

Insurance and Assistance linked to Payment Cards and Bank Accounts

Series prospectus for 30 country-specific reports

AUSTRALIA, AUSTRIA, BELGIUM, BRAZIL, CANADA, CHINA, CZECH REPUBLIC, DENMARK, FINLAND, FRANCE, GERMANY, INDIA, IRELAND, ITALY, JAPAN, MEXICO, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SOUTH AFRICA, SOUTH KOREA, SPAIN, SWEDEN, SWITZERLAND, TURKEY, UK, USA

Prospectus contents

| | Page |
|--|-------------|
| What is the research? | 3 |
| Which countries are covered? | 4 |
| What methodology has been used? | 6 |
| What types of product does the report cover? | 6 |
| How do payment cards and bank accounts covered break down? | 7 |
| What is the structure of the reports? | 8 |
| What are the key features of the research? | 9 |
| How can the research be used? | 10 |
| Who can use the research? | 11 |
| What are some of the key findings? | 12-14 |
| What are the prices? | 15 |
| What other reports are available | 16 |
| How can the research be purchased? | 17 |

What is the research?

Finaccord's worldwide series of country-focused reports about insurance and assistance linked to payment cards and bank accounts investigates the market for insurance and assistance policies linked to banking products across 30 countries. Composed of a series of cover types designed to enhance the payment card and current account operations of banks and other card providers, the value of the combined market is often high. Drawing on the results of an investigation covering all significant banking institutions and other issuers and distributors of credit cards across the 30 countries, the reports analyse the provision of a variety of different types of insurance and assistance policy in the following broad categories of cover: accident and health; creditor; personal and identity protection; shopping; travel; and other. In addition, concierge services are also included as a category in their own right. The PartnerBASE™ datasets that accompany the reports detail each insurance or assistance enhancement for each payment card and bank account product analysed.

Which countries are covered?

| Country | Most recent update | Country | Most recent update | Country | Most recent update |
|----------------|---------------------------|----------------|---------------------------|----------------|---------------------------|
| Australia | Aug-18 | Germany | Feb-17 | Romania | Jan-17 |
| Austria | Nov-16 | India | Aug-13 | Russia | Mar-17 |
| Belgium | Nov-16 | Ireland | Sep-16 | South Africa | Aug-13 |
| Brazil | Aug-18 | Italy | Mar-17 | South Korea | Sep-13 |
| Canada | Aug-18 | Japan | Sep-13 | Spain | Jan-17 |
| China | Sep-18 | Mexico | Sep-13 | Sweden | Sep-16 |
| Czech Republic | Nov-16 | Netherlands | Nov-16 | Switzerland | Sep-16 |
| Denmark | Sep-16 | Norway | Nov-16 | Turkey | Mar-17 |
| Finland | Jan-17 | Poland | Mar-17 | UK | Sep-16 |
| France | Mar-17 | Portugal | Jan-17 | USA | Sep-18 |

What methodology has been used?

Finaccord's investigation into the provision of insurance and assistance linked to payment cards and bank accounts is being carried out on a rolling basis and is focused on all significant banking institutions and other payment card providers serving consumers in each country. Among other data points, the research embraces the following information:

- whether insurance or assistance linked to payment cards and bank accounts has been organised;
- if so, in association with which underlying payment card and bank account products?
- if so, which types of insurance and assistance policy are offered?
- if so, how... through captive or joint venture underwriters, through a single, external underwriter, through a broker or through relationships with multiple partners?
- if so, what is the identity of the partner(s) used for each policy?

Moreover, in the light of the fact that the identities of partners used for insurance and assistance enhancements to payment cards and bank accounts are often not revealed in the public domain, with policies being offered instead on a 'white-labelled' basis in the name of the banking institution or other card issuer, Finaccord has undertaken comprehensive primary research to ensure that the partner(s) used for each policy are disclosed in over 98% of all relationships covered.

What types of product does the report cover?

