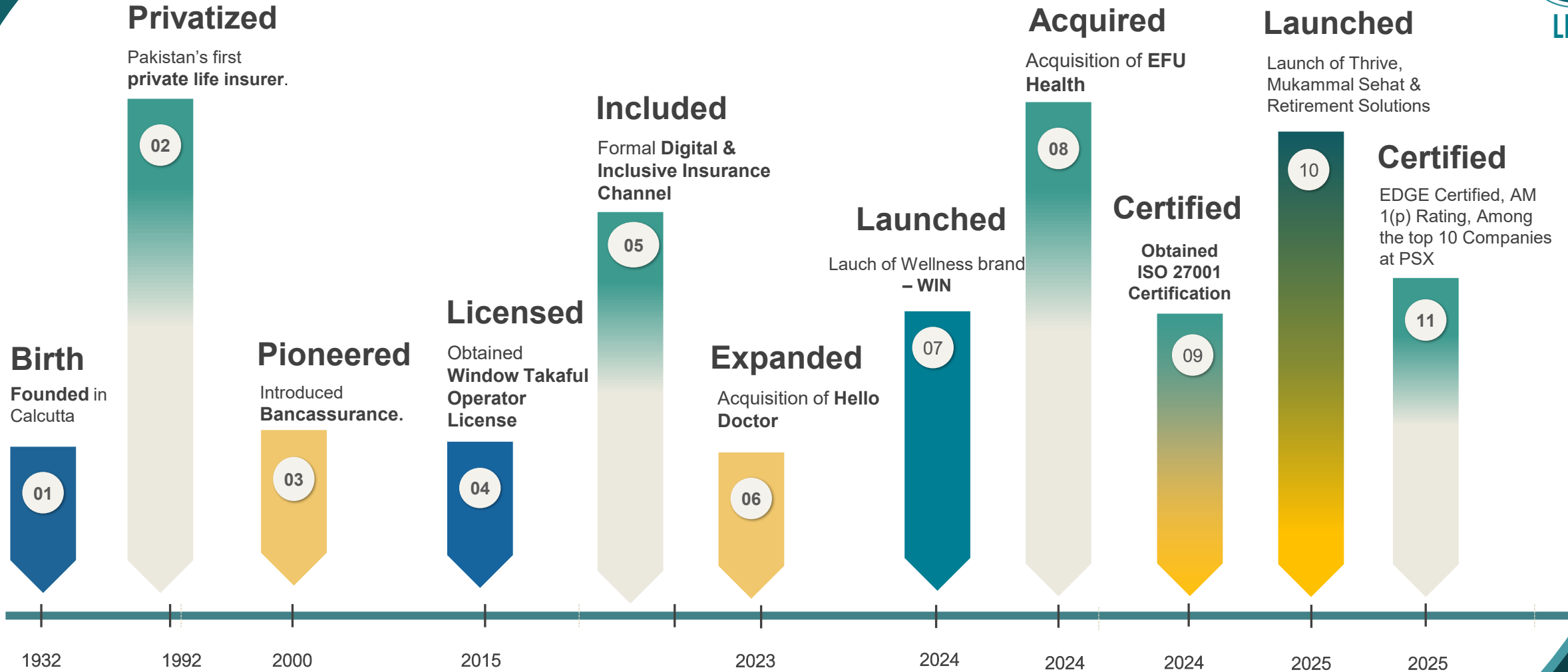
About Us

EFU Life is Pakistan's leading private sector insurer, recognized for shaping the industry through innovation, customer-centric solutions, and strong governance. Since our inception in 1992, we have pioneered market-first initiatives, built deep trust with millions of customers, and evolved into a holistic financial and wellbeing solutions provider. Today, we are driving transformation by integrating technology, expanding access, and championing financial inclusion - with a vision to positively impact every life we touch



- ✓ **AA++ RATING (BY VIS)**
- ✓ **AM 1(p) RATING (BY VIS)**
- ✓ **WINDOW TAKAFUL**
- ✓ **ISO 27001: 2022 CERTIFIED**
- ✓ **DISTRIBUTION DRIVEN**
- ✓ **EDGE CERTIFIED**





Our History





Our Workforce

700+ Head Office, 9K + Distribution Channels

Distribution Driven

Salesforce, Bancassurance, Corporate, Digital & Inclusive, Telesales, Retail Health, Retirement Solutions

Diversity & Inclusion

23% female employees, 20% female leaders
Disability Inclusion

Governance & Strength

Strong corporate governance, robust compliance framework, and top credit ratings



Our Reinsurance Strength

hannover **re**[®]

Munich RE 

 Swiss Re

01

Global
Expertise in risk
management

02

Access to
worldwide family
Takaful pools,
ensuring optimal
diversification of
risk

03

Supported by
strong credit
ratings from
global agencies
including S&P and
AM Best.

