

# EFU LIFE

## ASSURANCE LTD

LIFE | HEALTH | SAVINGS | WELLNESS | RETIREMENT



## Corporate Briefing Session 2025

30<sup>th</sup> March 2026



# Agenda



Company  
Overview



Financial  
Performance  
Snapshot



Awards and  
Accolades



Our Product  
Suite &  
Network



Business  
Performance



Looking  
Forward



Q & A



LIFE

# Company Overview





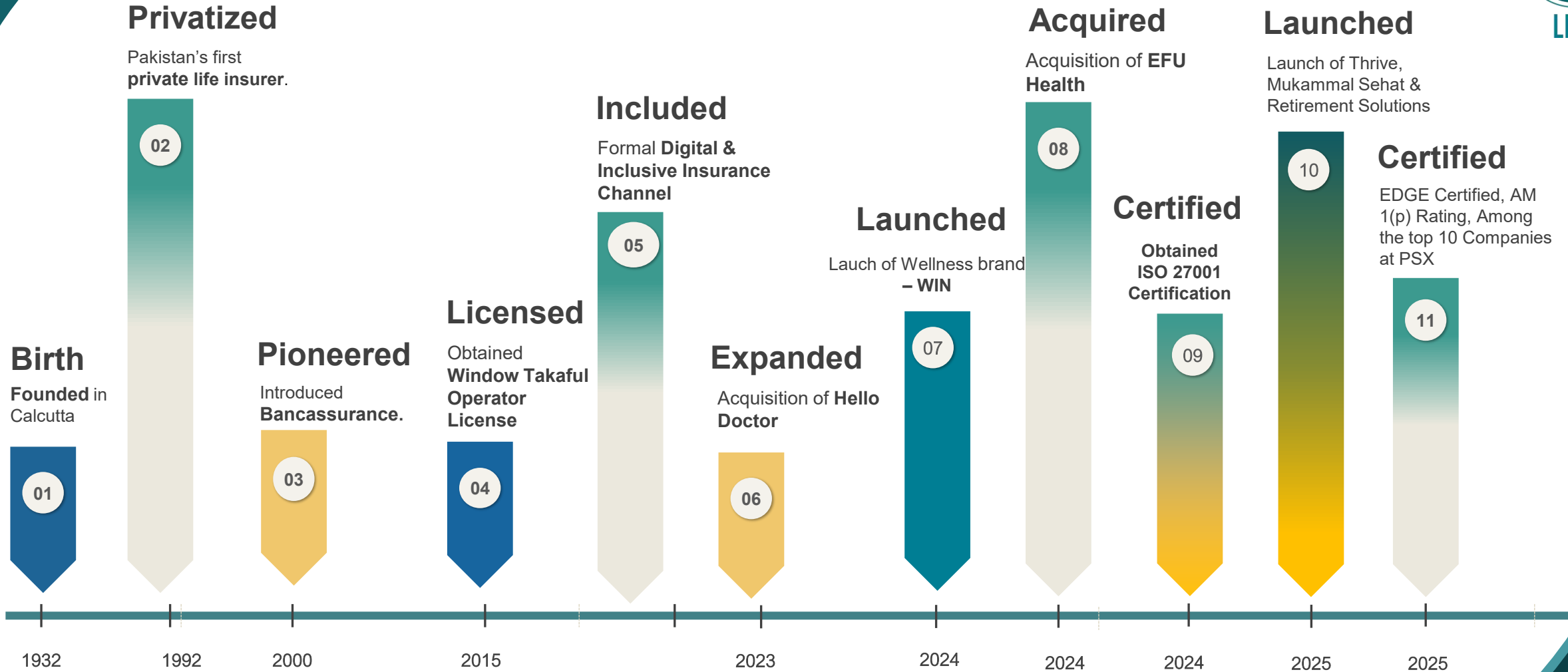
# About Us

EFU Life is Pakistan's leading private sector insurer, recognized for shaping the industry through innovation, customer-centric solutions, and strong governance. Since our inception in 1992, we have pioneered market-first initiatives, built deep trust with millions of customers, and evolved into a holistic financial and wellbeing solutions provider. Today, we are driving transformation by integrating technology, expanding access, and championing financial inclusion - with a vision to positively impact every life we touch



- ✓ AA++ RATING (BY VIS)
- ✓ AM 1(p) RATING (BY VIS)
- ✓ WINDOW TAKAFUL
- ✓ ISO 27001: 2022 CERTIFIED
- ✓ DISTRIBUTION DRIVEN
- ✓ EDGE CERTIFIED





