

BRAVE IN A WORLD OF RISK



PACIFIC LIFE RE

DECEMBER 2016

Think Asia

A Pacific Life Re Asia Publication



LETTER FROM THE MD



Time flies, and we are now only days away from 2017. I hope that 2016 has been a fruitful year for you and your company. For all of us at Pacific Life Re, this year has been full of significant milestones, which we are happy to share with you in this issue of Think Asia.

In March this year, we received regulatory approval from the Financial Services Commission (FSC) to commence writing reinsurance business in Korea after having conducted marketing on an offshore basis since 2009. We hosted a launch event for over 100 of our Korean clients in Seoul to mark the occasion. It was a great opportunity for my team and I to reinforce our commitment to the Korean market where we are now well positioned to deliver our responsive and innovative solutions for our clients.

We welcomed the second half of 2016 with an insurance innovation seminar, hosted especially for our Asia-based clients. The positive responses received from those who attended were very encouraging, and has provided us with the momentum and clear demand to host several similar client events over the course of next year. Please keep a look out for our invitations coming through your inboxes.

In this issue, we have added in a special section about UnderwriteMe. I am pleased to share that we have secured our first client in Asia, which builds on the success in the UK where we are now the most used underwriting rules engine. We anticipate further success for UnderwriteMe in Asia over the years to come, and we have therefore added to our dedicated local team supporting the software. We have also strengthened our numbers and now have over 65 people across Asia to ensure we continue to provide the highest quality of service to our clients.

More is in-store for 2017, including our plans to open a Representative Office in China which is well underway. We will be sharing more exciting developments about Pacific Life Re and UnderwriteMe in upcoming issues of Think Asia.

On behalf of Pacific Life Re Asia, I would like to wish you and your team a very Merry Christmas, and may the New Year brings you many profitable new opportunities. Thank you and we look forward to your continued support in 2017.

Yours sincerely,

A handwritten signature in white ink that reads "Alex King". The signature is stylized and cursive.

Alex King
Managing Director, Asia

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INSURANCE INNOVATION SEMINAR

In August, we hosted our first Asia Insurance Innovation Seminar in Singapore, with the theme, “Redefining customer experience with innovation”. We were pleased to have hosted clients from eight different countries, across a variety of senior-level positions. The response was so overwhelming that we had to increase the number of seats that we initially accommodated for.

The participants were exposed to a wide range of industry-related hot topics presented by both our internal and guest speakers. Professors Anne-Valérie Ohlsson and Michael Netzley from the Singapore Management University shared some interesting concepts revolving around design thinking and open innovation, while Stephane Lallee and Winston Wee from MeeYoo provided some unique insights related to artificial intelligence.

Due to the positive responses and requests echoed both online and offline from this year’s seminar, we have decided to host this seminar again in 2017, with more industry hot topics to be covered. Do keep a look out for more updates!



HEAR WHAT SOME OF OUR PARTICIPANTS HAVE TO SAY

”

Helps guide our thinking process on innovation, a topic that isn’t usually taught in schools.

Appreciate that we can hear from outside the industry and have some hands-on experience.

”

”

I find it refreshing. The technique to invoke creative thinking is also good. So appropriate for innovation sessions.

Interesting activities that allows us to think out-of-the-box.

”

”

The insights gained related to insurance innovation are valuable.

Very creative, and exceeds my expectations.

”

”

Main focus was on innovation and thinking out-of-the-box, instead of the usual technical knowledge of insurance.

THE LAUNCH OF PACIFIC LIFE RE KOREA

To celebrate the start of new beginnings in Korea, we invited our local clients to join us at the launch party of Pacific Life Re Korea at The Plaza Seoul. Clients were treated to magnificent views of the Seoul city skyline, an extensive array of food and drinks, and the event culminated with a lucky draw where 10 winners were chosen at random. Throughout the evening, our guests were entertained by a famous local magician, caricaturists, Polaroid instant photos, as well as a bilingual local jazz band, performing both Korean and English classics.

As this was also our first client event in Korea, we took the opportunity to introduce UnderwriteMe to the market, which helped spark some interesting conversations. To end the evening, we hosted our clients at the rooftop bar at L7 Myeongdong, where they were treated to night views of the N Seoul Tower over drinks and light snacks. It was certainly a memorable evening and we look forward to working together with our clients in the near future.



WHAT YOU CAN EXPECT FROM US IN 2017

THOUGHT LEADERSHIP



We continuously strive to be your go-to reinsurer. To support this commitment, we will be involved in and hosting a number of thought leadership activities in 2017, some of which will allow you to meet our experts and team. Industry hot topics such as InsurTech and digital disruption, the ageing population, value-added services, as well as emerging distribution channels (among others) will be covered throughout the year.

We welcome suggestions on topics that interest you, or if you'd like to be kept updated of such activities, please drop us

an **email**.

