



DECEMBER 2015

# Think Asia

A Pacific Life Re Asia Publication

BRAVE IN A WORLD OF RISK



**PACIFIC LIFE RE**

## LETTER FROM THE MD



I am pleased to introduce the first edition of our newsletter, *Think Asia* for keeping in touch with you. Through this newsletter, we will be sharing information on Pacific Life Re's activities in the region as well as news on our markets, their development, and trends.

2015 has been a most memorable year for Pacific Life Re due to several significant milestones. We continue to grow our client base and have helped clients across the region launch a series of new and innovative propositions during the year. We

have also expanded our service offering through the introduction of UnderwriteMe — our award-winning underwriting technology arm — to help clients transform their business process. To support our increasing number of clients and to maintain our strong reputation for highly responsive service, we have increased our headcount in Asia by 41%. Lastly, we expanded our global footprint through the opening of our office in Sydney, Australia, where we will be providing additional reinsurance capacity and bringing a fresh approach to the market.

More is in-store for 2016 such as the opening of our Korean branch office for which we have already received a provisional licence as well as our plans to open a Representative Office in China. We will provide more updates in our next issue of the newsletter. We hope you will enjoy reading this edition of *Think Asia*, and look forward to receiving your feedback.

On behalf of the Pacific Life Re team in Asia, I would like to take this opportunity to wish you a very Merry Christmas, and may the coming year bring more opportunities for all.

Thank you for your continued support in 2015.

Best regards,

A handwritten signature in white ink that reads "Alex King".

**Alex King**  
Managing Director  
Pacific Life Re | Asia



## HIGHLIGHTS

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Conferences in the Region](#)

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### NEW PRODUCT INNOVATIONS

Working closely with our clients, we helped launch a number of new protection propositions in Korea, Singapore, Malaysia, Indonesia and Thailand through a creative underwriting approach as well as designing the product in a way to engage strongly with both the ultimate customer as well as the distributor.

Contact us [here](#) if you would like more details on our range of innovative product ideas to help you stay ahead of the competition in your market.

### LAUNCH OF UNDERWRITE ME IN ASIA

UnderwriteMe, our award-winning underwriting technology arm started marketing to clients in Asia in July. UnderwriteMe has achieved overwhelming success in the UK with eight implementations already. In recognition of their success, they won the Innovation Award at the 2015 Protection Review for being the leading innovation in the UK protection market. This view was further reinforced by the high ratings received in this year's NMG survey on the satisfaction of clients after utilising UnderwriteMe. We are already seeing significant interest from Asian clients on the capabilities of UnderwriteMe to help transform their business processes. It provides slick Point of Sale underwriting which results in high automated acceptance rates through quick and logical underwriting decisions. UnderwriteMe provides the ability to offer the customer an online buying experience which would be a great fit in a digital environment. Valuable insights from the strong analytics can also be drawn from real-time data allowing insurance companies to better manage their business process.

Contact us [here](#) if you are interested in learning more about UnderwriteMe.

### OPENING OF KOREAN BRANCH OFFICE

We received a preliminary licence to establish a branch office in Korea and are currently in the process of building our team and setting up the necessary infrastructure in order to successfully file our final licence application in late January 2016.

Pacific Life Re has been working with our clients in Korea since 2009, operating out of our regional hub in Singapore. We will continue delivering innovative and tailored product ideas to the market, providing our clients with a highly responsive service and offering competitive reinsurance rates, including guaranteed reinsurance rates.

### LAUNCH OF PACIFIC LIFE RE AUSTRALIA

In August, Pacific Life Re received regulatory approval to commence writing reinsurance business in Australia. Our entry into the Australian life market brought additional reinsurance capacity and provided a refreshing new approach to the market. We have already secured two sizeable treaties in the market.