# Our History





### **Our Workforce**

700+ Head Office, 9K + Distribution Channels

### **Distribution Driven**

Salesforce, Bancassurance, Corporate, Digital & Inclusive, Telesales, Retail Health, Retirement Solutions

### **Diversity & Inclusion**

23% female employees, 20% female leaders  
Disability Inclusion

### **Governance & Strength**

Strong corporate governance, robust compliance framework, and top credit ratings



# Our Reinsurance Strength

*hannover* **re**<sup>®</sup>

Munich RE 

 Swiss Re

01

Global  
Expertise in risk  
management

02

Access to  
worldwide family  
Takaful pools,  
ensuring optimal  
diversification of  
risk

03

Supported by  
strong credit  
ratings from  
global agencies  
including S&P and  
AM Best.

04

Expertise in  
product design,  
underwriting  
automation,  
claims efficiency,  
and advanced  
data analytics.



LIFE

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# Financial Performance Snapshot



# Key Financial Highlights

## 2025



**PKR 10.12 B**  
Shareholders Equity

**24%**  
Return on Equity

**PKR 23.26**  
Earning per Share

**150%**  
Dividend



# Awards & Accolades



# Recognition & Accreditation



PAKISTAN  
STOCK EXCHANGE  
LIMITED

Ranked among Top 25 Companies at Pakistan Stock Exchange – Securing a **strong 9<sup>th</sup> position** – the only Life Insurer on the list



Pakistan's First & Only Insurance Company to Achieve **EDGE Green Building Certification** by the IFC