ACCIDENT / HEALTH COVER

- Accidental death insurance
- Health / hospital cash plans
- Health assistance
- Personal accident insurance

CREDITOR COVER

- Creditor insurance - life / permanent disability
- Creditor insurance - temporary incapacity / unemployment

PERSONAL / IDENTITY PROTECTION COVER

- ATM cash theft insurance
- Card protection insurance
- Handbag / wallet insurance
- Identity protection assistance
- Identity protection insurance

SHOPPING COVER

- Extended warranty
- Price protection insurance
- Purchase protection insurance

TRAVEL COVER

- Travel accident insurance
- Travel assistance
- Travel health insurance
- Travel inconvenience insurance
- Comprehensive travel insurance

OTHER COVER

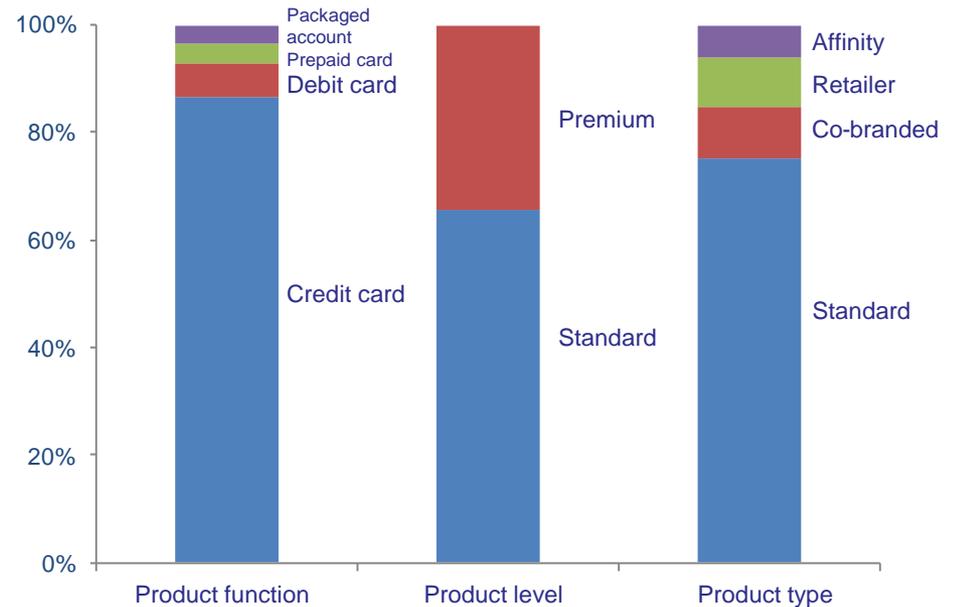
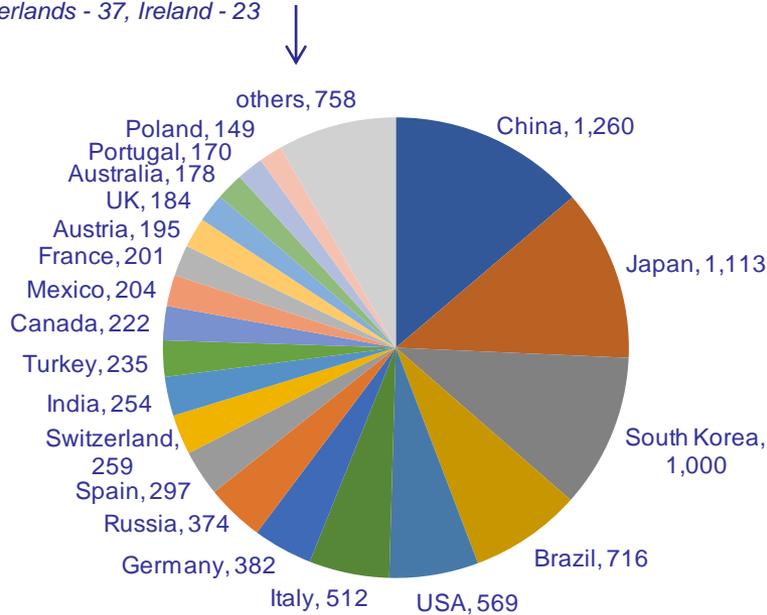
- Car hire insurance
- Home assistance
- Legal assistance
- Legal expenses insurance
- Missed event insurance
- Mobile gadget insurance
- Mobile phone insurance
- Personal liability insurance
- Road assistance
- Miscellaneous other insurance and assistance

CONCIERGE SERVICES

- Concierge services

How do payment card and bank account products covered break down?

