



Company Profile



COMPANY HISTORY

Philippine British Insurance Company Inc. is a privately owned, non-life insurance company serving the Filipino community for the past 64 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 ₱2.4 billion of premiums in 2024, backed by an equity of ₱1.8 billion, and managed an asset of ₱4.4 billion with services in 31 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 among 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 60 years but for the generations to come.

Ian Philippe W. Cuyegkeng
President

OUR LEADERSHIP TEAM



Rosario W. Cuyegkeng
Chairman



Ian Philippe W. Cuyegkeng
President



Mary Therese Helen Y. Yu
Vice President, Accounting &
Head of Binondo Office



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

OUR LEADERSHIP TEAM

Sarah Elizabeth N. Limos

Assistant Vice President,
Sales and Marketing, Head Office

Marjorie I. Timbol

Branch Operations Manager

Ronel C. Serapio

Assistant Vice President, Underwriting

Oliver D. Santos

Assistant Vice President,
Claims & Legal

Roxanne E. Purganan

Assistant Finance Manager

Milagros O. Diaz

Treasury Manager

Affy. Manuel R. Del Rosario

Head, Human Resources

Ronnel E. Villarico

Assistant Vice President,
Metro Manila Branch Operations

Vincent F. Padilla

Assistant Vice President,
Brokers & Financial Institutions

Dr. Maria Criselda Roxas

Officer In Charge, Accident & Health

Roy Allan C. Pusing

OIC, Management Information
Services

Marjorie D. Inocencio

Executive Assistant to
the President

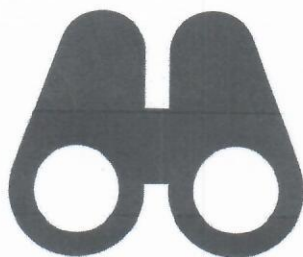
Romualdo B. Maligaya

Head, Collection & Cashiering

Marcelina F. Valles

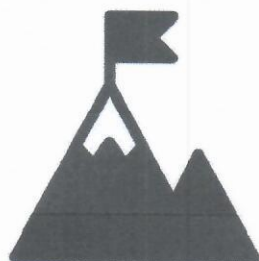
Senior Consultant for Finance

OUR GOALS



VISION

To be the trusted and chosen non-life insurance partner
in securing assets and building a better future



MISSION

To provide reliable access to responsive and innovative
non-life insurance solutions that prioritize our customers'
unique needs every step of the way

