



Corporate Briefing Session



1. About Us
2. Executive Business Summary
3. Performance Overview
4. Innovation & IT Engagements
5. Financial Review

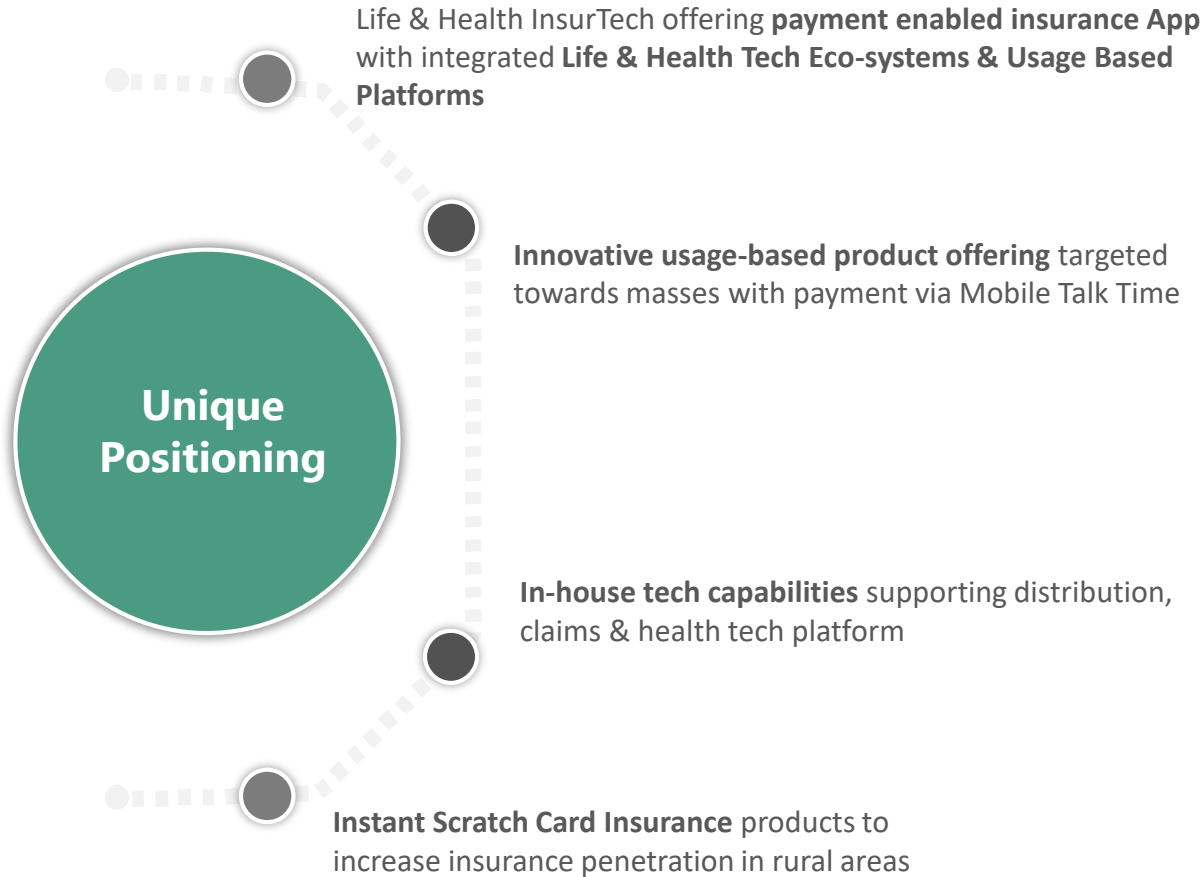


01

|About Us|



Pakistan's 1st Life & Health InsurTech, Established in August 2016 & Takaful Operations commenced in 2018.