The Sydney office celebrated its official launch on 12<sup>th</sup> November 2015 with 180 guests from across the industry at the Taronga Zoo. Our guests boarded a private ferry at Circular Quay and once at the Zoo were greeted with cocktails and canapés on arrival. Everyone enjoyed our entertainers for the evening: Brad Blaze — a speed painter who created three great artworks on stage, all to music, and Dylan Alcott, a paralympian and a U.S. Open wheelchair champion who shared with us his inspirational story.

### THE ACADEMY OF INSURANCE MEDICINE OF ASIA

In October, both the Asia underwriting team and UnderwriteMe participated in the biennial Academy of Insurance Medicine of Asia (AIMA) Conference, which was held in Hong Kong. Two of our colleagues — Simon Pepper (Head of Underwriting & Claims, Pacific Life Re) and Rakesh Kaul (Director, Asia Business Development, UnderwriteMe) — shared their views on the compelling reasons for implementing automated underwriting systems and the impact this technology will have on the future of underwriting.

To view the full presentation deck, please visit <http://goo.gl/y3BTtk>

### 19<sup>TH</sup> ASIAN ACTUARIAL CONFERENCE

Last month, we participated in the annual Asian Actuarial Conference, which was held in Bangkok, Thailand. Darshan Singh, Head of Customer Propositions, presented on the topic of Silver Insurance. He shared his views about the life, health, and longevity insurance needs of the 'Silver Market' and how these can be met with specific product ideas. We had a booth at the conference where UnderwriteMe was showcased. Visitors to our booth at the conference had an exciting time showing off their driving skills on our racing simulator. We had a daily winner for the person who had the fastest lap time. This is certainly life in the fast lane!

To view the full presentation deck, please visit <http://goo.gl/eXi7Q5>

### KOREA PRODUCT SEMINAR

In October, we held our annual product seminar for our Korean clients in Singapore. The objective of this seminar was to reinforce our commitment to our clients in Korea through sharing new product innovations, market developments, and emerging trends in the Asian market.

## NEW APPOINTMENTS

In 2015, Pacific Life Re made several new appointments to the Asia team, increasing its headcount by 41%. This is to support our increasing clientele and expanding footprint in Asia as well as to enhance our service offerings, ensuring that we continue to provide responsive and timely service.



**Darshan Singh**

*Head of Customer Propositions*

Taking up a new position as Head of Customer Propositions, Darshan will play a key role in the delivery of creative propositions for the company's Asia-based clients that are creative and tailored to the needs of the customers in that market. In his previous role as Head of Actuarial Services, he was responsible for the pricing and delivery of actuarial services to all of the company's regional clients.



**Simon Chong**

*Head of Korea*

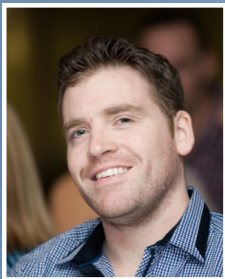
As Head of Korea, Simon will be driving and developing the company's business in Korea. He will initially be based in Singapore, but will move to Seoul when our branch office is established in Q2 2016. In his career spanning 25 years of global experience, Simon was responsible for supporting the implementation of key strategic projects in Asia.



**Michael Huang**

*Head of China*

As the Head of China, Michael will be responsible for driving and developing the company strategy for China. He brings with him in-depth experience, market knowledge, and an extensive network.



**Daragh Brady**

*Director, Risk Management, Asia & Australia*

As the Director of Risk Management for Asia and Australia, Daragh will be heading up the risk management team in both Asia and Australia. He will be responsible for identifying, assessing, measuring, monitoring, controlling, and mitigating risks within the Asian and Australian businesses. Daragh is an experienced actuary with broad international experience in the finance, actuarial, and risk management functions.



**Dr Deepak Gandhi**

*Underwriting & Claims Director, Asia*

As the newly appointed Underwriting & Claims Director for Asia, Dr Deepak will be responsible for supporting the implementation of key strategic projects in Asia, as well as supporting the business development function and promoting our new underwriting technology arm, UnderwriteMe. He has extensive experience in underwriting, claims, product management, and operations.