CORPORATE VALUES

CUSTOMER FOCUS

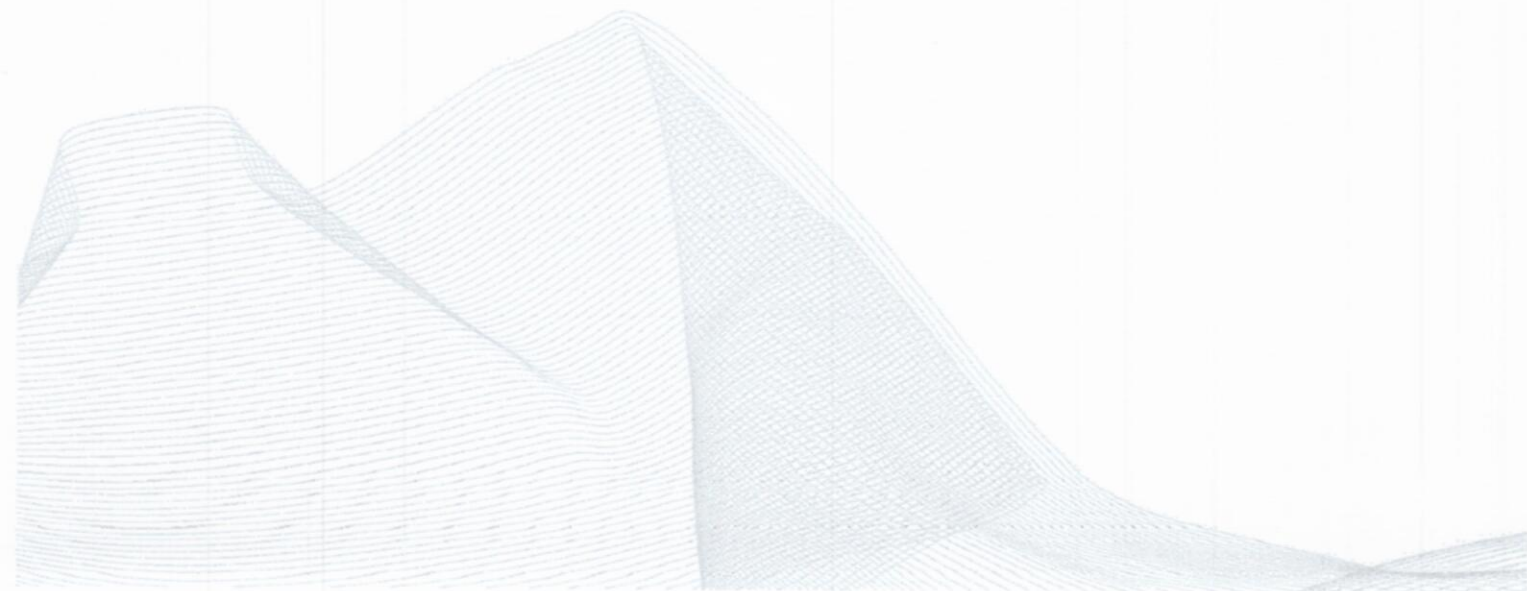
INTEGRITY

RESPONSIBILITY

COLLABORATION

LEADERSHIP

EXCELLENCE



YOUR ADVANTAGE

MANAGED BY SHAREHOLDERS

- LONG-TERM COMMITMENT AND CONTINUITY
- EMPHASIS ON LEADERSHIP AND PROVIDING VISION
- INTEREST IN THE SUCCESS OF THE COMPANY AND THE PARTNERS
- PERSONALIZED APPROACH
- ACTIVE PRESENCE AND COMMUNICATION


ENSURED SUPPORT FOR GROWTH

- PEOPLE
- IT (SYSTEM AND INFRASTRUCTURE)
- PROCEDURES AND CONTROLS

BRANCH NETWORK EXPANSION

- INCREASED HANDS-ON SERVICE AS MARKET PENETRATION GROWS

STRONG AND ENHANCED PRODUCT PORTFOLIO

- INNOVATION AND IMPROVEMENT OF SOLUTIONS TO ADDRESS VARYING REQUIREMENTS
- 

LOCATIONS NATIONWIDE 31 BRANCHES & AGENCIES



METRO MANILA

- Head office
- Binondo
- Malate
- Quezon City
- Las Piñas

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*)
- Daet (*Camarines Norte*)
- Legazpi City (*Albay*)

VISAYAS

- Bacolod City (*Negros Occidental*)
- Iloilo City (*Iloilo*)
- Cebu City (*Cebu*)
- Dumaguete City (*Negros Occidental*)
- Calbayog City (*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



MOTOR INSURANCE

- Private Car
- Commercial Vehicle
- Motorcycle
- Compulsory Third-Party Liability



BONDS

- Contractor's Bond
- Judicial Bond
- Guarantee Payment Bond
- License and Permit Bond
- Fidelity Bond



PROPERTY INSURANCE

- Residential/Homeowner
- Condominium
- Industrial/Manufacturing
- Commercial



OFW INSURANCE

- Compulsory Insurance for Migrant Workers
- Agency Hired and Re-hires/Direct Hires



ENGINEERING INSURANCE

- Erection All Risk
- Constructor's All Risk
- Machinery Breakdown
- Boiler and Pressure Vessel Explosion
- Electronic Equipment



PERSONAL ACCIDENT INSURANCE

- Individual PA
- Group/Corporate PA
- Group Student PA



MISCELLANEOUS INSURANCE

- Comprehensive General Liability
- Money, Security, Payroll Robbery
- Property Floater