Key Partnerships



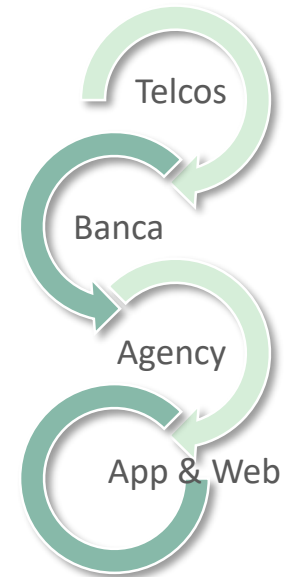
Reinsurance Partners



Key Features

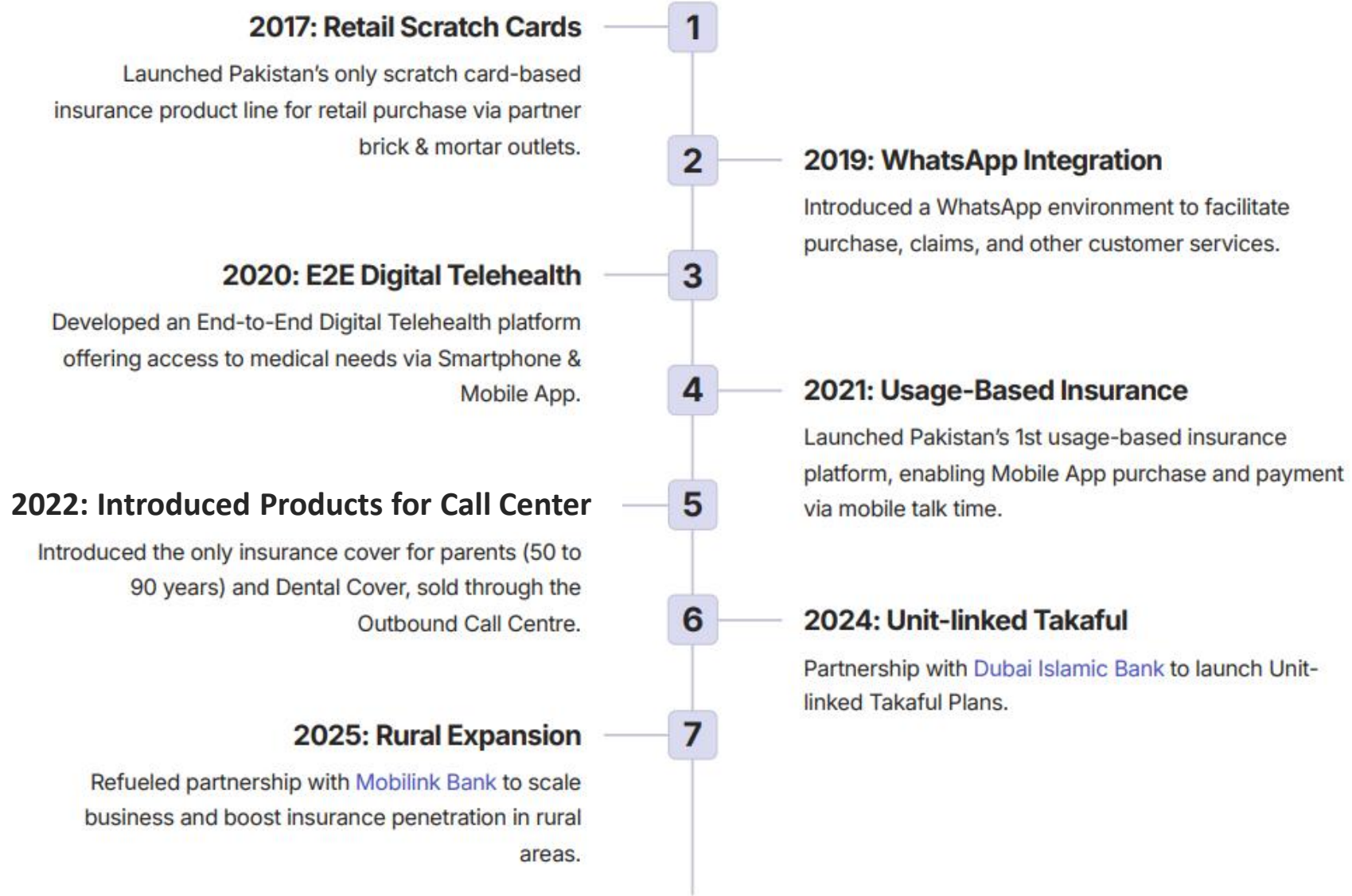
- A** Credit Rating IFS PACRA
- AA** Re Insurer Rating IFS PACRA
- 20+** Retail Products
- 300+** Panel Hospitals Nationwide

