
A black and white photograph showing the silhouettes of several people sitting around a table in a meeting room. The scene is backlit, creating a bright glow behind the figures. A semi-transparent white rectangular box is overlaid on the center of the image, containing the company logo and text.

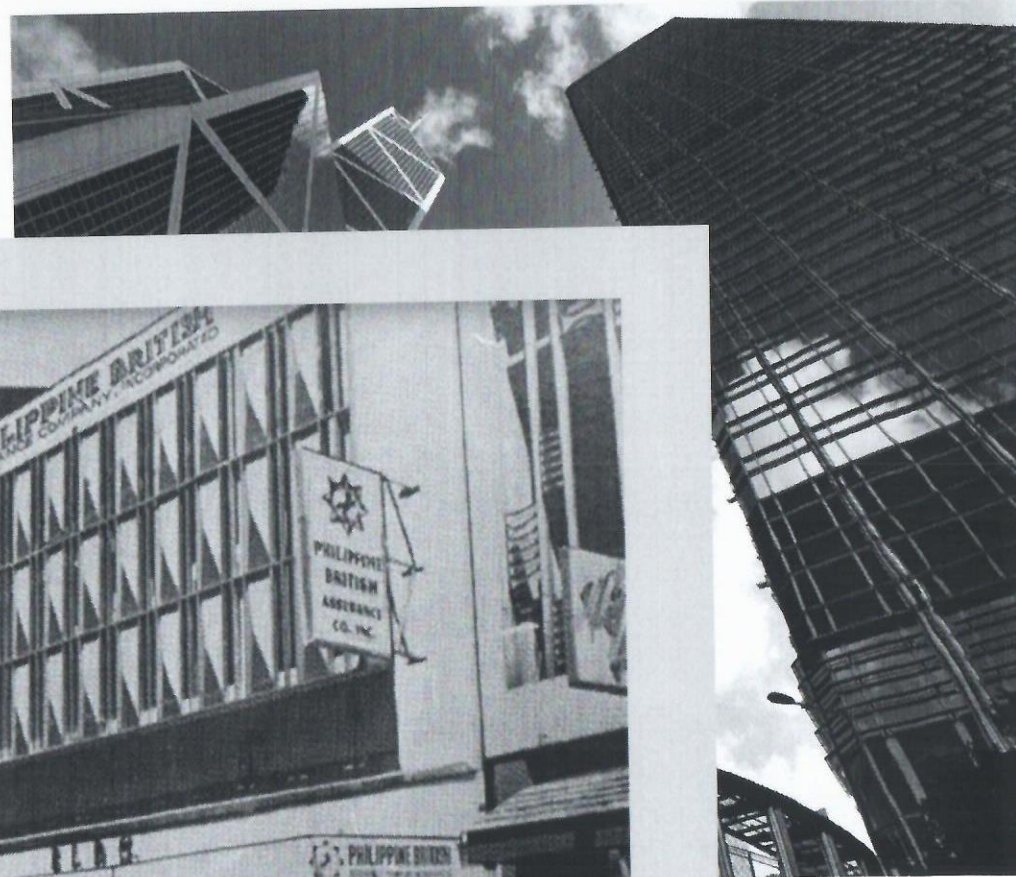
 **PhilippineBritish**
Assurance Company, Inc.

Corporate Profile

Our History

Philippine British Assurance Company Inc. is a privately-owned, non-life insurance company serving the Filipino community for the past 60 years. We aspire to be the most trusted non-life insurer in the country, a partner you can depend on at all times.

From humble beginnings as a partnership with British firms Ker and Co., Ltd.; Sun Insurance Office, Ltd.; Phoenix Assurance Co., and Union Insurance Society of Canton, Ltd., we have now grown to write more than P1 billion of premiums with services in 27 different locations. We are blessed with strong support from all our stakeholders-partners, customers, associates, and owners - all who have helped us get to where we are today.