TRAVEL INSURANCE

- Domestic
- Asia
- Worldwide
- Schengen



MARINE CARGO INSURANCE

- Transportation by Air, Land, and Sea



MICROINSURANCE

- MicroInsurance Group PA
- MicroInsurance with Basic Life
- MicroInsurance with Loan Redemption Insurance



ACCIDENT & HEALTH

- In-Patient Benefit
- Out-Patient Benefit
- Emergency Benefit
- Dental Benefit
- Arugang PBAC



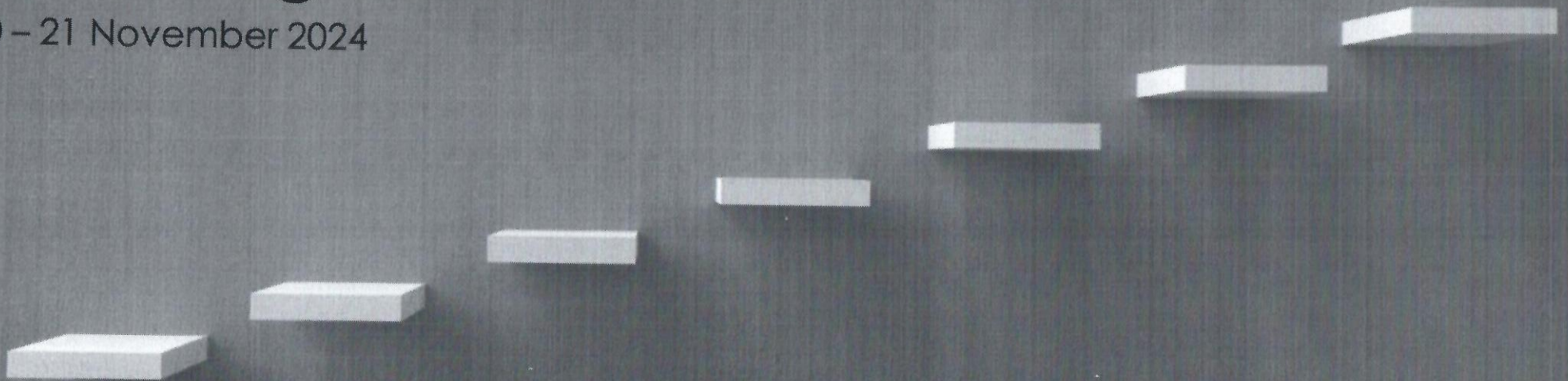
PERSONAL CYBER INSURANCE

- Electronic Fund Transfer Fraud
- Online Retail Fraud
- Identity Theft

The Next Level

Planning Session 2024

20 – 21 November 2024



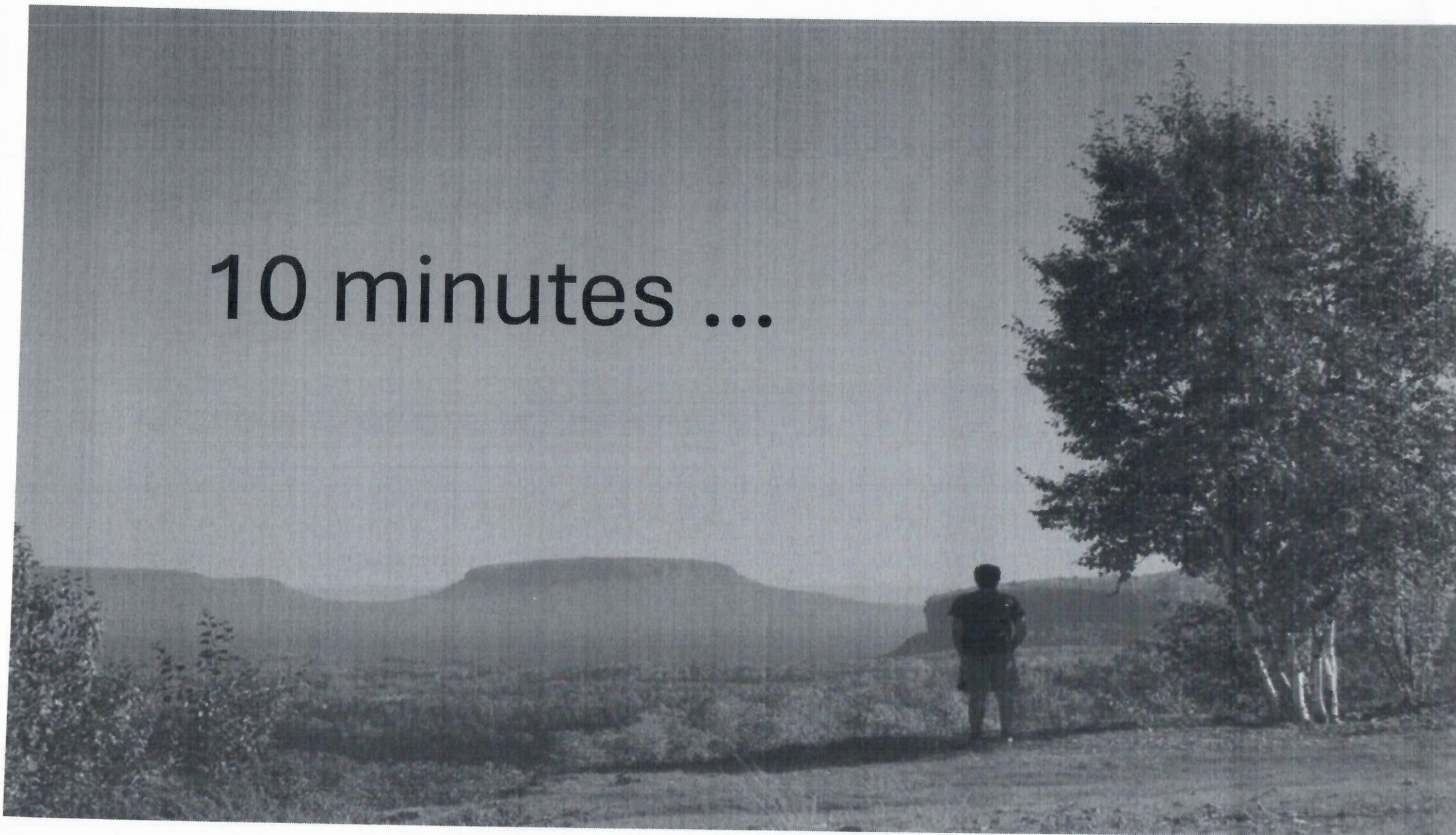
DAs take the lead in critiquing the topics discussed...

Topic	Presenter	DA
Accident and Health Motor Car Property and Engineering Agency Development Branches and Microinsurance	Crisel Sarah, Ronel, Oliver Jojo, Ronel Sarah Majo, Claire	Helen, Atty. Noli Ron, Majo Oliver, Roxanne Crisel, Mac Boyee, Jojo
Claims MIS Finance and Accounting Human Resources	Oliver Roy Helen, Roxanne, Che Atty. Noli	Rhomar, Ron Claire, Che Roy, Ronel Marj, Sarah

2 questions for you...

- In 3 years (2027), what is your vision for PhilBritish?
- Name 3 (or up to 5) of the biggest challenges we are facing that impact our growth and profit

10 minutes ...