04

Expertise in
product design,
underwriting
automation,
claims efficiency,
and advanced
data analytics.

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Financial Performance Snapshot



Key Financial Highlights

2025



PKR 10.12 B
Shareholders Equity

24%
Return on Equity

PKR 23.26
Earning per Share

150%
Dividend



Awards & Accolades



Recognition & Accreditation



PAKISTAN
STOCK EXCHANGE
LIMITED

Ranked among Top 25 Companies at Pakistan Stock Exchange – Securing a **strong 9th position** – the only Life Insurer on the list



Pakistan's First & Only Insurance Company to Achieve **EDGE Green Building Certification** by the IFC



Achieved ISO 27001:2022 Certification, the global standard for information security management systems



Signatory to **UN Women** Empowerment Principles



Only Insurer in receipt of **Pakistan Microfinance Awards** for achievement in Microinsurance

International Awards



Top Partnership Distribution Award

Best Domestic Life Insurer & Best Marketing Initiative (WIN)

Executive of the Year & Health and Wellness Initiative of the Year (WIN)



InsurTech Connect Asia Awards

Insurance Asia Awards

Asian Management Excellence Awards

Excellence In Pakistan



40th Corporate Excellence Award



11th International Environment, Health & Safety Awards 2025



Brand of the Year Award



Corporate Social Responsibility Awards 2025



Excellence In Pakistan



Pakistan Microfinance Awards



ESG Summit Pakistan – Sustainable Insurance



BCR Awards

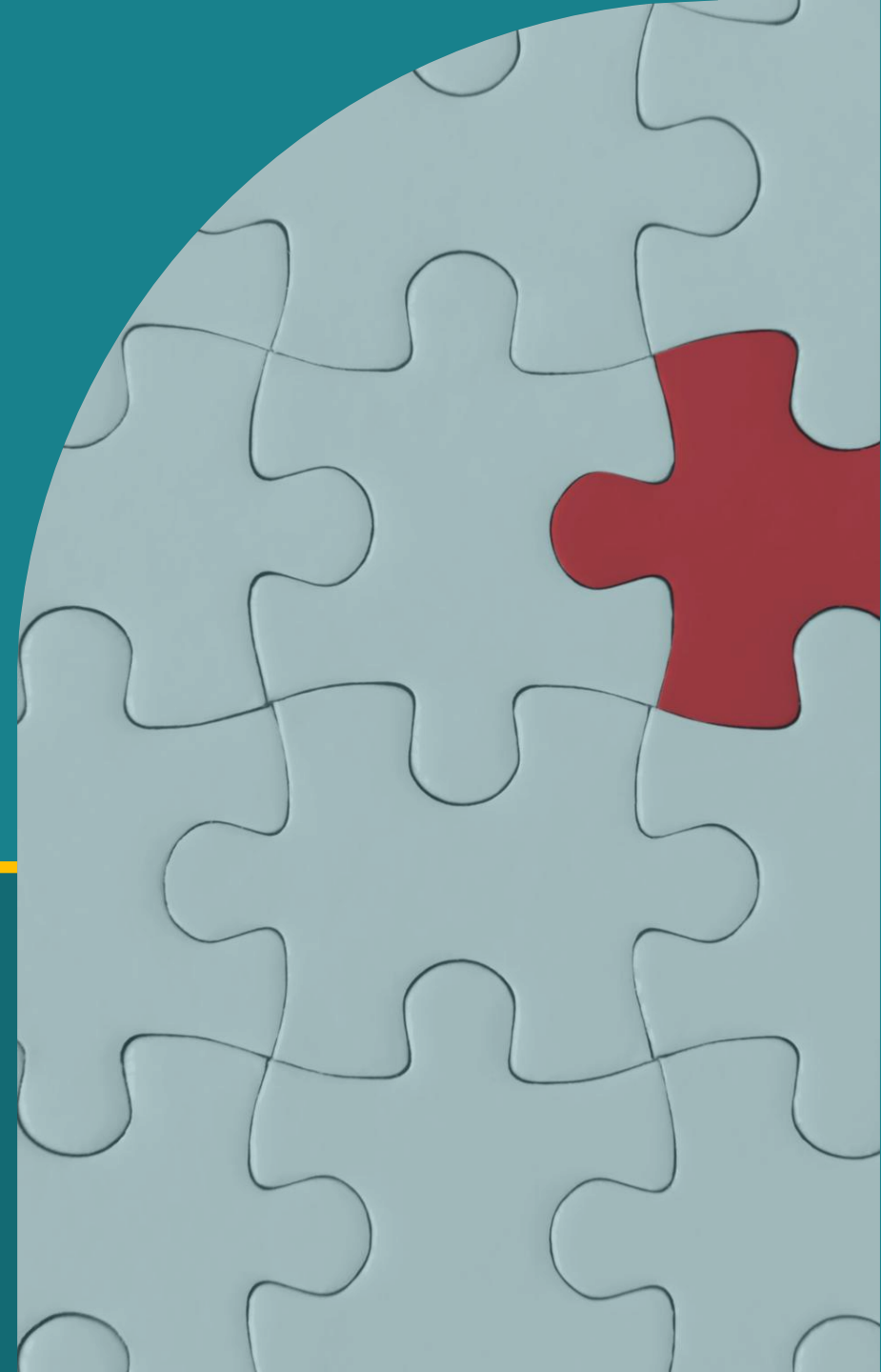


Best Life & Health Insurance Company





Our Product Suite & Customer Reach



One Brand – Three Promises

Your partner at every life stage.