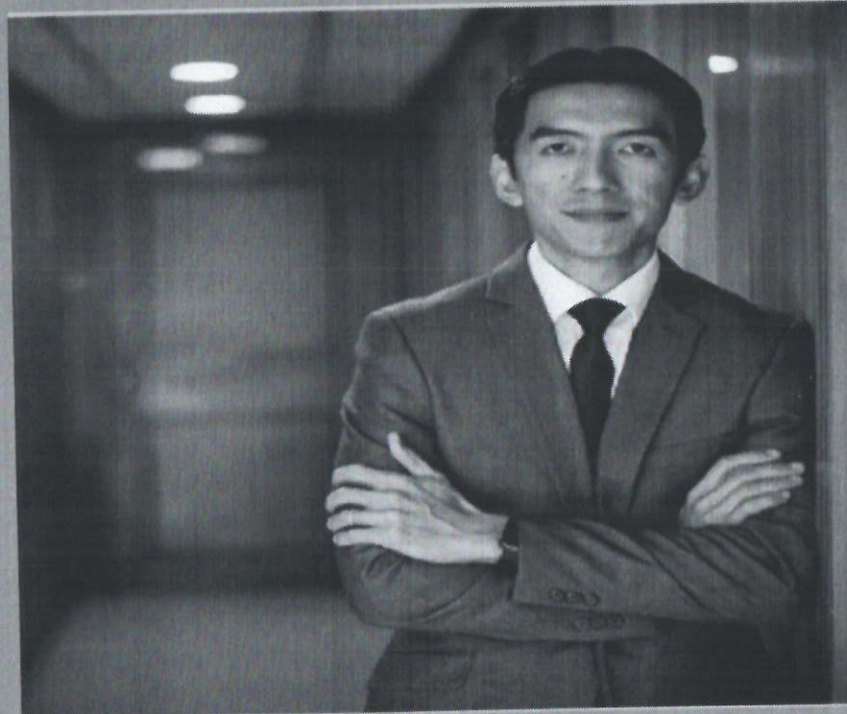
We are happy to see everyone thrive and succeed in their respective endeavors as a result of our commitment to the insurance industry.

We commit to providing a customer experience that is of the highest standards, a customer experience that is **FRictionLESS, TRANSPARENT, and RESPONSIVE**, attributes that will help encourage trust with all our stakeholders.

As we usher in a new era, we would like to reaffirm our excitement about where we are headed and what we can accomplish; not just in the next sixty years but for the generations to come.

Ian Philippe W. Cuyegkeng

Executive Vice President and Chief Operating Officer



 **PhilippineBritish**
Assurance Company, Inc.



Rosario W. Cuyegkeng
President and Chief Executive Officer



Ian Philippe W. Cuyegkeng
Executive Vice President and Chief Operations Officer



Christopher Karl W. Cuyegkeng
Vice President, Strategic Projects & Investments



Mary Therese Y. Yu
Vice President, Accounting and Binondo Office

Our Leadership Team



Dr Jennifer U. Juanillo

AVP, Accident & Health

Ronnel E. Villarico

AVP, Business Development

Vincent F. Padilla

AVP, Sales & Marketing - Brokers & Financial Institutions

Erick Kristoffer L. Daquioag

AVP, Sales & Marketing - Agents

Sarah Elizabeth N. Limos

AVP, Metro Manila Branches

Oliver R. Santos

AVP, Claims & Legal

Ronel C. Serapio

AVP, Underwriting

Geoffrey M. Pineda

AVP, Marketing, Agency & Brand Development

Atty. Manuel R. Del Rosario

Human Resources Head

Marjorie I. Timbol

Branch Operations Manager

Milagros O. Diaz

Treasury Manager

Our Leadership Team



Our Goals

Vision

To be the most trusted non-life insurance partner in the Philippines.

Mission

To be the Filipino's insurer of choice by providing high quality service through formulating the most suitable insurance solutions and delivering claims services efficiently and fairly. We pledge to make our products accessible to both Filipino individuals and enterprises.