Future Growth Avenues



OUR GROWTH STORY

2017 to 2025





02

| Executive Summary |

EXECUTIVE SUMMARY

YEAR END | CY 2025



77%

Company Ach PKR
506 million vs
Budget
PKR 659 Million

163%

Corporate's Budget
Achievement
PKR 58 million
vs
Budget PKR 36 million

72%

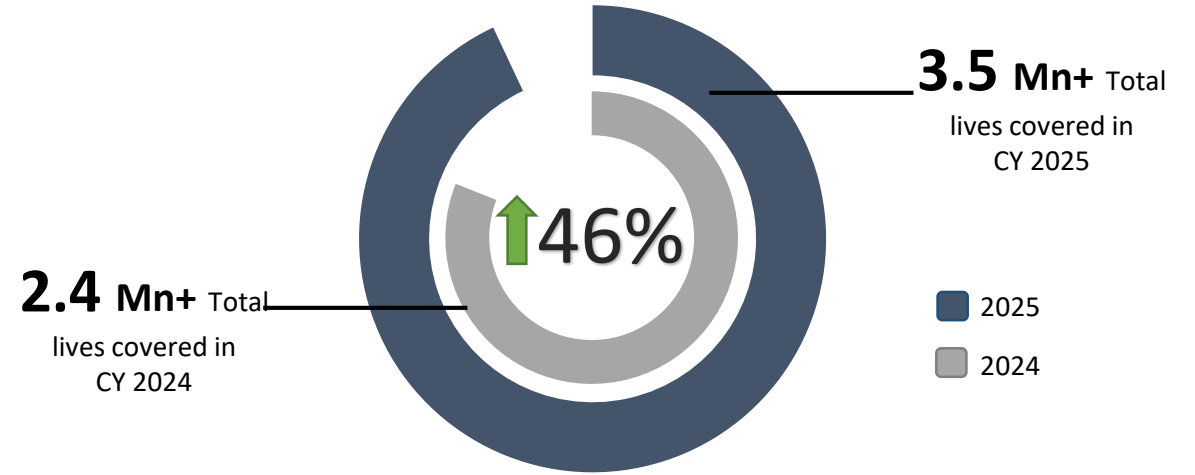
Retail's Budget
Achievement
PKR 447 million
Vs Budget
PKR 623 million

97%

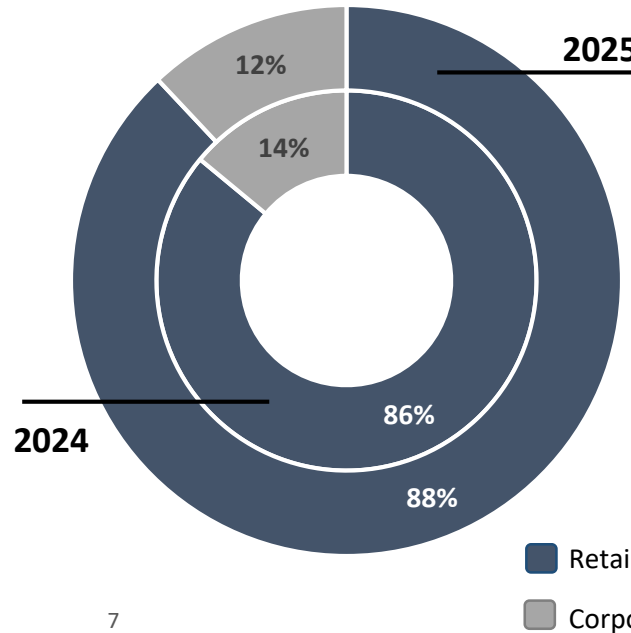
FIG & Agency
Contribution to
overall Company
Topline
PKR 387 million vs
Budget
PKR 399 million

