



imapp
C.M.

A Simple Story A Great Product

Patrick is a very busy banker who has very little time to do other things, certainly not insurance. Although he has basic knowledge of insurance from school and his banking experience but really doesn't understand how insurance benefits him. Patrick has just bought a new car and he takes up the mandatory Third Party insurance policy.

One day while surfing the Internet, Patrick found IMAPP CM™ and he was educated on the benefits of taking a comprehensive car insurance policy. He registers on the platform and was totally captured by the fact that he has his own personal admin dashboard, can update his properties, request for insurance quotes, analyze his own user risk portfolio, make premium payments and receive his cover note and insurance policy document in his home!

With IMAPP CM™, Patrick was able to acquire a comprehensive insurance policy for his 'baby' and still continue with his tight work schedules: IMAPP CM™ had solved the challenge of convenience and access for Patrick.

The Nigerian Insurance Industry is at an abysmally low penetration level of 0.3% as compared to other African countries like South Africa – 16.99%, Namibia – 6.69%, Zimbabwe – 4.09%. For Patrick and many others, the benefits of insurance policies are not well known and for the few that know the benefits of insurance, they have limited access to actually acquiring them.

Compared to traditional technologies, insurers and insurance brokers can achieve up to 50 to 70 percent savings on technology investments, thanks to the IMAPP CM™ SaaS/cloud-based platform. IMAPP CM™ was built to

respond to a rapidly changing world, and we commit completely to our clients' success.

With IMAPP CM™, you can rely on our powerful, proven, web-based solution to streamline operations and achieve profitable growth. Our solution covers all aspects of insurance management, including full policy administration, user risk portfolio analysis, product recommendation, and policy management.

**IMAPP CM™ is
bridging the
access gap in
the insurance
value chain.**

OUR CONVICTION

Opportunities in wholesale and retail stem from the fact that demand has continued to rise. The average amount devoted to consumption has played a major role in elevating Nigeria to the status of a 171 million-populated retail powerhouse on the African continent.

With internet penetration, according to the World Bank, at 32%, in December 2012, Nigeria became the biggest internet market in Africa (though the level of internet penetration may really be much higher, considering the number of Nigerians who use their phones to access data on the internet). Of the Nigeria's 115 million mobile phone subscribers, according to data made available by the NCC, 64 million use their phones to access internet services regularly. Between 2000 and 2012, internet penetration grew from a paltry 0.06% to 32%, and there are indications that this trend will continue in the foreseeable future.

The major factors fueling the growth of online retail in Nigeria include the growth of the middle class, improved internet literacy, better guarantee of transactions online, enhanced internet banking capacity of local banks, convenience and the creativity of online retailers. In the retail and micro insurance market lie the opportunities for insurers and other industry stakeholders to creatively develop insurance products that will align with the growing trend.



What is **IMAPP CM™**

We found that through technology-driven mechanism for risk analysis, consumers can grow the confidence, not only in the benefits and awareness of insurance, but also in the acquisition, administration and in the claims management processes.

With IMAPP CM, our Insurtech solution, data can be sourced, interpolated and analyzed for proper risk profiling of individuals and small businesses, making it seamless for the retail and micro insurance consumers to acquire insurance products with affordable micro-payment system, while the Insurance professionals become more efficient with the use of IMAPP CM for their business.

Our process automations system provides a platform for insurance consumers (individuals and micro businesses) to do a comprehensive risk evaluation using cognitive/predictive analysis and connect with insurance professionals who will help to address the risks.

OUR THEORY OF CHANGE / SOCIAL IMPACT

In developing economies like Nigeria and many African nations, small and micro businesses face imminent hazard risks that threatens:

- business continuity in case of business owner's death and
- business sustainability in case of property loss.

With affordable and flexible risk management (insurance) policies, there can be easy access to insurance professionals such that business continuity and sustainability will be guaranteed, especially for small and micro businesses and other individuals who fall at the bottom of the Income distribution pyramid.

COMPLETE VALUE OF CRM FOR YOUR CUSTOMER SATISFACTION

For companies looking for a great return on their CRM investment, IMAPP CM™ is the right option to choose. The following capabilities come along with your investment with IMAPP CM™:

Easy system to learn

With the user-friendliness of IMAPP CM™, you and your staff would understand the system with ease. From the CRM functionality to other aspects of the application, the workflows is quite easy to learn and understand.

Two-way communication

IMAPP CM™ was developed to engage your customers in an interesting way: they have their own dashboard in a way to open communication with you and your staff. So your customers can place a request for insurance (offers), update their own details, accept a request you have made to them (proposals), make premium payments, renew insurance and so much more! This improves your turn-around time and overall efficiency all at no extra cost to you.

In-App chat messaging

For reference purposes and to save a great number of time and resources, we included a 24-hour in-app messaging functionality. We understand the importance of getting a message across to your customer in an organized manner, and so the messaging is structured in a friendly layout.

VALUE

definition:
the importance, worth, or usefulness of something.

Value isn't the same as price. Value is the belief that you are getting something greater than what you are giving.

Integrated Payment Gateway

Premium payment completes every insurance business transaction and IMAPP CM™ is designed to make that happen. With our triple-Des secured encryption technology, your customers can make payment directly to your bank account without worries of downtime, phishing or other security fears. We have also integrated different options of payment, so that customers can choose the most convenient for them.

Complete Policy Management

The convenience of your customers is key for your business! With our system, the policy management workflow is very important and we make it a point of duty to ensure that the entire process is transparent enough for both you and your customers. From the proposal/offer, to the cover note generation and to the policy document dispatch, the status of the policy is indicated throughout the policy lifecycle at every point, so that the customer can be aware of the progress of the policy.