**Achieved ISO 27001:2022 Certification**, the global standard for information security management systems



Signatory to **UN Women** Empowerment Principles



**Only Insurer** in receipt of **Pakistan Microfinance Awards** for achievement in Microinsurance

# International Awards



**Top Partnership Distribution Award**

**Best Domestic Life Insurer & Best Marketing Initiative (WIN)**

**Executive of the Year & Health and Wellness Initiative of the Year (WIN)**



**InsurTech Connect Asia Awards**

**Insurance Asia Awards**

**Asian Management Excellence Awards**

# Excellence In Pakistan



**40<sup>th</sup> Corporate Excellence Award**



**11<sup>th</sup> International Environment, Health & Safety Awards 2025**



**Brand of the Year Award**



**Corporate Social Responsibility Awards 2025**



# Excellence In Pakistan



**Pakistan Microfinance Awards**



**ESG Summit Pakistan – Sustainable Insurance**



**BCR Awards**

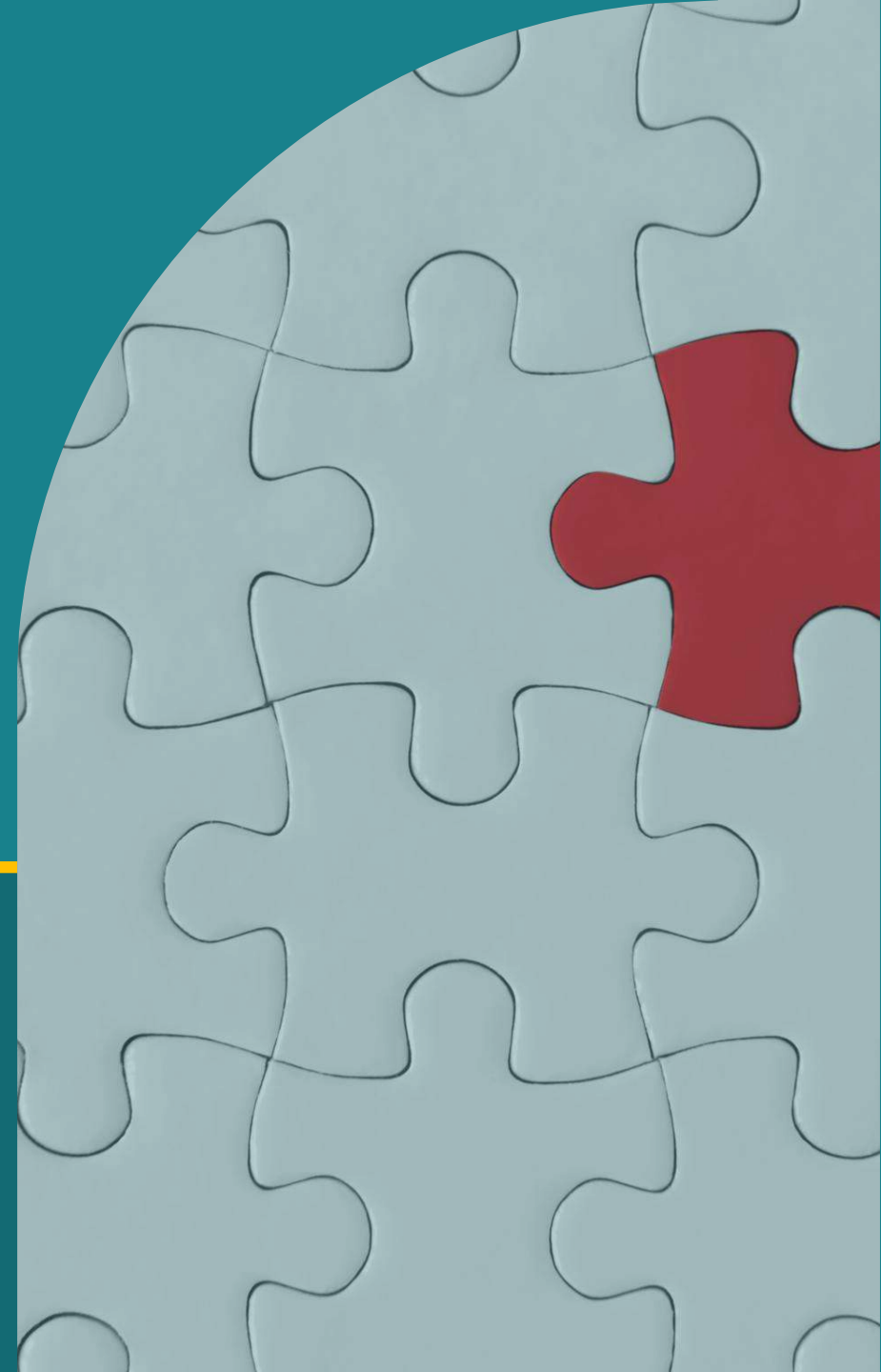


**Best Life & Health Insurance Company**





# Our Product Suite & Customer Reach



# One Brand – Three Promises

Your partner at every life stage.



## Life

Savings  
Protection  
Continuation Benefits



## Health

Protection  
Preventive Health  
Critical Illness



## Retirement

Voluntary Pension Fund  
Provident Fund  
Annuities



# Your partner at every life stage



## Life

### Savings

Unit linked | With Profits | Universal Life

### Protection

Term Life | Personal Accident

### Continuation Benefits

Education Continuation | Income Continuation

# Your partner at every life stage



## Health

**Preventive**

mHealth | WIN

**Protection**

Mukammal Sehat | Hospital Cash | OPD & IPD | Critical Illness



# Your partner at every life stage



## Retirement

**Tax Qualified  
Planning  
Protection**

**Voluntary Pension Fund  
Provident Fund Management  
Annuities**



# Segments We Serve With Dedicated Brands

The logo for PRIMUS, featuring the word 'PRIMUS' in a serif font with three colored dots (blue, orange, green) below it.

PRIMUS

**Priority  
Affluent**

Serving priority and affluent customers through Salesforce, Bancassurance Channels.



HEMAYAH  
EFU FAMILY TAKAFUL

**Islamic  
(Takaful)**

Providing Shariah-compliant protection solutions under our Window Takaful operations.



**Wellness  
Focused**

Offering preventive and access-driven healthcare solutions through our WIN wellness initiatives





# Other Segments We Serve

## ● Middle-Income Households

- ✓ Salaried professionals & SMEs
- ✓ Served via Salesforce, Bancassurance & Corporate Offering

## ● Digital-Savvy Customers

- ✓ Comfortable with online platforms & self-service
- ✓ Served via Digital Channels

## ● Mass Market

- ✓ Low-income, underserved populations
- ✓ Served via Inclusive Insurance Channel

## ● Retirement Planners

- ✓ Preparing for post-retirement financial security
- ✓ Served via Retirement Solutions Vertical



LIFE

# Thrive - Digital Distribution Platform

An industry-first interactive platform for our Digital Savings & Protection products, targeting the next generation users



## Financial Literacy Hub

An interactive space where customers can boost their financial know-how and earn EFU Life Coins as rewards

## Spirit of Giving Back

A charitable contribution made for every policy purchased, turning protection into a positive social impact