Life

Savings
Protection
Continuation Benefits



Health

Protection
Preventive Health
Critical Illness



Retirement

Voluntary Pension Fund
Provident Fund
Annuities



Your partner at every life stage



Life

Savings

Unit linked | With Profits | Universal Life

Protection

Term Life | Personal Accident

Continuation Benefits

Education Continuation | Income Continuation

Your partner at every life stage



Health

Preventive

mHealth | WIN

Protection

Mukammal Sehat | Hospital Cash | OPD & IPD | Critical Illness



Your partner at every life stage



Retirement

**Tax Qualified
Planning
Protection**

**Voluntary Pension Fund
Provident Fund Management
Annuities**



Segments We Serve With Dedicated Brands

The logo for PRIMUS, featuring the word 'PRIMUS' in a serif font with three colored dots (blue, orange, purple) below it.

PRIMUS

**Priority
Affluent**

Serving priority and affluent customers through Salesforce, Bancassurance Channels.



EFU FAMILY TAKAFUL

**Islamic
(Takaful)**

Providing Shariah-compliant protection solutions under our Window Takaful operations.



**Wellness
Focused**

Offering preventive and access-driven healthcare solutions through our WIN wellness initiatives





Other Segments We Serve

● Middle-Income Households

- ✓ Salaried professionals & SMEs
- ✓ Served via Salesforce, Bancassurance & Corporate Offering

● Digital-Savvy Customers

- ✓ Comfortable with online platforms & self-service
- ✓ Served via Digital Channels

● Mass Market

- ✓ Low-income, underserved populations
- ✓ Served via Inclusive Insurance Channel

● Retirement Planners

- ✓ Preparing for post-retirement financial security
- ✓ Served via Retirement Solutions Vertical



LIFE

Thrive - Digital Distribution Platform

An industry-first interactive platform for our Digital Savings & Protection products, targeting the next generation users



Financial Literacy Hub

An interactive space where customers can boost their financial know-how and earn EFU Life Coins as rewards

Spirit of Giving Back

A charitable contribution made for every policy purchased, turning protection into a positive social impact