We aspire to have a leading role in protecting the Filipino family and to be the country's most trustworthy insurer



Corporate Values



Customer Focus



Integrity



Responsibility



Collaboration

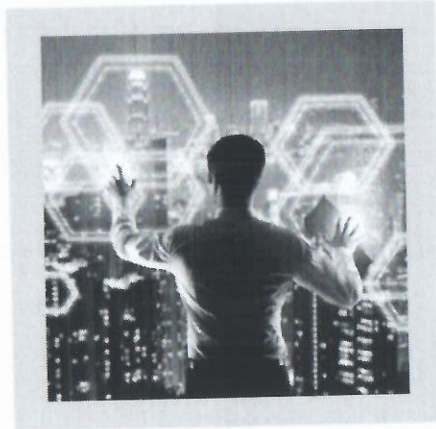


Leadership



Excellence

Your Advantage



Managed by Shareholders

Long-term commitment and continuity
Emphasis on leadership and providing vision
Interest in success of company and of partners
Personalized approach
Active presence and communication



Ensured Support for Growth

- People
- IT (System & Infrastructure)
- Procedures and Controls



Branch Network Expansion

As market penetration grows,
physical presence is increased to
provide service.



Strengthen and Enhance Product Portfolio

Innovation and improvement of
solutions to address the varying
requirements.



Located Nationwide



PBAC NATIONWIDE STATS

31 BRANCHES & AGENCIES

Metro Manila

- Head Office
- Binondo
- Malate
- Quezon City
- Las Pinas

Central Luzon

- San Fernando (Pampanga)
- Cabanatuan (Nueva Ecija)
- Malolos (Bulacan)
- Olongapo (Zambales)
- Dagupan (Pangasinan)

Southern Luzon

- Imus City (Cavite)
- Lipa City (Batangas)
- San Pablo (Laguna)
- Naga City (Camarines Sur)
- Legaspi City (Albay)

Visayas

- Bacolod City (Negros Occidental)
- Iloilo City (Iloilo)
- Cebu City (Cebu)
- Dumaguete City (Negros Oriental)
- Calbayog City (Samar)
- Catarman (Northern Samar)
- Tacloban City (Leyte)
- Tagbilaran (Bohol)

Mindanao

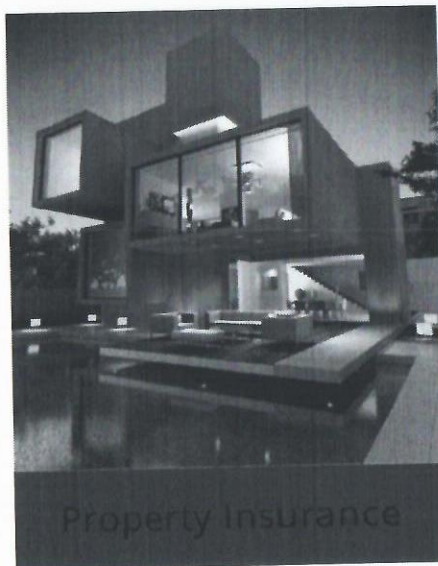
- Cagayan De Oro (Misamis Occidental)
- Davao City (Davao)
- Digos City (Davao del Sur)
- Tandag City (Surigao del Sur)
- Tagum City (Davao del Norte)
- Zamboanga City (Zamboanga del Sur)
- Dipolog (Zamboanga del Norte)
- General Santos City (South Cotabato)



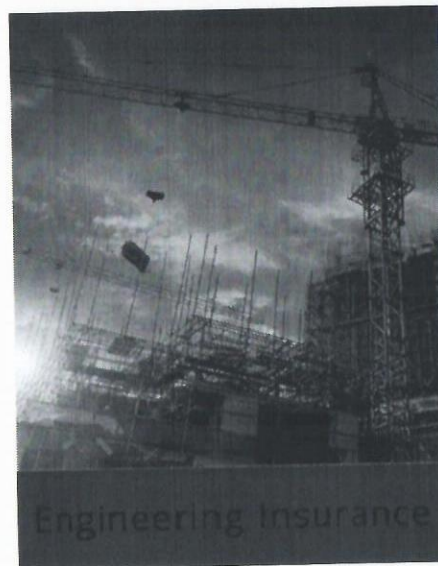
Product Portfolio



Private Car
Commercial Vehicle
Motorcycle
Compulsory Third Party Liability



Residential/Homeowner
Condominium
Industrial/Manufacturing
Commercial
Warehouse



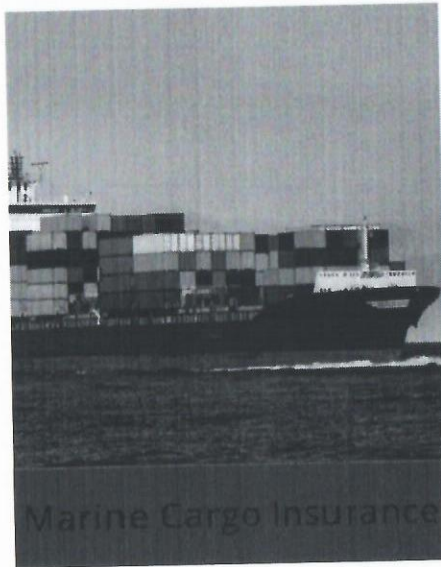
Erection All Risk
Constructor's All Risk
Machinery Breakdown
Consequential Loss
Deterioration of Stocks
Boiler Explosion