Everyone's Vision for PhilBritish (2027)

- GPW
- People
- Environment

Challenges we are facing (everyone's view)

Challenges we are facing (my view)

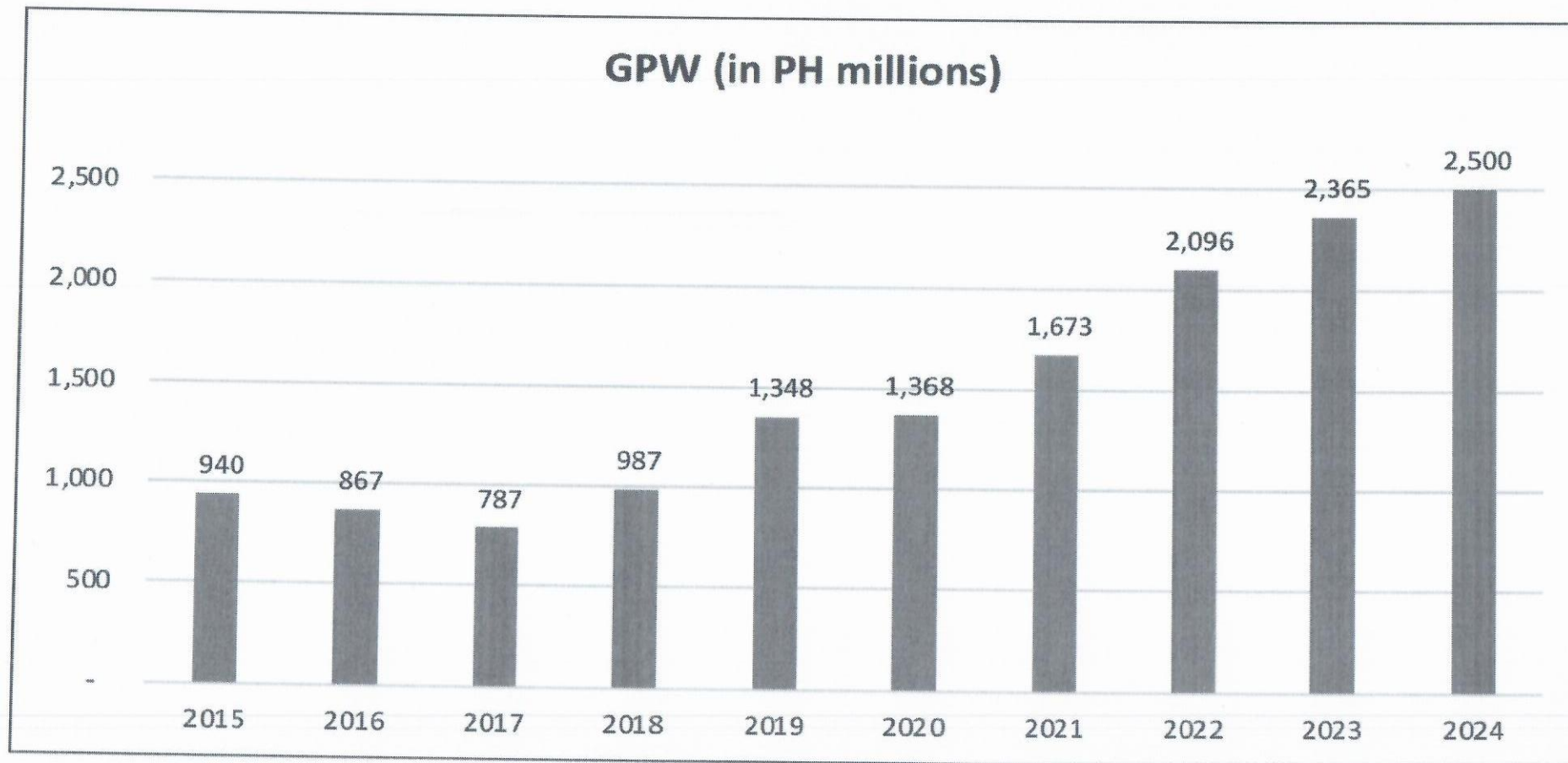
- Distribution (too many layers before reaching assured)
- Climate change (higher frequency and stronger intensity of typhoons)
- Competition forcing us to compromise on rates
- Adding and retaining good talent
- Securing reinsurance that's reputable and of good value

Challenges side by side ...