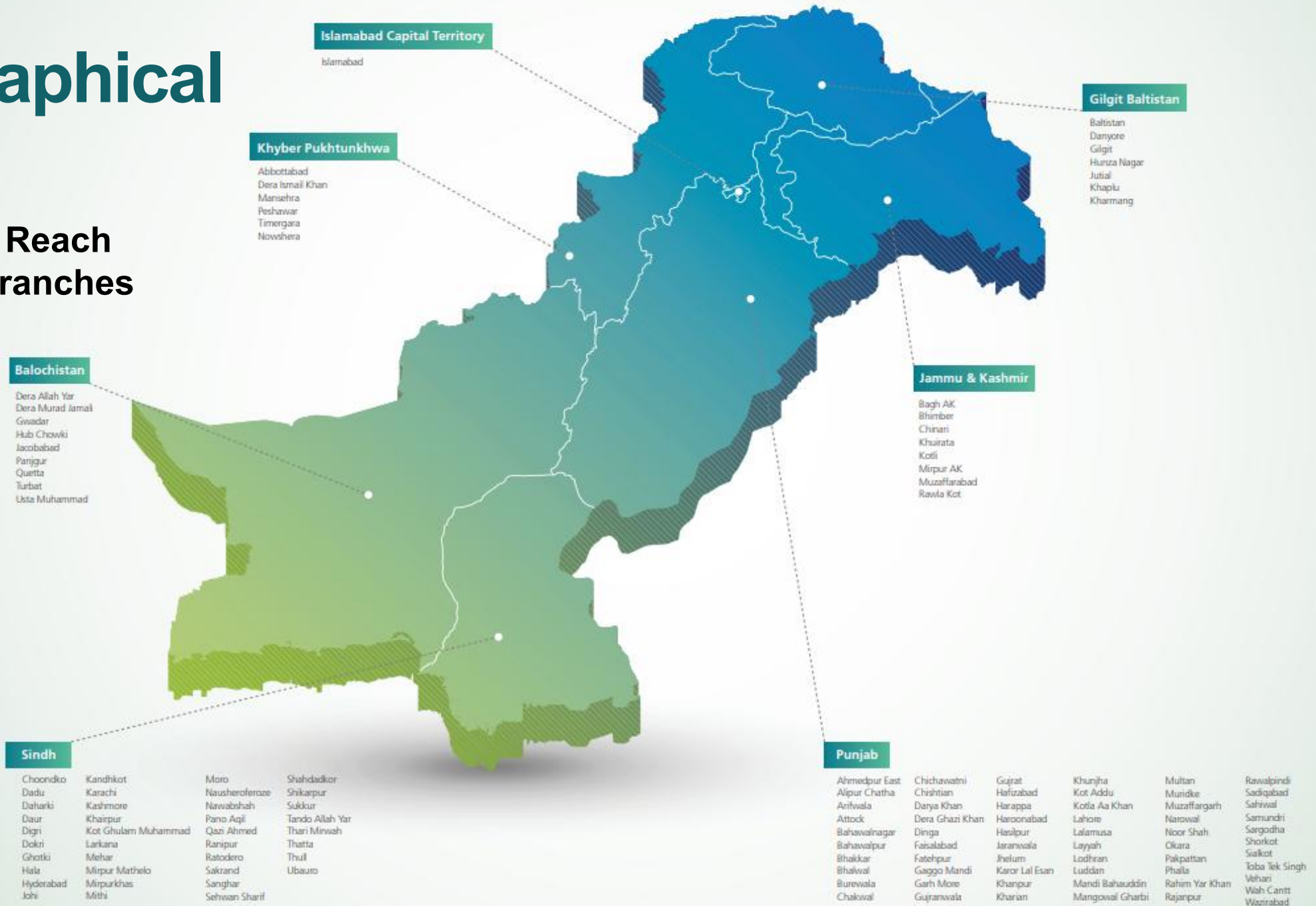


Gamification & Instant Gratification

EFU Life Coins unlocked across multiple touchpoints, redeemable for exciting vouchers and benefits.

Geographical Reach

Nationwide Reach
with 200+ branches



Our Bank Partners



The Bank of Punjab

HABIBMETRO



SILKBANK





Business Performance



Profit and Loss Account

PKR Million



Profit and Loss Account	2025	2024	Change
Gross Premium/ Contribution Revenue	57,049	41,722	37%
Net Premium/ Contribution Revenue	52,623	39,517	33%
Investment Income, Net realized gain(loss)	50,663	61,712	-18%
Total Net Income	103,286	101,230	2%
Net Insurance Benefits	49,096	41,124	19%
Net Change in Insurance Liabilities	34,151	43,083	-21%
Acquisition Expenses	11,157	7,793	43%
Marketing and Administration Expenses, others	4,613	4,041	14%
Others	284	232	22%
Total Expenses	50,205	55,148	-9%
Share of profit from associate	2	-	
Profit before Tax	3,987	4,957	-20%
Profit after Tax	2,442	2,987	-18%
Earnings per share - Rupees	23.26	28.79	