Sweden - 110, Romania - 100, Belgium - 94, Denmark - 94, Czech Republic - 90, Norway - 87, South Africa - 56, Finland - 57, Netherlands - 37, Ireland - 23



Source: PartnerBASE

What is the structure of the reports?

0. *Executive Summary*: providing a concise evaluation of the principal findings of the report.

1. *Introduction*: offering rationale, description of methodology and some definitions.

2. *Market Analysis*: an in-depth analysis of the market for insurance and assistance linked to payment cards and bank accounts in each country including: introduction to the banking sector; quantification and segmentation of the payment card market; overview of insurance and assistance covers offered in conjunction with payment cards and bank accounts, differentiating between standard and premium products; a detailed commentary concerning the provider share of partnerships for the provision of insurance and assistance linked to payment cards and bank accounts with separate analyses for accident / health cover, creditor cover, personal / identity protection cover, shopping cover, travel cover, other cover and concierge services; quantification of the approximate value of the market segmented not only between these broad categories but also between cover funded by the banking organisations themselves and policies paid for separately by customers.

What are the key features of the research?

Key features of these reports include:

- quantification of the market size and segmentation for insurance and assistance linked to payment cards and bank accounts: approximately how much is the market worth, how does it break down by broad category, how much is funded by the banking institutions themselves and how much is paid for separately by customers?
- analysis of the operating models used by banking organisations for insurance and assistance linked to payment cards and bank accounts: to what extent do they use external underwriters as opposed to captive or joint venture providers?
- calculation of provider share of partnerships based on number of relationships and partner size: which providers of insurance and assistance services have been successful in establishing relationships for each broad category of cover with the most significant banking institutions and other card issuers or distributors?
- availability of an accompanying PartnerBASE™ dataset that details the availability or otherwise of each individual insurance or assistance enhancement to the many payment card and bank account products analysed in each country.

How can the research be used?

You may be able to use these reports and the PartnerBASE™ datasets that accompany them in the following ways:

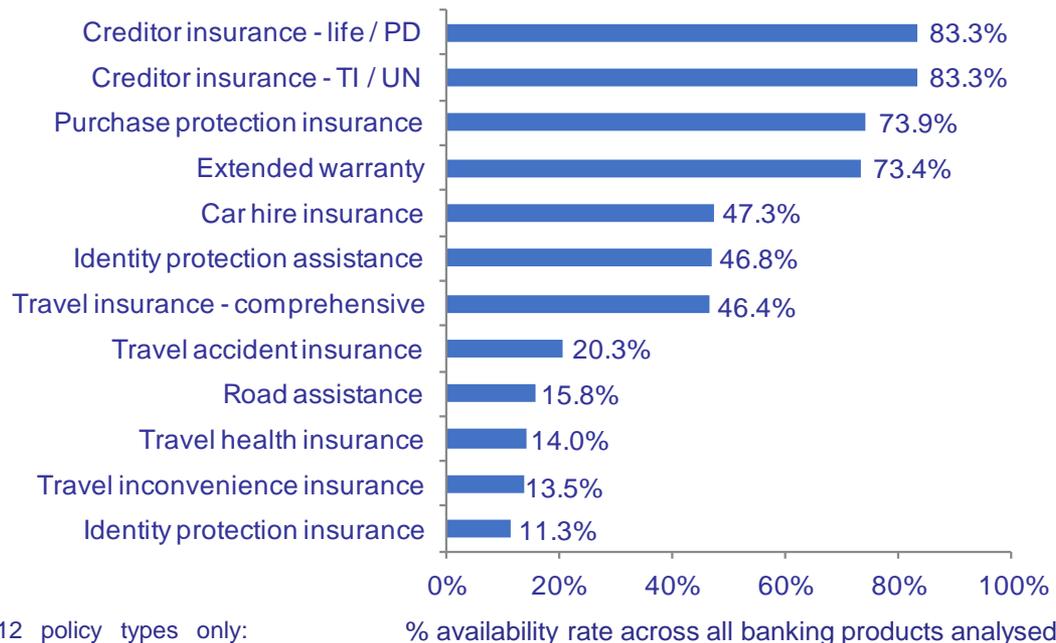
- to evaluate the magnitude of the opportunity represented by insurance and assistance linked to payment cards and bank accounts in each country;
- to have access to a single comprehensive source of information that provides both the detail and contextual analysis for numerous individual insurance and assistance enhancements;
- to understand the supply structure for insurance and assistance enhancements and learn how the market segments between international specialists, local providers and captive underwriters;
- to gain insight into the international presence of leading protagonists in this sector, including Affinion International, AIG, Allianz, Assurant, AXA, BNP Paribas Cardif, Chubb, ERGO / ERV, Europ Assistance, International SOS, MetLife and SPB;
- to identify opportunities to develop new forms of insurance and assistance linked to payment cards and bank accounts in line with the marketing strategies of banks and other payment card issuers in each country.