Comprehensive General Liability
Money, Security, Payroll Robbery
Property Floater

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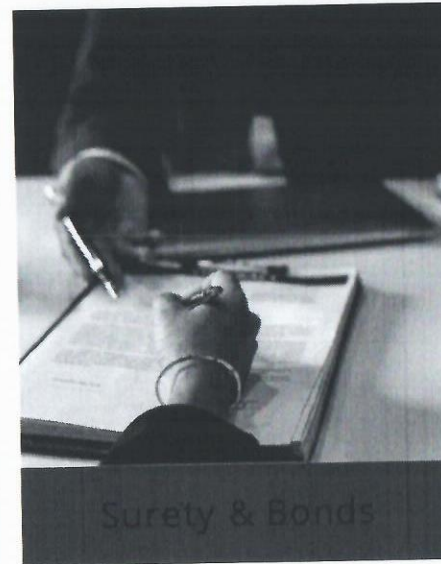
Product Portfolio



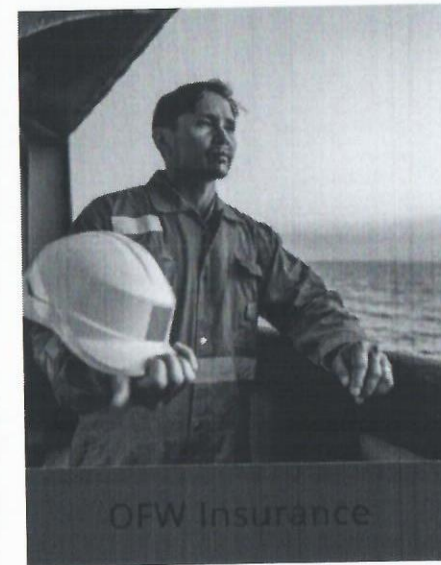
Transportation by Air, Land and
Sea



In-Patient Benefit
Out-Patient Benefit
Emergency Benefit
Dental Benefit



Surety
Performance Bonds
Bidder's Bonds
Advance Payment Bonds
Warranty Bonds
Heir's Bonds



Compulsory Insurance for Migrant
Workers

 **PhilippineBritish**
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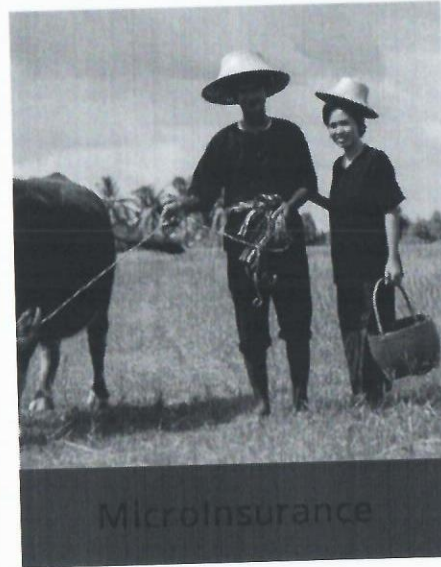
Product Portfolio



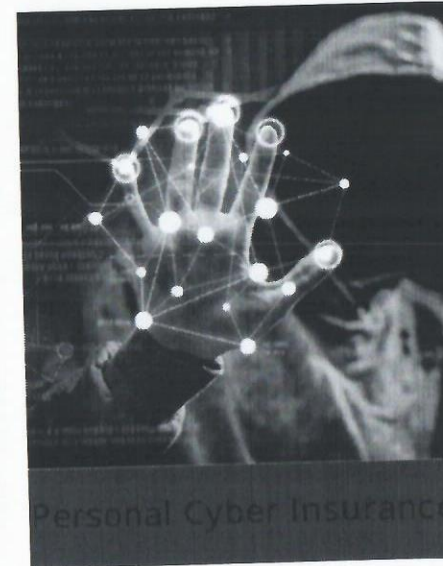
Auto PA
Individual PA
Group/Corporate PA
Group Student PA