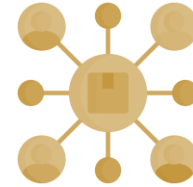
Key Revenue Drivers



Business Growth



Market Penetration



Distribution Network



**Persistency &
Customer Retention**



Claim Ratios



Expense Ratio



Investment Income

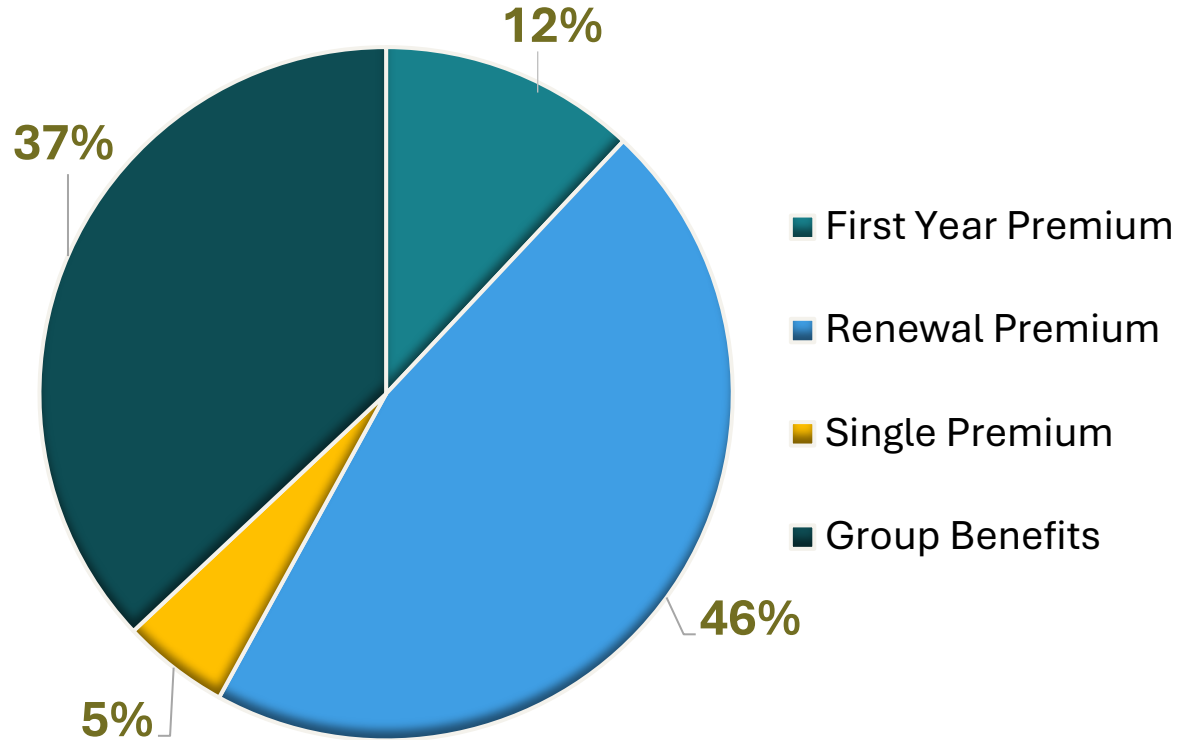
Financials Metrics

Year to Year Comparison

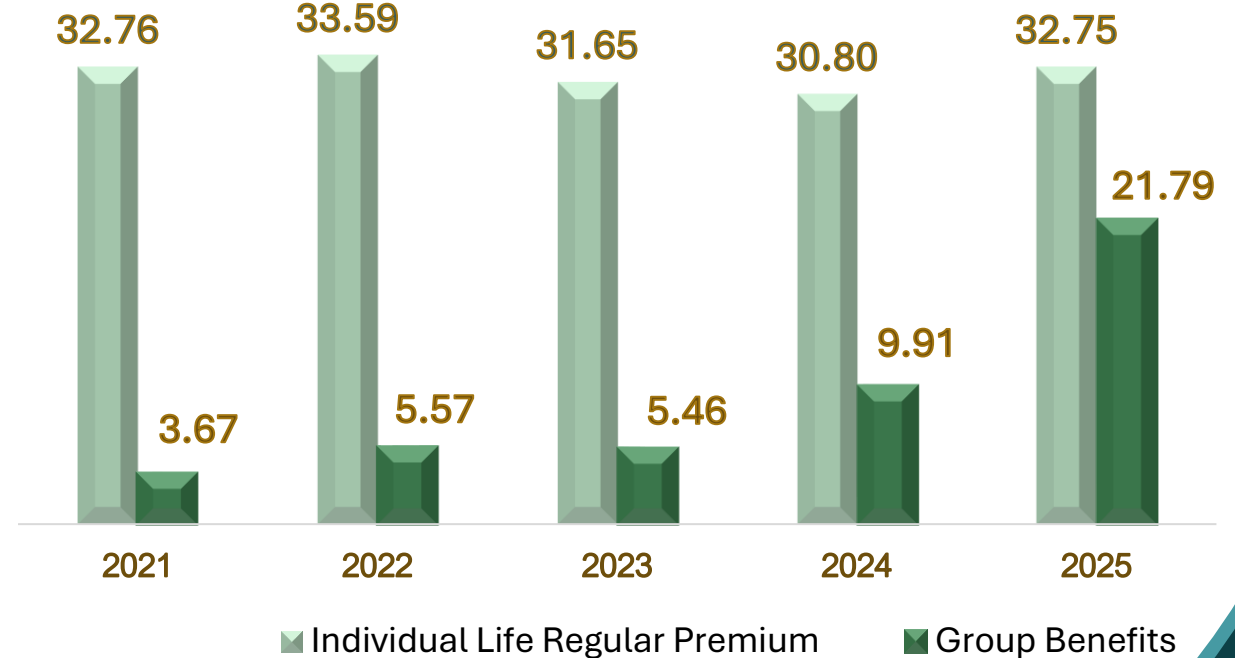
Ratios	2025	2024	2023	2022	2021
Premium Growth Ratio	36.7%	11%	-5.3%	5.8%	14.9%
Net Claim/ Net Premium (Claim Ratio)	93%	104.3%	88.2%	66.3%	63.3%
Gross Yield on Earning Assets	18%	25%	16.6%	11.3%	7.7%
Profit/(Loss) before tax / Net Premium	7.6%	12.6%	11.0%	7.4%	5.9%
Earning per Share	23.26	28.82	20.65	16.92	15.08
Return on Equity	24%	32.5%	29.7%	26.7%	24.4%
Dividend Yield	9%	9%	8%	7%	7%