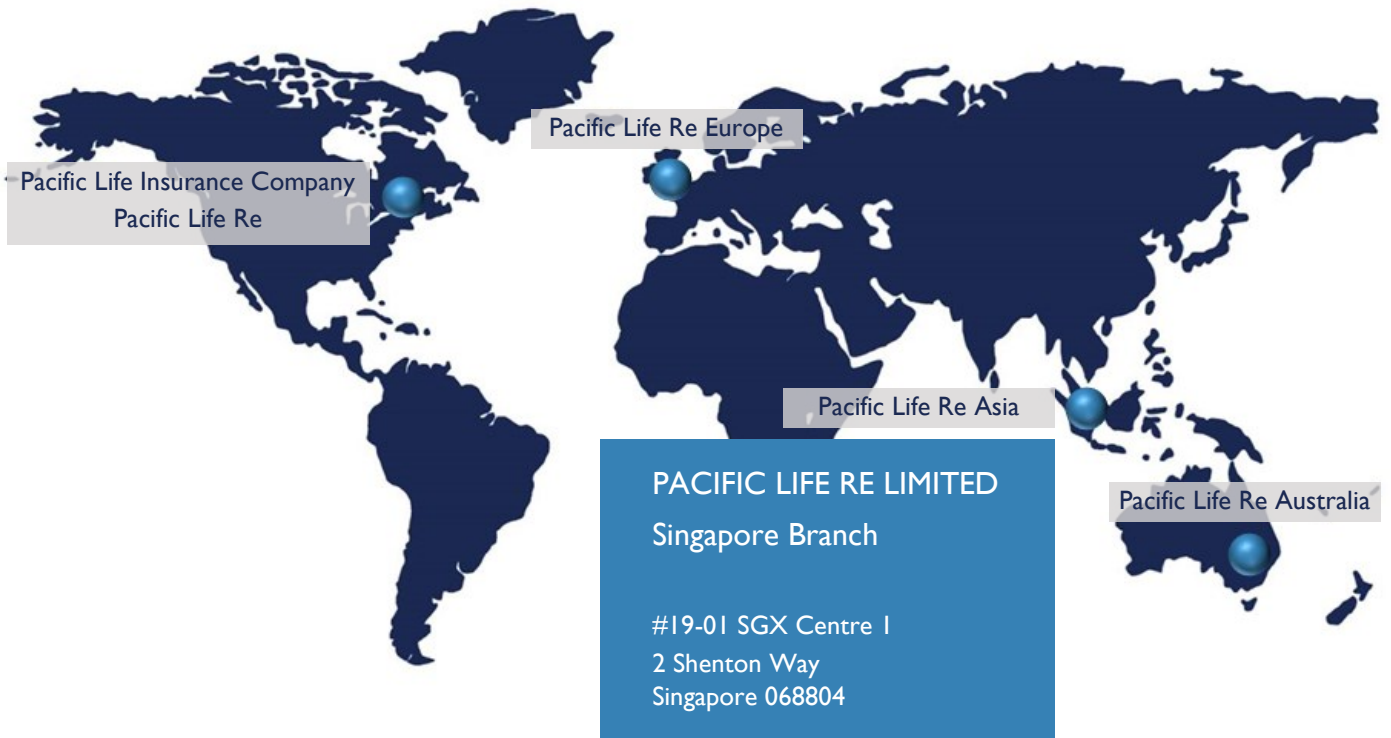
**Yoshi Kang**

*Director, Legal Counsel, Asia*

As the Legal Counsel, Yoshi will be providing legal advice on all matters relating to the Pacific Life Re Asia business. In previous roles, he has acquired extensive commercial and financial experiences while working in multinational conglomerates in Australia, US, and Korea.



# PACIFIC LIFE RE



For more information, please contact

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