Domestic
Asia
Worldwide
Schengen



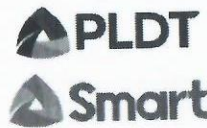
Arugang PBAC
Protektodo



Electronic Fund Transfer Fraud
Online Retail Fraud
Identity Theft

 **PhilippineBritish**
Assurance Company, Inc.

PhilBritish Major Clients



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 instagram.com/philbritish

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 www.philbritish.com

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 **PhilippineBritish**
Assurance Company, Inc.



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**Phil British
Planning 2023**

16 – 17 November 2022
Silang, Cavite

*Strengthening Our
Identity*

- Writing Our Own Story

- The Challenges of Shifting Back to Normal

- 2023 and Beyond

So what are we known for? What makes us different from the rest?

What makes us different from other insurers?

- Customer service philosophy
- Wide product offering
- Trusted insurer

- Strong in relationship management

What are our strengths?

- Customer Service delivery
- Fast decision making
- Innovative

- Positive image with agents and brokers

What are our weaknesses?

- Lack of training
- Weak branding initiatives
- Monitoring of activities
- No captive distribution

- Implementation and execution (no diligence) – e.g. renewal ratio, follow ups to proposals

- Writing Our Own Story

- The Challenges of Shifting Back to Normal

- 2023 and Beyond

2023 will be fully back to normal. 2022 gave us a glimpse of the challenges that we will be facing.

- Claims are increasing
- Reinsurance capacity will continue to be limited
- Competition will be tougher
- Inflation and tougher business conditions will squeeze budgets (insurance will be affected)
- Getting good talent is difficult

We are in the middle of new initiatives but we still lack the execution capability

- New Products
 - MediPhone
 - Travel insurance
 - Microinsurance
- Improvement of Services
 - Autocare
 - Direct network – strengthening Provider Relations
- New Distribution Channels – digital distributors
- Software solutions – middlewares, Agents Portal