27%

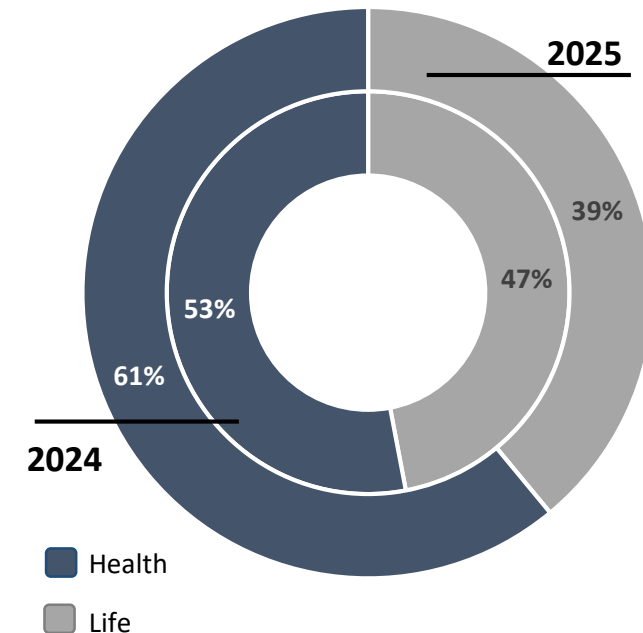
Digital's Achievement
PKR 61 million vs
Budget
PKR 223 million



Channel Contribution to Topline



LOB Contribution to Topline

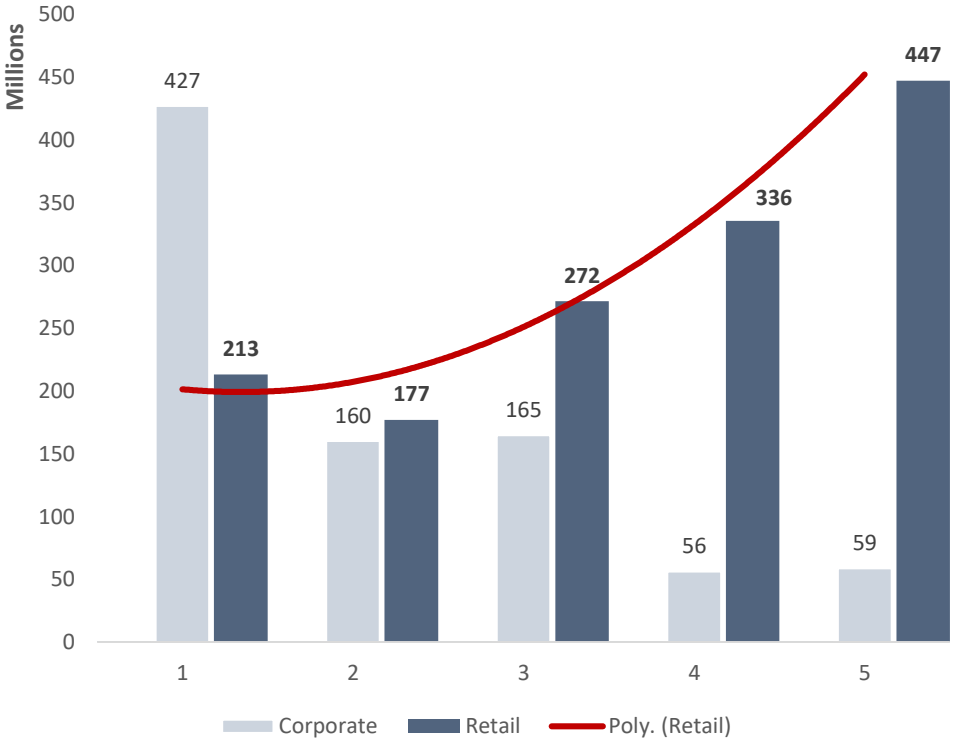


STRATEGIC PIVOT

EVOLVING FROM B2B ROOTS TO RETAIL-LED GROWTH



Year	Corporate	Corp (%)	Retail	Retail (%)	Total Business
2021	427,100	67%	213,147	33%	640,247
2022	160,250	48%	177,109	52%	337,359
2023	164,861	38%	271,540	62%	436,401
2024	56,183	14%	335,645	86%	391,828
2025	58,603	12%	447,248	88%	505,851



Source: Company Information



- **Microfinance Institutions (MFI):** Pioneered an untapped, low-competition segment using a Blue Ocean strategy — large addressable market, minimal competitive friction
- **ULIP Bancassurance:** Launched and scaled an innovative Life Insurance proposition through the bank channel
- **International Health Insurance:** Grew the segment through targeted digital campaigns, leveraging a differentiated product offering
- **Digital Call Center:** Introduced unique Health Insurance products reaching mass retail customers at scale
- **Bank Partnerships:** Embedded Life & Health insurance solutions directly into bank account holder journeys, enhancing bank propositions while driving our retail volume
- **Corporate Discipline:** Scaled down to retain only profitable Group Life accounts — quality over quantity