- AAA
- Bbb
- Ccc
- Ddd
- Eee

- Distribution (too many layers before reaching assured)
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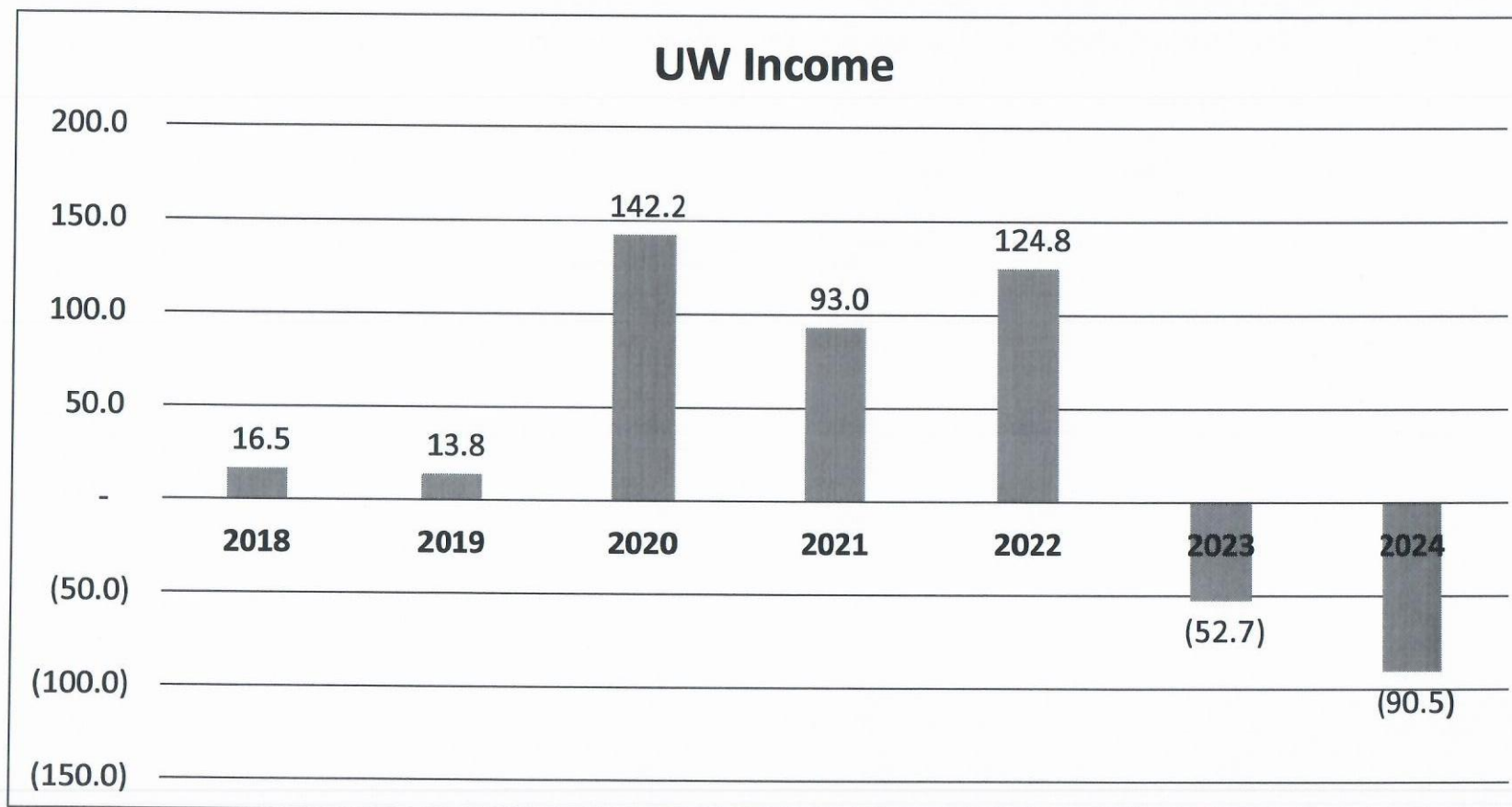
Premium growth is limited in 2024



We didn't renew a lot of A&H accounts

GPW (in mlns)	2023	2024 est	%
Agents	493	496	1%
Brokers	338	414	22%
FI	206	243	18%
MM Branches	305	386	27%
Branches	445	535	20%
RI Inward	45	41	-9%
A&H	533	385	-28%
TOTAL	2,365	2,500	6%

Underwriting income took a big hit this year



Although we decided not to renew many A&H accounts, we couldn't find replacement business to soften impact of losses...

