EFU Life House,
Plot No.112, 8th East Street, Phase I, DHA, Karachi
(021)111-338-111
(021) 111-PRIMUS (111-774-687)
efulife.com/primus
csd@efulifeprimus.com
Type PRIMUS & send to 9898

efu LIFE | PRIMUS

LIFE
BEYOND ORDINARY

MESSAGE FROM THE CEO

I am pleased to welcome you to the world of exclusivity for our premium class of clientele called the PRIMUS.

PRIMUS is the first of its kind concept in the Life Insurance industry. Besides offering you a dedicated and personalized level of service, you can enjoy from a range of other value additions such as discounts on leading products & services, available under five broad categories – Food, Lifestyle, Leisure, Wellness and Insurance.

With PRIMUS loyalty program, you will experience a whole new world of exclusive benefits especially designed to cater to your needs.

This brochure is presented to you as a summary of the privileged services you are entitled to.

We look forward to being of service to you for many years to come.

Yours sincerely,

Mohammed Ali Ahmed
Managing Director & Chief Executive Officer

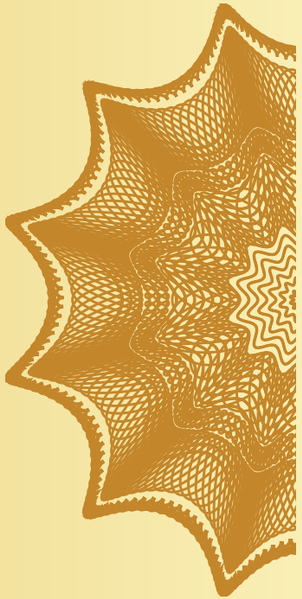
AN INSIGHT INTO PRIMUS

EXCLUSIVITY MATERIALIZED

Life is dynamic and ever changing, with something new and unexpected in the cards every day. EFU Life presents PRIMUS – an exclusive class of service excellence tailored to deal with life's continually evolving scenarios.

PRIMUS, a latin connotation for "first", meaning "first amongst equals", conveys significance, leadership, uniqueness, prominence, competitive positioning and exclusivity.

With PRIMUS, we are committed to serve our high net worth clients by giving them an experience beyond ordinary and providing them with personalized services tailored to meet their financial expectations. PRIMUS services are specifically designed to give our valued PRIMUS clients unparalleled advantages and transform their life to a "Life Beyond Ordinary".



THE PRIMUS RELATIONSHIP

WE PUT YOUR PLANS TO ACTION

EFU Life is committed to innovation and serving all the market segments of the country. By focusing on your aspirations we are able to fulfill all your financial planning needs. Our products are tailored to help you achieve the different milestones in your life, such as child education and marriage, savings for your own house, your life after retirement and above all, financial security for your loved ones in your absence. With all these solutions we cater to a wide array of clients to whom we make a lifelong commitment of service and care.

ELIGIBILITY CRITERIA

You can start a PRIMUS relationship with EFU Life today by purchasing any of our plans with a total minimum annual premium of Rs. 250,000.

PRIMUS Membership is offered on 3 slabs based on the total annual premium, with each level having distinctive value additions and discounts:

- Tier 1 – Annual Premium from Rs. 250,000 to Rs. 499,999
- Tier 2 – Annual Premium from Rs. 500,000 to Rs. 999,999
- Tier 3 – Annual Premium Rs. 1 million & above

If you already have a relationship with us, you can enhance the premium of your existing policy up to this minimum limit or you can purchase additional policies so that your total annual premium on all policies combined is a minimum of Rs. 250,000.

CONVENIENCE AT YOUR FINGERTIPS – EFU LIFE PLANIT

EFU Life PlanIT mobile app lets you keep track of your policy(s) and provides you with the facility to view and redeem the discounts and offers conveniently. You can use it to identify yourself as a PRIMUS client whenever you visit the leading brands of your choice.

The app can be downloaded from Google Play Store (for Android) & App Store (for iOS). To download the app, scan the QR code given here.

INTRODUCING PRIMUS LOYALTY PROGRAM

PRIMUS clients can now enjoy an unparalleled advantage offered through PRIMUS Loyalty Program. EFU Life extends its ambit of exclusivity by offering discounts on Food, Lifestyle, Leisure, Wellness and Insurance.

- Food (Restaurants, Cafes, Bakers, Juice and Ice cream parlors)
- Lifestyle (Clothing, Jewelry, Footwear, Make-up and Home Décor)
- Leisure (Airport Lounge, Travel & Tours, Cinema, Hotels, Amusement and Recreational centers)
- Wellness (Hospitals, Labs, Pharmacies, Spas and Fitness centers)
- Insurance (Health, Travel and Home)

These offers are a few taps away on your EFU Life PlanIT mobile app. So what are you waiting for!

YOUR HEALTH MATTERS

HEALTH CHECK – UP

Your health is the most important asset you have and we would like to help you take care of it. Avail the facility of free health checkups at the most prestigious hospitals in Pakistan. Simply call us on (021) 111- PRIMUS or email us on csd@efulifeprimus.com and we will set up an appointment at one of our selected hospitals. This offer is valid for Tier 2 and Tier 3 clients and can be availed once during the policy membership tenure with us.