SOCIAL GATHERINGS



This year, we were pleased to have hosted a number of social gatherings for our clients, such as the Oktoberfest, social dinners, and sports activities such as futsal and badminton. As we move into the new year, we will be hosting more frequent social gatherings which will give you the opportunity to meet our expanding team. Do keep a look out for our invitations coming through to your inboxes!

NEW APPOINTMENTS

From July to December 2016, we made several new appointments to the Asia team, increasing our headcount by **over 20%** to support our rapid growth on current and planned activities. You can look forward to more announcements regarding additions to the team in the coming year.



Jeff Cook

Head of Underwriting & Claims

Jeff will be overseeing a number of Pacific Life Re Asia teams. His key focus lies in the delivery of underwriting and claims risk management solutions for the company's growing client base, and expand the footprint of the UnderwriteMe digital protection new business platform. In addition, he will oversee the business growth of Pacific Life Re through the introduction of new product ideas to the market, including origination through alternative distribution channels, and the marketing communications function. His 30-year career spans roles in strategy, sales, product development, project management, and chief underwriter positions across the UK, Hong Kong, and Singapore.



Vivian Wei

China Representative

Vivian's appointment will be to support Pacific Life Re's growth into China. She will initially be based in Singapore, but will move to China next year when our representative office is established. She has over 17 years of experience in the life insurance industry, undertaking both local and regional roles.

FIRST IMPRESSIONS



A highly energetic team displaying a real passion to work with clients on innovative solutions.

Very personable environment where getting to know people is easy.

Strong pricing and risk management capabilities, and a spirit that fosters "can do" thinking.

Jeff Cook, Head of Underwriting & Claims



Since I first joined, I've noticed that this is one of the best companies that

I've ever worked in! There is a balanced working environment, and everyone is friendly to one another.

The company actively promotes open communication, and you can tell that they genuinely care for the employees' welfare.

Vivian Wei, China Representative

SPECIAL FEATURE

After enjoying significant successes in the UK and Ireland, UnderwriteMe (a subsidiary of Pacific Life Re) arrived in Asia in 2015, with the aim of helping our clients transform their new business processing and ease the end customer's journey. We are pleased to share that UnderwriteMe has gathered significant interest from this region, and we have recently secured our first client in Singapore, which will see UnderwriteMe live in action in early 2017 (more details will be shared in a subsequent issue of Think Asia).

UnderwriteMe has also recently been awarded the **ISO 27001** certificate, an internationally recognised best practice framework for an information security management system. In the 2016 NMG Reinsurance Survey carried out in the UK&I market, UnderwriteMe has received 100% satisfaction ratings from its clients.

We have added two new people to the team to help promote UnderwriteMe across the region.



MORE ABOUT UNDERWRITEME

Part of Pacific Life Re
since **2012**

9 implementations in
the last 24 months

100% satisfaction from
clients

Source: 2016 NMG UK&I Reinsurance Survey

FIRST IMPRESSIONS FROM UNDERWRITEME'S RECENT HIRES



Though I am an UnderwriteMe employee working in the Pacific Life Re office, I have not felt that there is any segregation between employees from both companies. The office continuously tries to engage its employees to create a positive work atmosphere with its monthly employee-led social activities. The management team is also constantly pushing out efforts to create a workplace in which we feel valued, involved, and proud to work for.

Alex Tso, Business Development Manager



It was refreshing to see that both Pacific Life Re and UnderwriteMe consist of people from diverse cultural backgrounds, and it was naturally accepted by everyone. Being Korean, I hope that my own background can also contribute towards the company's growth and evolution (especially since Pacific Life Re Korea was recently launched), bringing in different perspectives and ideas as others have done so far.

James Park, Client Solutions Manager

season's greetings

and a happy new year

Alex King
Managing Director, Asia

Vivian Wei
China Representative

Jolene Loh
Head of Business Development

Yogesh Sahu
Senior Underwriter

Yeap Koh Han
Pricing Actuary

Mitsuhiro Tanaka
Head of Strategic Projects, Asia
& Head of Marketing, Japan

Vasan Errakiah
Director, Pricing

Darshan Singh
Head of Customer Propositions

Taek Jung (TJ) Kim
Director, Sales & Marketing

Deepak Gandhi
Director, Underwriting & Claims

Chng Chin Pieng
Senior Underwriter

Rakesh Kaul
Director, Business Development
UnderwriteMe

Simon Chong
Head of Korea

Navarat Kriausakul (Pi)
Director, Business Development

Jeff Cook
Head of Underwriting & Claims

Albertus Setiadi
Business Development Manager

Ho Young Kim
Business Development Manager

Joanne Yeo
Head of Pricing

Lai Kok Hui
Director, Business Development

James Park
Client Solutions Manager
UnderwriteMe

Sally Shing
Pricing Actuary

Bryan Ko
Director, Pricing

Joyce Park
Underwriting & Claims Manager

Alex Tso
Business Development Manager
UnderwriteMe

Thong Shwu Yeng
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