Combined Ratio
est 2024

	Motor Car	Property	A&H	Other	TTL
Gross Premium	913.2	755.0	385.0	442.8	2,496.0
Ceded Premium	(27.6)	(428.4)	-	(86.9)	(542.9)
(Inc)/Dec in Premium Liab	(69.7)	(24.7)	74.3	(11.8)	(31.9)
Net Earned Premium	815.9	301.9	459.3	344.1	1,921.2
Claims	494.0	135.5	533.8	70.9	1,234.2
Commissions	211.0	107.5	46.9	102.3	467.7
G&A	101.2	83.8	42.7	49.1	276.8
Other UW	10.6	1.0	0.8	20.6	33.0
Total Costs	816.8	327.8	624.2	242.9	2,011.7
UW Profit/Loss	(0.9)	(25.9)	(164.9)	101.2	(90.5)
in %					
Claims	61%	45%	116%	21%	64%
Commissions	26%	36%	10%	30%	24%
G&A	12%	28%	9%	14%	14%
Other UW	1%	0%	0%	6%	2%
TOTAL	100%	109%	136%	71%	105%
UW Profit/Loss	-0.1%	-8.6%	-35.9%	29%	-5%

In 2017 (end Sep), this is what we said...

Where Do We Grow?

Account	2015	2016	2017	2018	2019	2020	2021	2022
Head Office								
P&C	273.0	338.4	416.2	499.5	599.4	779.2	1,012.9	1,316.8
Branches P&C	116.9	150.1	187.5	262.5	341.3	443.6	576.7	749.7
Sub-Total P&C	389.9	488.5	603.7	762.0	940.6	1,222.8	1,589.7	2,066.6
Accident and								
Health	491.1	260.5	185.0	220.0	250.0	300.0	300.0	300.0
Reinsurance	39.4	41.4	16.0	30.0	30.0	30.0	30.0	30.0
TOTAL	920.4	790.4	804.7	1,012.0	1,220.6	1,552.8	1,919.7	2,396.6
Premium								
Growth		-14.1%	1.8%	25.8%	20.6%	27.2%	23.6%	24.8%

We need to have a clear goal

	2024	2025	2026	2027	2028	2029	2030
Gross Premium	2.5b			3.5b			5.0b
Net Premium	1.9b			2.8b			4.0b
UW Income	-90m			200m			350m
Net Income	30m			350m			500m