A CLEAN BILL OF HEALTH

Good health leads to a prosperous life. As a PRIMUS client, you can now avail exclusive discounts at renowned hospitals & clinics, medical & diagnostic laboratories, fitness centers and spas across Pakistan. To avail the discounts on hospitals & clinics and medical & diagnostic laboratories, open your EFU Life PlanIT app and tap on PRIMUS policy card listed on the menu tab. This offer is only available to active policyholders.

For more details on the health category, download the EFU Life PlanIT mobile app available on both Android and iOS or scan the QR code below

https://www.efulife.com/primus/loyalty-program

CRUISE IN CONTROL

LOUNGE IN COMFORT

Being a PRIMUS client grants you complimentary access to the prestigious Airport lounges in Karachi, Lahore, Islamabad, Multan, Peshawar and Faisalabad when you are travelling internationally. You can sit back and enjoy the exclusive services that the Airport lounges have to offer.

TRAVEL FINE TUNED

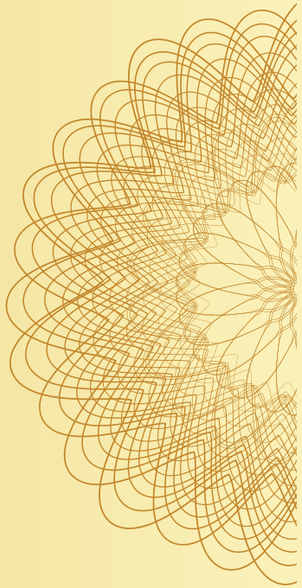
Take advantage of the exclusive PRIMUS Travel Desk. As a PRIMUS client all you have to do is call us on (021) 111- PRIMUS or email us on **csd@efulifeprimus.com** and let us know your travel destination – whether it is for holiday or business – and we will do the rest, from visa assistance, hotel reservations to discounts on international and domestic ticketing all being offered by our travel partners.

HOSPITALITY AT ITS FINEST

Get a chance to avail the finest hospitality services offered to you as a PRIMUS client. You can now utilize discounts on hotel bookings & restaurants, amusement parks and recreational centers across the country.

For more details on travel and leisure category, download the EFU Life PlanIT mobile app available on both Android and iOS or scan the QR code below

https://www.efulife.com/primus/loyalty-program



REST ASSURED

PORTABLE PEACE OF MIND

When you are traveling abroad, any unforeseen event can arise, so why travel without insurance? Explore the world with complete peace of mind covering medical emergencies including hospitalization and travel inconveniences. As a PRIMUS client, you can enjoy a discount of 20% from EFU General along with a hassle free direct claim settlement services making your travel experience even more memorable. The discounts will apply on premium before taxes only.

STRUCTURING STABILITY

Safety of one's home and belongings is a priority for everyone. PRIMUS clients can enjoy a 15% discount on Comprehensive Homeowner's Insurance Policy with EFU General. Enjoy complete peace of mind by covering your home against fire, burglary and natural calamities. The discounts will apply on premium before taxes only.

A HEALTHY APPROACH

"A healthy life is the way to prosperity" and we understand how important your health is to you. Protect your health through a comprehensive health insurance policy from Allianz EFU at a 10% discount on your premiums, providing you with a wide range of coverage and benefits. All you have to do is simply contact your sales consultant who will provide you with the service at your doorstep.

For more details on insurance, download the EFU Life PlanIT mobile app available on both Android and iOS or scan the QR code below

https://primus.efulife.com/loyaltyprogram/

TUNED TO YOU IN MORE WAYS THAN ONE

DEDICATED TO YOU 111 – PRIMUS

We have made it convenient for you to be in touch with us through a dedicated call centre number: 111- PRIMUS (111-774-687). Get prompt assistance from PRIMUS representatives regarding any queries pertaining to your policy or PRIMUS benefits.

PRIMUS RELATIONSHIP OFFICER

Your association with us is of immense importance, hence, our relationship officers are here to guide you on 0331-CALLEFU(2255338).

PRIORITY ACROSS MEDIUMS

Experience online exclusivity by visiting our dedicated mobile application – EFU Life PlanIT and website **efulife.com/primus** developed especially for PRIMUS clients. Here you can learn more about EFU Life and PRIMUS, browse through product details and avail discounts on leading brands of your choice conveniently. You can also download EFU Life PlanIT mobile app available on both Android and iOS to monitor your policy and get access to a variety of discounts.

SMS 9898

Type **"PRIMUS"** and send to **9898** to enjoy the exclusive freedom of accessing your policy information on your mobile phone.

The intricate patterns you see adorning the pages of your PRIMUS booklet represent an ancient engraving technique called Guilloche. Each Guilloche pattern is uniquely designed and has been used for centuries to protect precious objects against forgery. Even today, bank notes and currency certificates bear the Guilloche mark as a badge of validity. The Guilloche motif conveys the inimitable service you are promised as a PRIMUS client.