Who can use the research?

1. *Insurance providers:* this research is a unique guide to an important strategic issue in personal lines insurance - be fully appraised of what growth in the market for insurance and assistance linked to bank accounts and payment cards could mean for your organisation;
2. *Assistance companies:* as banking organisations become more adept at marketing to specific consumer groups, opportunities will arise for developing new assistance concepts to be promoted in conjunction with payment cards and bank accounts;
3. *Banking institutions and other card issuers:* the comprehensive insights contained in this report will help you to evaluate both the insurance and assistance concepts packaged automatically with your own payment cards and bank accounts and your strategy for enhancing core revenues through cross-selling optional policies;
4. *Management consultancies:* are you helping an insurance or assistance company with its bancassurance strategy? Understand the current status of insurance and assistance linked to payment cards and bank accounts in any of 30 countries investigated, saving time and effort on researching the subject yourself.

What are some of the key findings?

1. In addition to creditor insurance, several other policy types are available with a significant proportion of payment cards and bank accounts in Canada



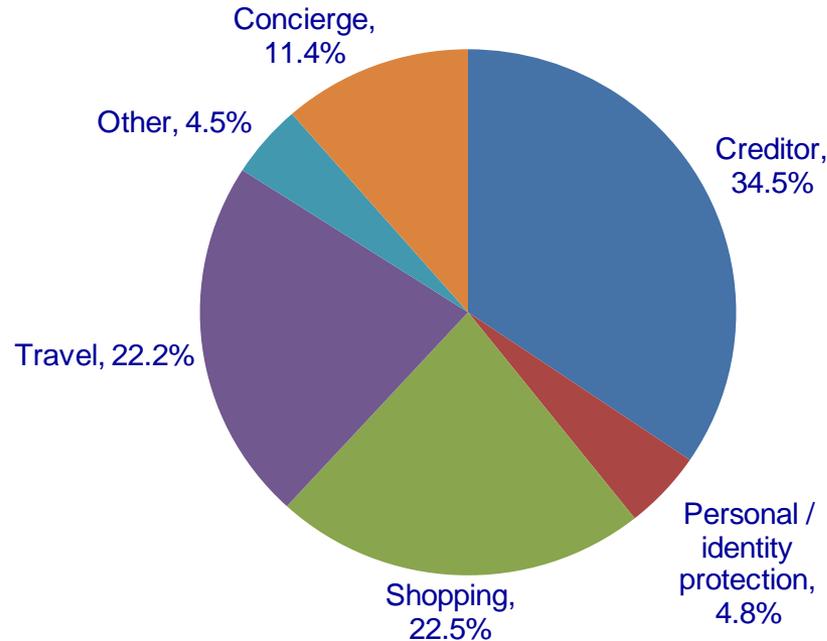
Note 1 - graphic shows top 12 policy types only; availability rates for the remainder are given in the report

Note 2 - DT / PD = death / permanent disability, TI / UN = temporary incapacity / unemployment

Source: Finaccord PartnerBASE

What are some of the key findings? (cont.)

2. By value, card-related creditor insurance and cover related to shopping and travel are the largest segments in the Swiss market for packaged insurance and assistance



Source: Finaccord analysis

What are some of the key findings? (cont.)

