

HOW TO BE BRAVE IN A WORLD OF RISK



PACIFIC LIFE RE





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OUR PHILOSOPHY FOR A CHANGING WORLD

Sometimes people confuse managing risk with eliminating risk.
This often results in new ways of working being stifled or rejected.

But in today's rapidly changing world we believe a braver approach is needed.
That's why at Pacific Life Re, we want to take intelligent risks.

Here are the 7 key insights which inform our approach.

They ensure we remain brave without being reckless, and enable us to support
our clients to make new ideas work.

If our philosophy matches yours then get in touch.
We're ready when you are to share your risk.



1

HARNESS THE POWER OF A GOOD IDEA

Not everyone likes change, but we thrive on it at Pacific Life Re.
We're constantly looking for new and better ways of working and new opportunities to explore.

We're proud of our 'can do' attitude and our entrepreneurial spirit. And we love working with
our clients to create new products for the modern consumer.

The market is rapidly evolving and we believe that unless you embrace innovation
you'll get left behind.

We reinsured the first longevity swap in respect of a UK pension scheme.

And the first product to offer benefit guarantees on Income Protection with no financial
underwriting at claim stage.

We developed the first hospital income product in Asia to be sold through TV advertising on a guaranteed issue basis.

And we have driven the development of UnderwriteMe – a dynamic new rules engine that is
transforming the protection market by delivering quick, accurate quotations.



2

DEFINE THE BOUNDARIES OF YOUR EXPERTISE

As a business, it's tempting to grow your top line by expanding beyond your expertise, but we're specialists and we're happy that way.

We prefer to focus on what we're good at: mortality, longevity and morbidity risk. And, unlike other reinsurers, we only operate in selected markets where we can offer real value. It all helps to focus our efforts and deliver real quality of service to our clients.

We specialise in risks associated with Life, Critical Illness, Income Protection, Hospital Cash, Underwritten Annuities and Longevity products.

We are not a property and casualty reinsurer.

We are experts in data analysis across all aspects of life and health insurance and we create new products to help our clients attract and retain customers. Our Persistency Modelling project, for instance, identifies the key drivers for lapsing, providing invaluable information for our clients.



3

LET TALENT SHINE THROUGH

Many companies go to great lengths to find and attract the best people,
only to limit their horizons once on board.

We believe in giving our people the freedom they need to perform and innovate.
It's a crucial part of our culture and helps keep us fresh and inventive.
We also ensure our people work directly with clients.

Work with us and you'll work with the key people in the business,
and have access to them whenever you need them.

We empower our people – so local offices are encouraged to make decisions themselves
in the best interests of their clients and their business.

We have never had the 'head office' mentality that can smother so many businesses.



4

SHARE KNOWLEDGE

The world is changing fast; all businesses now have an insatiable thirst for knowledge.

Traditional wisdom says you should jealously guard your insights and keep them to yourself.

But we think differently. Our refreshing philosophy says sharing is good; we want to work together so everyone benefits.

Data analytics is a core part of what we do, and we use powerful statistical modelling to help provide insight, which we share with our clients. Together we use this intelligence to help shape new products and drive business forward.

We're open with our new product ideas – we trust that you'll find them compelling and that, if you like what we do, you'll choose to work with us.

We share our pricing decisions and experience analysis fully and openly with our clients so we all benefit.



5

TAKE THE LONG VIEW

Taking the long view is a key component of our business. With a mutual holding company as our ultimate parent, we are not constrained by short-term thinking or excessive focus on quarterly earnings.

We're free to pursue the right course for our clients and our business.

We are constantly developing and investing in sustainable products that are designed for the market of the future as well as today's customers.

Our business revolves around long-term thinking, and we're always looking 20 or more years ahead in underwriting, pricing and new market activity.



6

MAKE IT PERSONAL

It's often hard for big businesses to interact with their customers. We value client contact because the personal touch can help understanding and create long-lasting relationships. Working closely together can help us see new ways of creating compelling products.

We also believe in the value that strong relationships can bring. Price is an important part of the insurance business, but it's not always about being the cheapest. Real value can help create long-term success.

We work with our clients to create tailored products that fit in with their business and their brand.

When creating products, we always consider the ultimate customer for your business and ours.



7

STAY YOUNG AT HEART

You should never be afraid of young thinking, but it can be hard if you're part of a big, traditional company centrally controlled, with an established way of doing things.

At Pacific Life Re, we have the freedom to behave like an innovative young business, with the support and backing of a parent company that's been around for over 145 years.

We're free of the bureaucracy that restricts many reinsurance businesses.

Our experienced team thrives in this 'can do' environment, free from unnecessary restraints.

We retain a youthful inquisitiveness, always questioning conventional wisdom and trying to see things with fresh eyes.





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We're passionate about working with like-minded businesses to launch new ideas.

We work with clients in the UK, Ireland, Asia, North America and Australia to manage their mortality, longevity and morbidity risk.

And remember, we thrive on pushing boundaries and creating innovative products, so whatever your requirements, we're eager to help.

Discover more at www.pacificlifere.com

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