Gross Premium

Gross Premium Composition



Gross Premium Growth 5 Year Summary PKR Billion

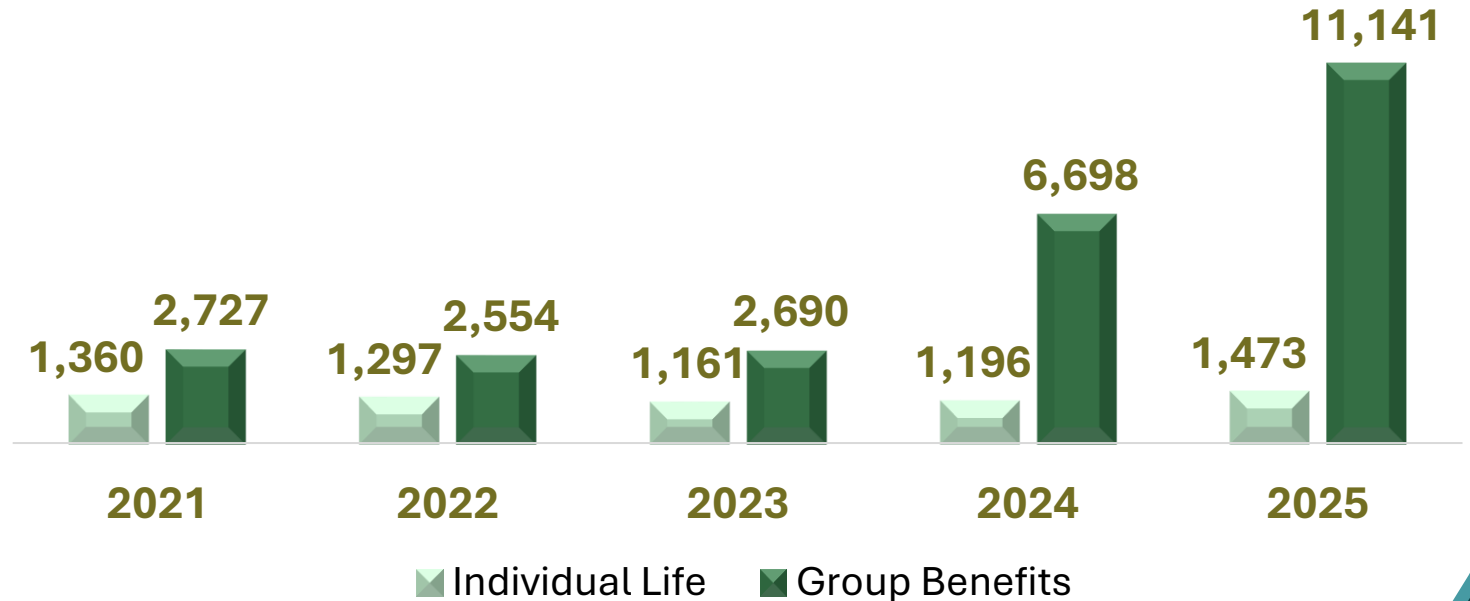


In 2025, the gross premium of the Company was **Rs. 57.05 billion**, an increase of **37%**.

Claim Payments

Gross Death & Disability Claims 5 Year Summary PKR Million

In 2025, the Company settled total death, disability and health claims of **Rs. 12.61 billion** (2024: 7.89 billion).