Predictive analysis and data analytics

The proper use of data to make decisions is the future of business. With the advent of IoT (Internet of things) and Artificial Intelligence (AI). IMAPP CM™ is evolving with the trend with integrated cognitive computing and predictive analysis that can extract, process and interpolate data from your database to make relevant inferences that will foster decision making.

Most pricing models are based on a limited number of variables, IMAPP CM™ will build solutions that leverage emerging technologies such as wearables, Telematics, IoT and DLT to capture, share and analyze customer data and build a pay-as-you-live ecosystem that would provide personalized premium ratings / dynamic pricing models based on the data collected.

Custom product gallery

IMAPP CM™ is a platform to showcase retail products and can be shared on social media, so that consumers so that consumers can purchase directly from the platform. The catch here is to ensure that the features and benefits of each product is well articulated.

Your data, any device

PC, Android, iPhone, iPad, desktop, or laptop. Always get the full IMAPP CM™ system experience, which is fully responsive and mobile-ready for any device anytime anywhere in the world.

Business and Cognitive Intelligence

Our intuitive and cognitive intelligence records the turnaround time of policy management, claims processing, proposal request conversion, offer request conversions and other workflows within the application as a tool to measure companies' efficiency for rating purposes and to improve overall performance. With this, companies onboard IMAPP CM™ can be rated for efficiency based on different parameters.

Complete Claims Management

The comfort of your customers when they have to report a claim is very important for your business. Whether it is a small or great claim, they need to know that you are there for them. Our claims management system is very easy and quite user-friendly with few vital questions and opportunity to upload a few documents/images, so that your customers can quickly log a claim and wait for your follow-up as soon as possible.

At IMAPP CM™, we understand that claims verification and pay-out of claims in the insurance industry is a time consuming and expensive process and is prone to fraud and misuse. Often than none, the verification of small claims often costs more than the actual claim. The future of our claims management is to evolve into an automated claims system that will have the capacity to pay out small claims using a risk model instead of individual verification. The system will use behavioral data from the claimant as well as any pertinent publicly available data.



ACCESS

IMAPP CM™ can be accessed on web, mobile, desktop and USSD platforms while the data gathered is stored in the cloud realtime.



ADMINISTRATION

IMAPP CM™ is a complete CRM and more! Your customers enjoy more communication and control.



ANALYSIS

IMAPP CM™ uses cognitive computing to analyze user risk portfolio and recommends insurance products to address the risks.

Why IMAPP CM™

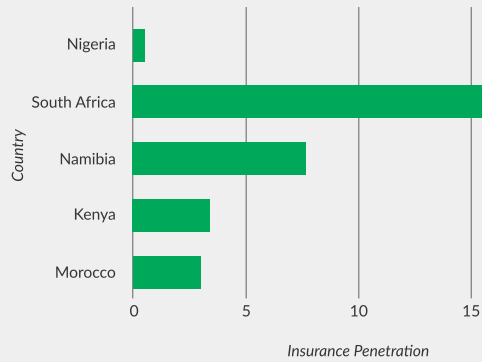
The foundation of your business is built on your customer satisfaction, which affects the two most important functions of your business - retention and sales. Here are some of the things IMAPP CM™ offers to increase customer satisfaction for your business.

- Using automation to drive efficiency
- An intuitive system that your staff can easily learn and apply
- Arms you with communication tools to market and build relationships
- Reports on the health of your business and unmet growth opportunities to take advantage of
- Brings sanity to your workday with a system of procedures and consistent documentation across policyholders and multiple carriers



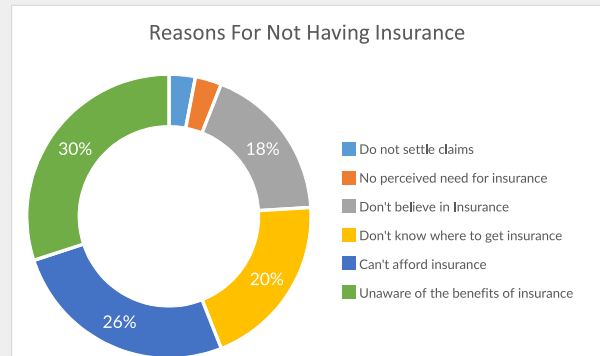
INDUSTRY POTENTIALS

Industry analysis



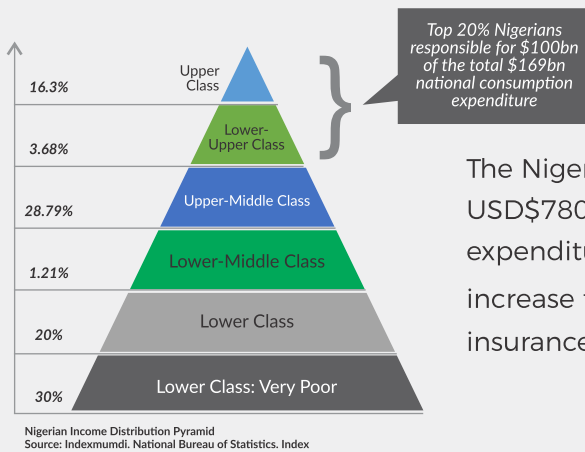
Insurance penetration in Nigeria is one of the lowest in the world, about 86% of Nigerians do not have any form of insurance cover.

Market analysis



Survey shows that most Nigerians don't take insurance because they are unaware of the benefits of insurance, while some say it is expensive, while others say they don't know where to get it.

MARKET POTENTIALS



The Nigerian insurance sector has a current market size of USD\$780million. But with the nation's consumption expenditure of \$169billion, insurance market size can increase to **USD\$10billion** if the retail and micro insurance markets can be tapped into.



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