Embedded Schemes with Partners



Portfolio-based Insurance/Takaful coverage schemes offered in collaboration with Banks, AMCs, and Fintech Partners to enhance their product value proposition (Credit Shield – Life Cover, Health Insurance, Tele-health)

Branch Banking (Banca)



Insurance/Takaful products distributed through the branch banking channels of Commercial and Microfinance Banks (Unit-Linked Takaful Plans, Bite-Sized Life & Health Insurance Scratch Cards)

Digital (Call Center / App-Based / Aggregators)



Insurance/Takaful products offered through Banking Apps and Call Center distribution channels



Corporate / Group Life Division



Group Life policies offered to corporate clients providing comprehensive life cover, accidental death benefits, and health protection for employees and their dependents through structured Group Insurance and Takaful schemes

Internal Call Center / App & Website (Digital)



Insurance/Takaful products sold directly via TPL Life's proprietary mobile App, Website portal, and internal Call Center – enabling seamless digital onboarding, policy management, and direct customer engagement

Direct Sales Force (Feet on Street)



Field-based sales agents deployed across key cities and localities to engage customers directly, driving insurance penetration through in-person advisory, relationship-based selling, and on-ground policy enrollment



03

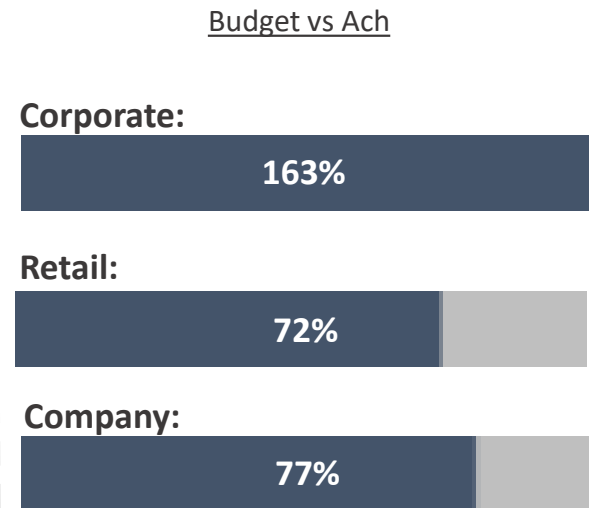
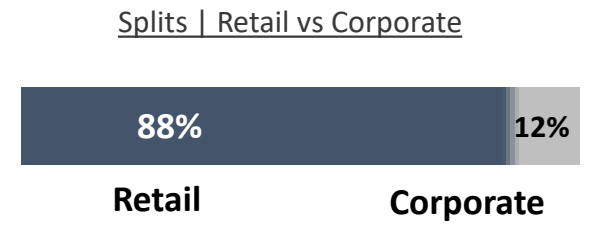
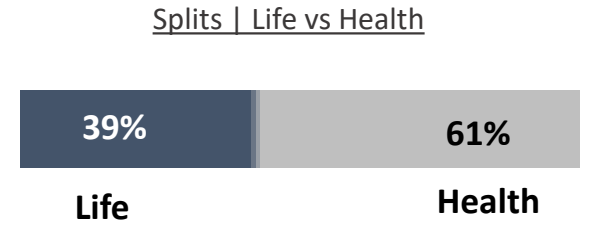
| Performance Review |

BUSINESS SUMMARY CY 2025

ACTUAL VS BUDGETED



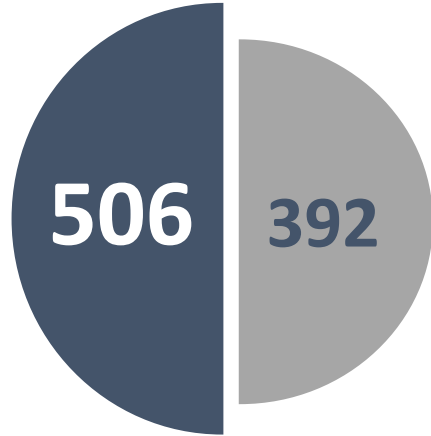
Line of Business		Summary		
		Budget	Business	Ach (%)
Health	Digital	104,311	42,378	41%
	FIG & Agency	255,749	266,731	104%
Total		360,060	309,109	86%
Life	Corporate	36,000	58,603	163%
	Digital	119,000	18,199	15%
	FIG & Agency	143,831	119,940	83%
Total		298,831	196,742	66%
Total	Corporate	36,000	58,603	163%
	Digital	223,311	60,577	27%
	FIG & Agency	399,580	386,671	97%
Total		658,891	505,850	77%