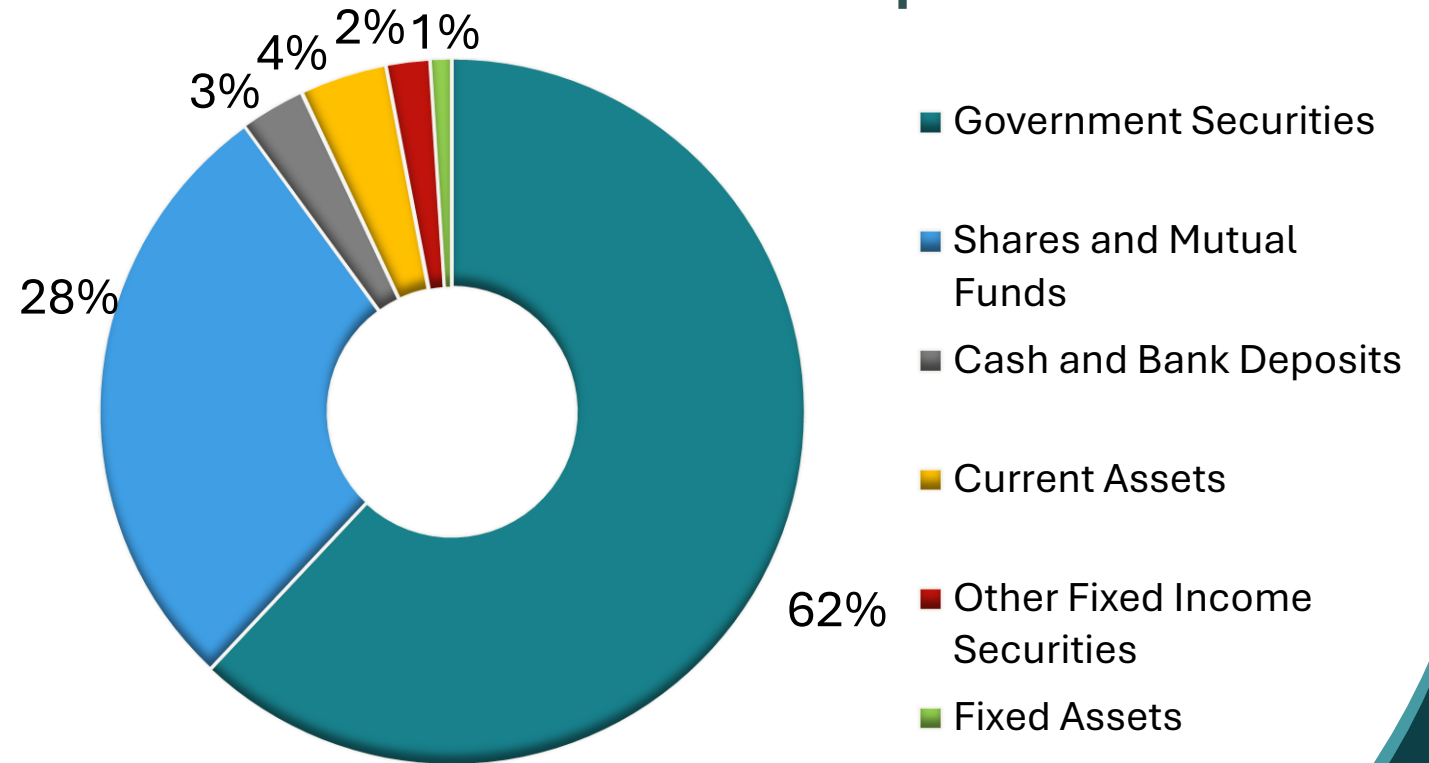


Assets & Funds

The Company has a strong balance sheet size with total assets of **Rs. 298 billion** for 2025 (2024: Rs. 259 billion)

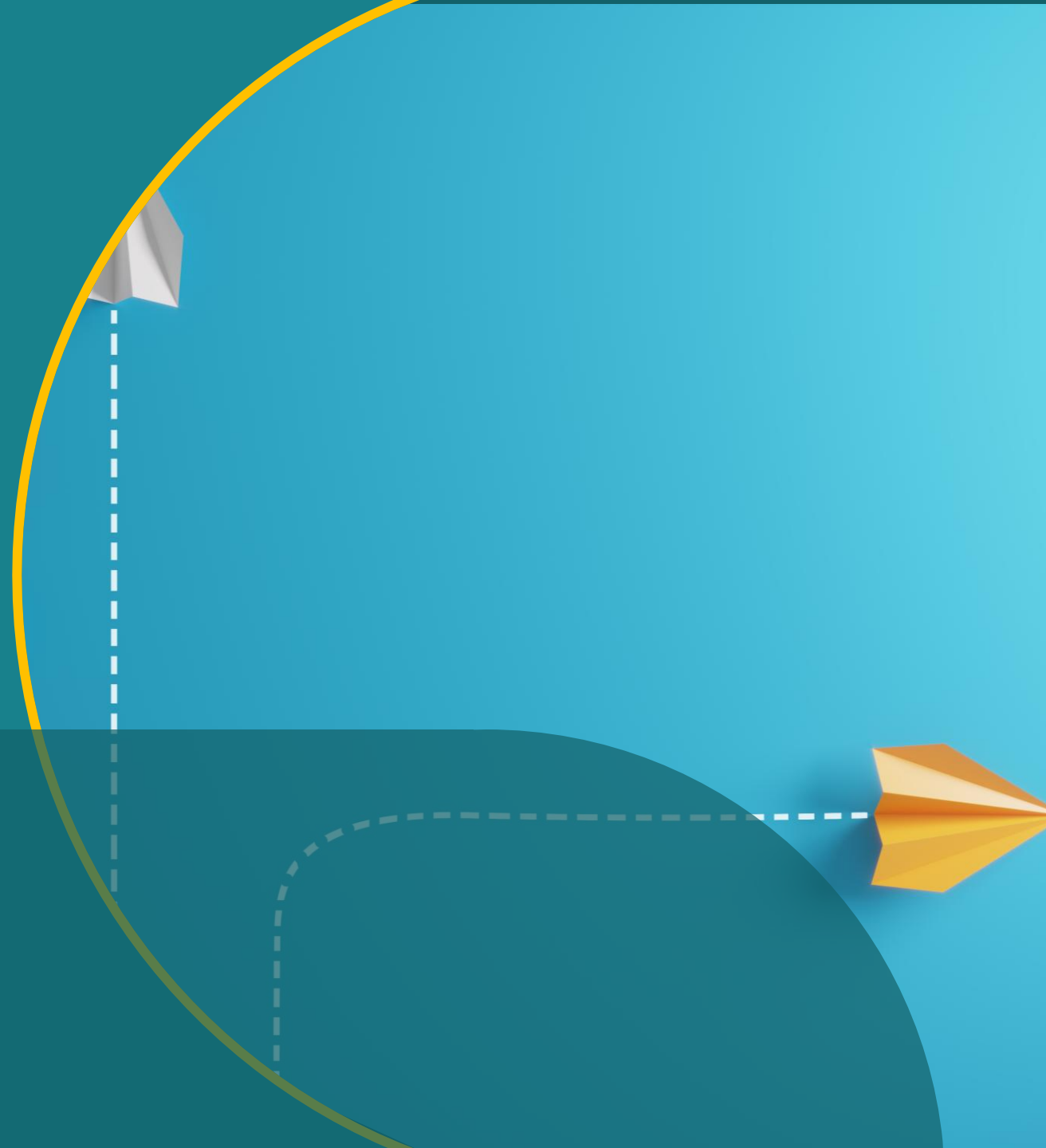
The net asset value of all Unit-Linked funds under management increased from Rs. 231 billion in 2024 to **Rs.263 billion** in 2025.