3. Ten providers compete for mandates in the substantial market for travel cover bundled with banking products in Sweden

| Partner | Share of partnerships | Parent / group |
|--------------------------|-----------------------|------------------|
| AIG Europe | 1.1% | AIG |
| Chubb | 3.3% | Chubb |
| ERV | 12.0% | Munich Re |
| Folksam | 55.4% | Folksam |
| IF Forskiring | 1.6% | Sampo |
| Inter Partner Assistance | 2.7% | AXA |
| Länsförsäkringar | 1.1% | Länsförsäkringar |
| SOLID Försäkringar | 4.9% | Resursgruppen |
| Trygg-Hansa | 10.9% | RSA |
| Zurich | 7.1% | Zurich |
| Total | 100.0% | |

Source: Finaccord PartnerBASE

What are the prices?

These reports about insurance and assistance linked to payment cards and bank accounts in different countries are available as standard PDF documents. The PartnerBASE™ datasets that accompany them at no further charge are in Excel format. Prices for these research sets and other country-specific titles focused on major global markets are as follows:

| Insurance and Assistance linked to Payment Cards and Bank Accounts in... | | | | | |
|---|-----------|-------------|-----------|--------------|-----------|
| Australia | USD 1,195 | Germany | USD 1,195 | Romania | USD 895 |
| Austria | USD 895 | India | USD 695 | Russia | USD 1,195 |
| Belgium | USD 895 | Ireland | USD 495 | South Africa | USD 495 |
| Brazil | USD 1,395 | Italy | USD 1,195 | South Korea | USD 1,395 |
| Canada | USD 1,195 | Japan | USD 1,395 | Spain | USD 1,195 |
| China | USD 2,095 | Mexico | USD 695 | Sweden | USD 895 |
| Czech Republic | USD 895 | Netherlands | USD 895 | Switzerland | USD 895 |
| Denmark | USD 895 | Norway | USD 895 | Turkey | USD 895 |
| Finland | USD 895 | Poland | USD 895 | UK | USD 895 |
| France | USD 1,195 | Portugal | USD 895 | USA | USD 1,895 |

** For Singapore-based clients, GST at the prevailing rate will be added to the basic price.*

Costs quoted are for a single site user licence only.

For a corporate user licence, please see the final slide for further details.

Invoices can be paid in EUR or GBP, at the prevailing exchange rate, if preferred.

What other reports are available?

A multi-country report and associated PartnerBASE™ dataset about insurance and assistance linked to payment cards and bank accounts in Europe is also available from Finaccord, as are consumer research studies that examine different types of cover that can be sold on both a packaged and stand-alone basis. Note that separate report prospectuses are available for these.

| | |
|---|-----------|
| Insurance and Assistance linked to Payment Cards and Bank Accounts in Europe | USD 6,995 |
| Creditor Metrics: Consumer Approaches to Loan and Bill Protection Insurance in Selected Global Markets | USD 4,195 |
| Home Assistance Metrics: Consumer Approaches to Home Emergency Insurance in Selected Global Markets | USD 4,195 |
| Mobile Metrics: Consumer Approaches to Mobile Gadget and Phone Insurance and Extended Warranties in Selected Global Markets | USD 8,395 |
| Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in Selected Global Markets | USD 8,395 |
| Warranty Metrics: Consumer Approaches to Extended Warranties for White, Brown and Grey Goods in Selected Global Markets | USD 8,395 |

** For Singapore-based clients, GST at the prevailing rate will be added to the basic price.*

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How can the research be purchased?

Simple. Just go to the relevant area of the Finaccord website, create your account (if you do not have one already) and place your order online. Products paid for online by card will be delivered immediately by e-mail but please allow up to one working day for delivery by e-mail if you choose to pay on receipt of invoice.

With regards to the **corporate user licence**, you will be asked to choose one of the following options:

1. One office, one country: no supplement over and above basic cost of reports ordered
2. Multiple offices, one country: additional 20% over and above basic cost of reports ordered
3. Multiple offices, two to ten countries: additional 50% over and above basic cost of reports ordered
4. Global (unlimited offices in unlimited countries): additional 100% over and above basic cost of reports ordered

Alternatively, you can place an order by sending your request to order@finaccord.com, clearly stating the product(s) required, associated price(s) and billing details for eventual invoice or card payment receipt.