

## Pacific Life Re partners with Sapiensus in cutting-edge behavioural risk analytics for insurance

**Shanghai, 25 January 2021** – Pacific Life Re is pleased to announce its first collaboration of the new year with Sapiensus, the big data analytics arm of China-based FingerMotion, Inc., a mobile services and data company.

This partnership was formed to develop a holistic multi-faceted risk rating concept, leveraging on Sapiensus' proprietary approach to analytics by drawing data from novel sources and filtering them through advanced algorithms. This approach allows Pacific Life Re to apply the consumer behavioural insights into enhancing the efficiency and effectiveness of its insurance solutions for the Chinese market. It is also expected to provide Pacific Life Re with an opportunity to further enhance its current underwriting and claims management processes, ultimately strengthening its capabilities in providing a range of value-added services to its insurer partners.

Commenting on this partnership, Chan Keng Hong, Pacific Life Re's Head of Greater China, said, "Pacific Life Re is focused on serving our partners and their customers through our data-driven and technology-led approaches. We are confident that this joint undertaking will provide us with greater opportunities to present a wider range of novel and innovative solutions in order to grow and reinvigorate the China insurance industry."

Sapiensus offers a proprietary risk analytics platform that rests on a modular data structure designed to accommodate a continually expanding data repertoire. This data analytics framework enables integration with a wide variety of external data sources and partners' inputs, allowing for ongoing model refinement.

Martin Shen, CEO of FingerMotion, Inc., concurred with Chan Keng Hong, and commented, "We are very excited about this joint undertaking as we believe this collaboration will create a transformative environment that could leave evolutionary imprints in the insurance industry with respect to risk assessments, customer insights, and more importantly innovative solutions that will enhance the overall customer experience."

# # #

### About Pacific Life Re

Pacific Life Re works with clients in the UK, Ireland, Asia, Australia, and North America to provide mortality, morbidity, longevity, and capital solutions reinsurance products and services. Pacific Life Re is a wholly owned subsidiary of Pacific Life. For further information about our corporate structure, please see [our website](#).

### About Sapiensus

# Press Release



Sapientus is the insurance analytic brand by Finger Motion Financial Company Limited, which is a wholly owned subsidiary of FingerMotion, Inc. It was launched in July 2020 as a standalone Big Data Insights division to focus on delivering data-driven solutions and insights for businesses within the insurance and financial services industries. Sapientus transforms raw telco data into basic building blocks, statistical measures and behavioral inferences, while layering in auxiliary contextual information, to extract behavioral insights and power revolutionary applications for insurance and financial services.

## About FingerMotion, Inc.

FingerMotion is an evolving technology company with a core competency in mobile payment and recharge platform solutions in China. It is one of only a few companies in China with access to wholesale rechargeable minutes from China's largest mobile phone providers that can be resold to consumers. As the user base of its primary business continues to grow, the Company is developing additional value-added technologies to market to its users. The vision of the Company is to rapidly grow the user base through organic means and have this growth develop into an ecosystem of users with high engagement rates utilizing its innovative applications. Developing a highly engaged ecosystem of users would strategically position the Company to onboard larger customer bases. FingerMotion eventually hopes to serve over 1 billion users in the China market and eventually expand the model to other regional markets.

## Media Enquiries

### Chan Keng Hong

Head of Greater China

**Pacific Life Re | Asia**

**T:** +65 6311 4891

**E:** [kenghong.chan@pacificlifere.com](mailto:kenghong.chan@pacificlifere.com)

### Vivian Wei

China Representative

**Pacific Life Re | Asia**

**T:** +86 21 3893 2608

**E:** [vivian.wei@pacificlifere.com](mailto:vivian.wei@pacificlifere.com)