Assets Composition





Looking Forward



Challenges & Risks

Economy

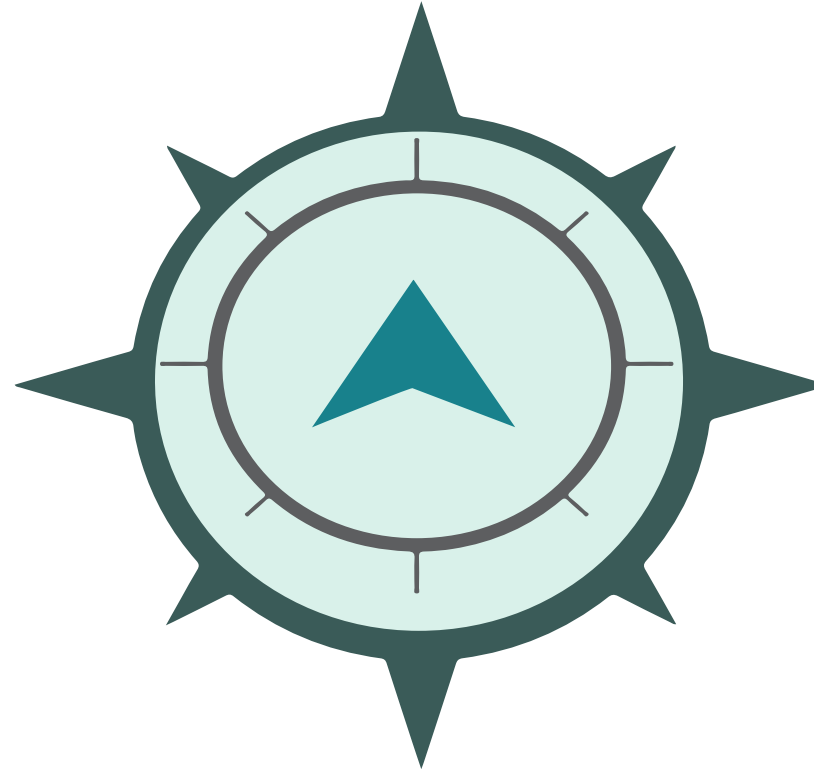
- Economic Uncertainty
- Reduced Customer Purchasing Power
- Investment market uncertainty
- Rising business & operational cost

Geopolitics

- Additional economic volatility
- High inflation leading to reduced customer purchasing power

Taxes

- Imposition of Super Tax
- Withdrawal of tax credit on life insurance premium
- Petition pending for Sales Tax on services
- Increasing income tax reducing disposable income of customers



Awareness

- Low consumer awareness
- Untapped low-income and unbanked segment

Risk And Claim

- Higher claims from natural disasters
- Increased exposure to unforeseen events

Regulations

- AML, CFT
- IFRS 17
- Risk Based Capital
- Paid Up Capital Requirements

Competition

- Growing price-led competition
- Margin pressure
- Market share erosion

Strategy



Distribution

- Strengthening Existing Distribution Channels
- Investing in new channels & segments



Products

- Expand product range for new segments
- Offer affordable solutions to grow reach



Health

Advancing Health Business Capabilities



Retirement

Launching retirement solutions , offering flexibility and tools for a secure financial future



Customer Service

Enhance the end-to-end customer journey



Technology & Artificial Intelligence

Unlocking Potential



Regulator

Foster active regulatory collaboration



THANK YOU



www.efulife.com