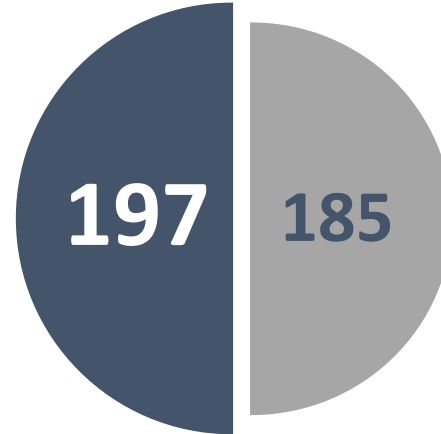
Retail (FIG + Digital) | PKR 622,891 (Bud) vs PKR 447,248 (Ach) | (72% Ach)

COMPARISON

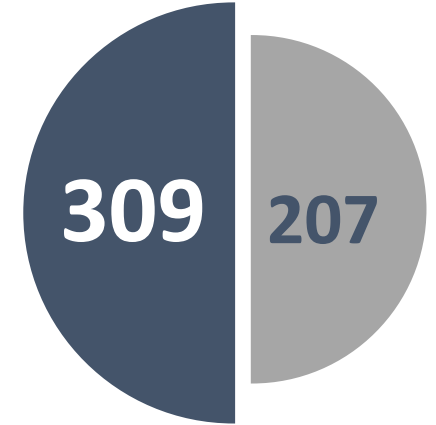
CY 2025 vs 2024



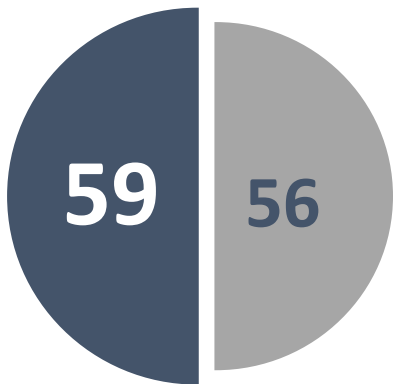
COMPANY | 1.29x



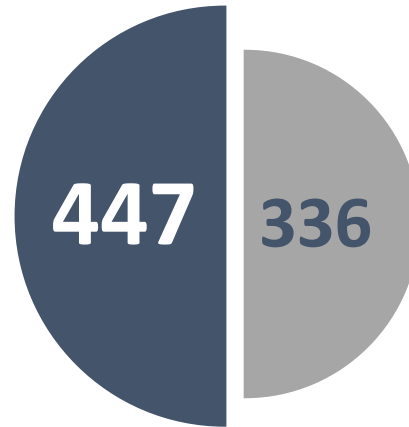
LIFE | 1.06x



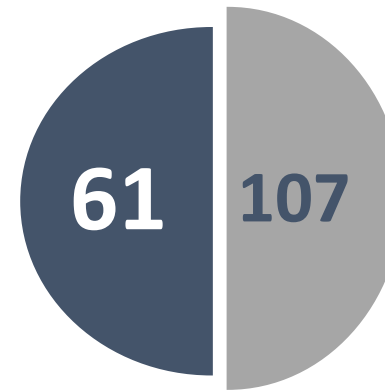
HEALTH | 1.49x



CORPORATE | 1.04x



RETAIL | 1.33x



DIGITAL | 0.57x

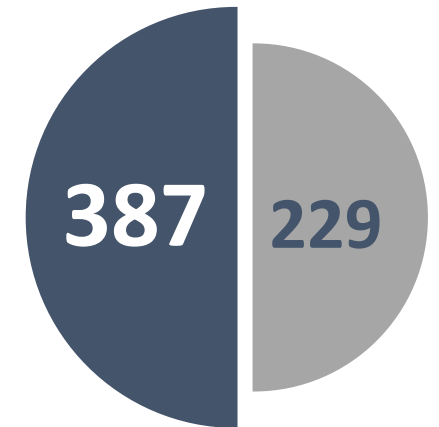


FIG & Agency | 1.69x



04

| Innovations & IT Engagements |

DIGITIZATION & AUTOMATION INITIATIVES

CY 2026



Nature	Tasks Identified	Process Owners	Timeline (Months)
Digitalization	Sales CRM from Leads to Deals Sales flow (Sales funnel)	Strategy / IT	1
AI Automation	Collaborating with Boston AI to deliver a digital transformation solution for the International Health (Gen Re) product experience on Mobile App and website journey.	Strategy / IT	2-3
Digitalization	Sales Portal (Post-Payment): Process flow mapping covering document submission, underwriting, policy issuance, and a real-time dashboard for case visibility and tracking.	Health Underwriting/IT	3-4
Digitalization	Customer docs/communication, province wise invoicing and a real-time dashboard for case visibility and tracking.	Health Ops/ IT	2-3
Digitalization	Standardized document checklist to be uploaded to ensure completeness, with a centralized dashboard maintained for real-time visibility of claims statuses and tracking.	Claims / IT	3-4



05

| Financial Review |



	Actual 2025	Actual 2024	Variance %
	Rupees in '000'		
Premium revenue	505,850	391,829	29%
Premium ceded to reinsurers	(86,051)	(96,891)	-11%
Movement in insurance liabilities	(116,382)	(31,865)	265%
Net Premium Revenue	303,418	263,073	15%
Investment income	35,523	45,571	-22%
Other income	13,601	27,647	-51%
	49,124	73,218	-33%
Net Income	352,541	336,291	5%
Insurance benefits	(82,633)	(61,432)	35%
Acquisition expenses	(152,848)	(82,285)	86%