**Growth in GPW:
33% per year**

Top 10

Top 5

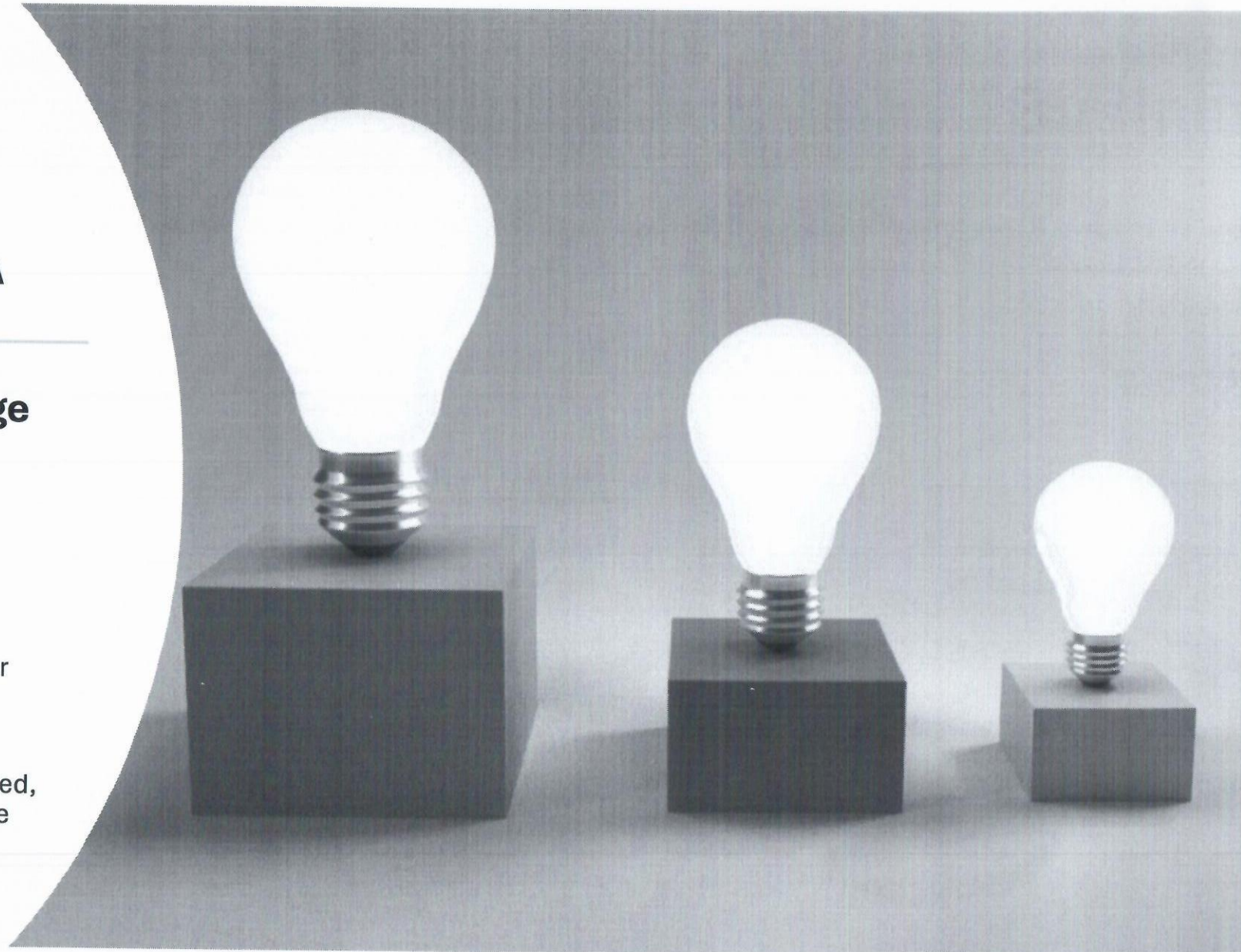
Business Key Performance Indicators

General Category	Measure	Score
Company Performance (40)	Gross Premium Written Collection Combined Ratio	
Department Performance (40)	Gross Premium Written Collection Combined Ratio	
Individual Performance (20)	Attitude Technical skill	
TOTAL		

**We need to have
innovation in our DNA**

**Launch an internal
Innovation Challenge**

- Proposals to:
 - *Increase sales*
 - *Achieve cost savings*
 - *Streamline process*
- One (1) winner every half year (prize TBD)
- Suggestion box will be provided, either a physical box or online



Appendix

Take 1 step at a time

	2024	2025	2026	2027	2028	2029	2030
Gross Premium	2.5b	2.8b		3.5b			5.0b
Net Premium	1.9b	2.0b		2.8b			4.0b
UW Income	-95m	100m		200m			350m
Net Income	30m	200m		350m			500m

Top 10

Top 3

Budget 2025

GPW (in mlns)	2023	2024 est
Agents	493	496
Brokers	338	414
FI	206	243
MM Branches	305	386
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Microinsurance	-	-
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