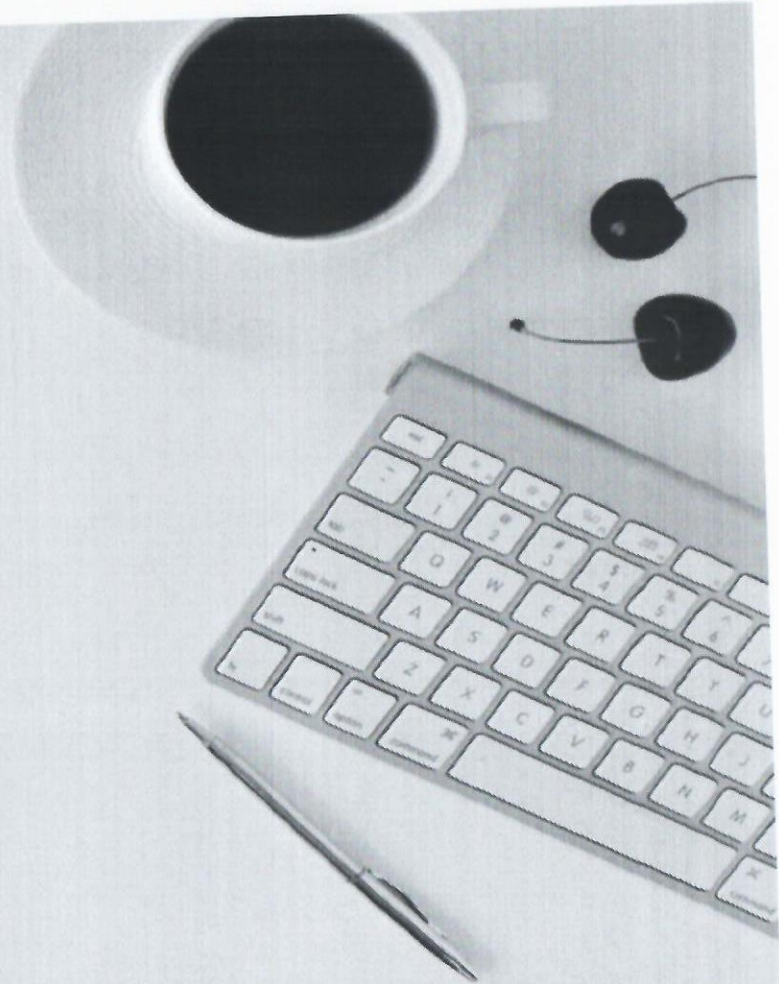
Other Programs We Need to Do

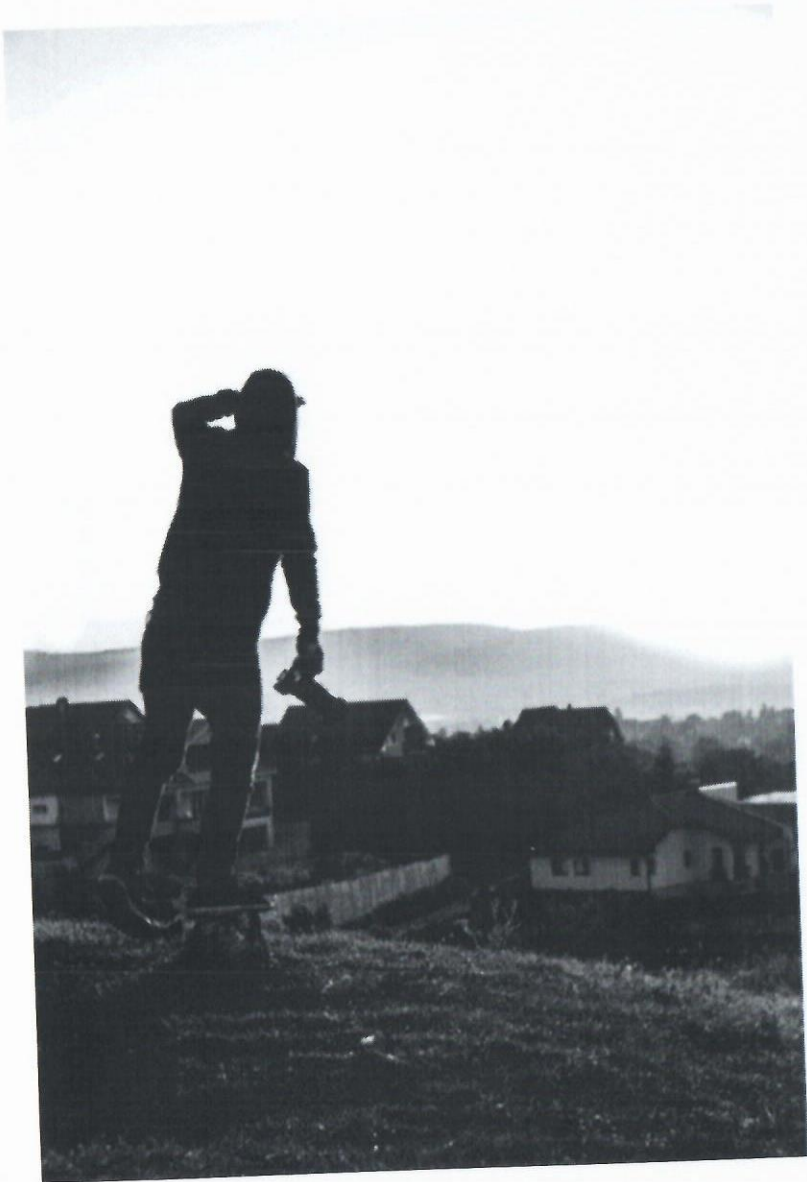
- Adopt digital solutions to our processes, including end-to-end selling
- Branding
- Improve our products
 - Motor Car
 - Personal Cyber
 - Personal health
 - Bundling with life insurance
- Recruiting good people to help run our branches
- Cost efficiency

2021 Objectives

PhilBritish Mancom

14 May 2021





The short term goal is clear:

- We need to make **P1.3 billion** in net worth by end 2022

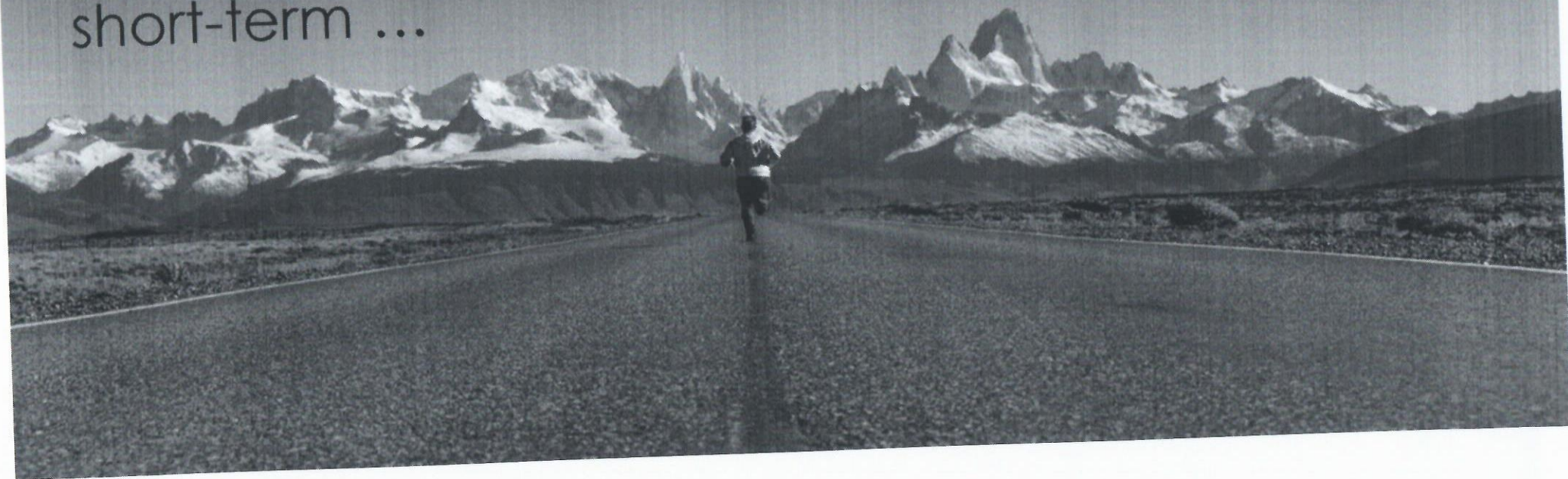
How do we see the environment shaping?



- ❑ The future of the agent is hanging by a thread
- ❑ Technology will play an ever-increasing role in how we deploy our service
- ❑ Many individuals continue to forego buying insurance .. We need to make them buy

We need to establish programs that will help us anticipate and adopt to these changes in the environment ...

... but first we need to address what to do in the short-term ...



The basics of
performance
measurement
will continue

- Sales (Gross Premiums Written)
- Collection
- Combined Ratio

Department Goals

Sales and Marketing

- Gross Premiums Written
- Collections (including % of Overdue Receivables)
- Combined Ratio
- Agents Portal and Motor Car Middleware Adoption

Accident and Health

- Gross Premium Written
- Collections (including % of Overdue Receivables)
- Combined Ratio
- No. of Members enrolled to PhilBritish Network

Claims

- Claims Incurred Target
- Recovery Target
- Define target TAT from notification to settlement and establish measurement system for TAT

Department Goals

Underwriting

- Net Premium Earned performance versus 2020
- Effective and timely policy services and administration (feedback based from internal customers)
- Reinsurance business bookings and Statements of Account

Finance and Accounting

- Closing and Presentation of Financial Results 1 week after month end
- Timely payment of agents incentives and CPCs
- Documentation of key processes (Collections, Commissions, etc.)

HR and Admin

- Facilitate training and education
- Programs for ensuring teamwork and communication effectiveness
- Manpower efficiency

Department Goals

Cashiering

- On-time and accurate processing of receipts
- Adoption of new methods to remit premium
- Adoption of new methods to pay commissions

Collections

- Overall Collection Performance
- Overdue Receivable %
- Statement of Account release and accuracy

MIS

- Adoption of new solutions – Agents Portal, Middlewares, etc.
- Continuity of servers, emails, etc.
- MIS spending vs budget