Administrative Expenses	(306,667)	(521,296)	-41%
Financial Charges	(10,183)	(10,899)	-7%
	(552,331)	(675,913)	-18%
Tax expense	(8,405)	(590)	1326%
Profit & loss after tax	(208,196)	(340,212)	-39%

- **Premium** achieved at Rs.506m vs Rs.392m of last year. FIG and Corporate business overachieved by Rs. 157m and Rs. 2.4m respectively. However, shortfall in business was recorded under Digital by Rs. 46m.
- **Earned premium** increased by Rs. 40m.
- **Investment and other income** decreased by Rs. 24m compared to the last year mainly due to discount rate reduction.
- **Claim** ratio has slightly increased to 27% compared to 23% of last year.
- **Acquisition expenses** increased by Rs. 71m due to MMBL and ULIP takaful business.
- **Admin Expenses** decreased by Rs. 214m due to Last year recorded one off expenses such as bad debts and reversed merger cost. Additionally, savings were achieved through payroll reductions and lower administrative cost sharing for the premises.
- **Loss for the year** reduced to Rs. 208m vs last year of Rs. 340m. Major variations explained as per below:



Profit and Loss Account	2025	2024	2023	2022	2021	2020
	Rupees in million					
Gross Premium	505.85	391.83	436.42	337.34	640.25	1,130.16
Net premium revenue	419.80	294.94	308.59	190.75	540.42	951.84
Total Investment and other income	49.12	73.22	70.67	24.60	64.25	48.25
Net income	468.92	368.16	379.26	215.34	604.67	1,000.09
Net insurance benefits	82.63	61.43	70.09	93.70	657.13	720.84
Total Expenses	575.90	635.62	537.29	333.10	133.55	629.66
Results of Operating Activities	(189.61)	(328.90)	(228.12)	(211.46)	(186.00)	(350.41)
Financial charges	(10.18)	(10.73)	(13.78)	(2.05)	(0.47)	(0.93)
Loss before tax	(199.79)	(339.62)	(241.90)	(213.51)	(186.47)	(351.34)
Income tax expense	(8.41)	(0.59)	(3.05)	(0.49)	(5.14)	(0.52)
Total comprehensive loss for the year	(208.20)	(340.21)	(244.95)	(214.00)	(191.61)	(351.86)
Loss (after tax) per share - Rupees	(0.93)	(1.54)	(1.24)	(1.18)	(1.38)	(2.94)



THANK YOU