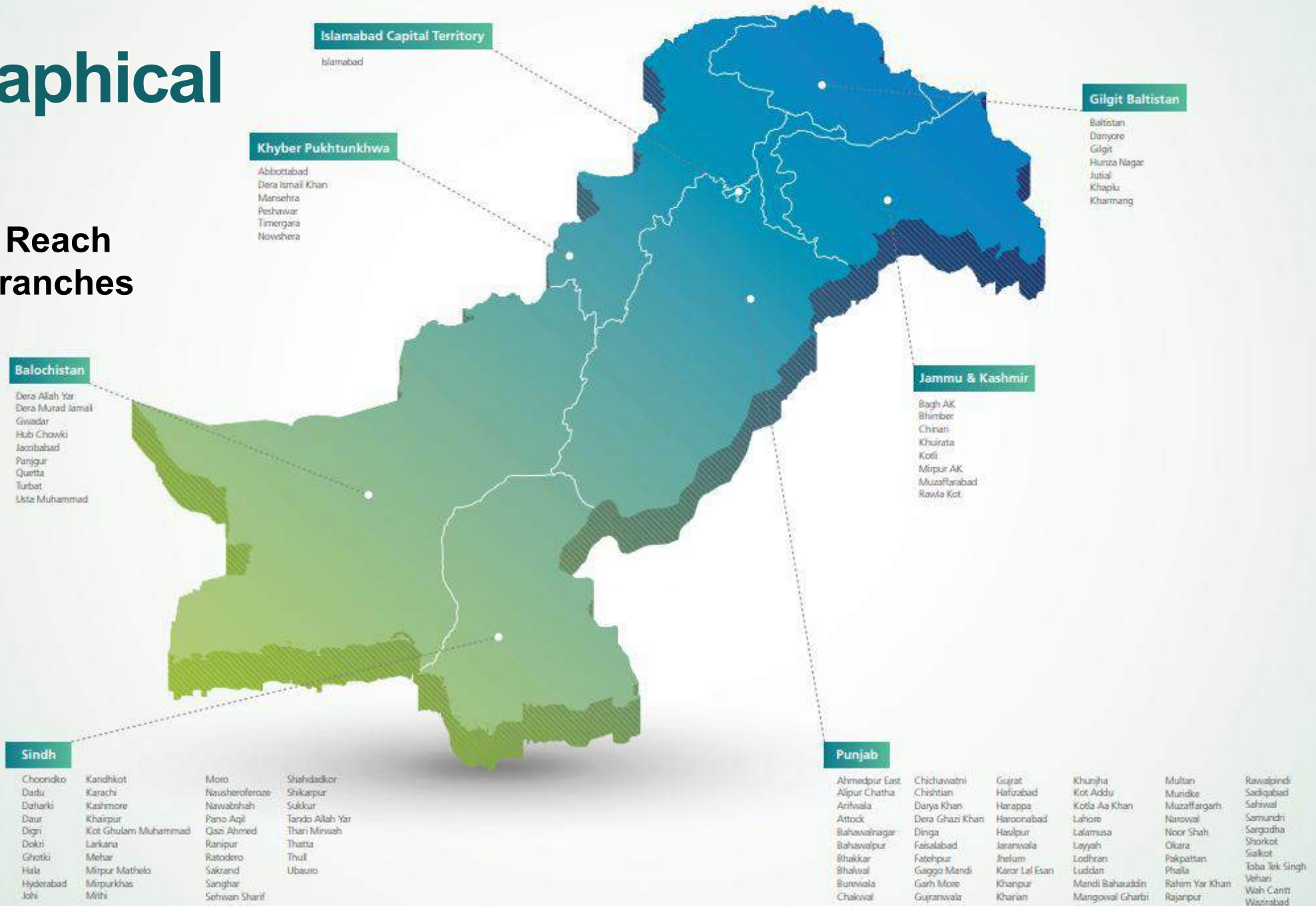


## Gamification & Instant Gratification

EFU Life Coins unlocked across multiple touchpoints, redeemable for exciting vouchers and benefits.

# Geographical Reach

Nationwide Reach  
with 200+ branches



# Our Bank Partners



The Bank of Punjab





# Business Performance



# Profit and Loss Account

PKR Million

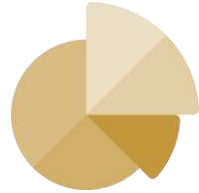


<b>Profit and Loss Account</b>	<b>2025</b>	<b>2024</b>	<b>Change</b>
Gross Premium/ Contribution Revenue	57,049	41,722	37%
Net Premium/ Contribution Revenue	52,623	39,517	33%
Investment Income, Net realized gain(loss)	50,663	61,712	-18%
<b>Total Net Income</b>	<b>103,286</b>	<b>101,230</b>	<b>2%</b>
<b>Net Insurance Benefits</b>	<b>49,096</b>	<b>41,124</b>	<b>19%</b>
Net Change in Insurance Liabilities	34,151	43,083	-21%
Acquisition Expenses	11,157	7,793	43%
Marketing and Administration Expenses, others	4,613	4,041	14%
Others	284	232	22%
<b>Total Expenses</b>	<b>50,205</b>	<b>55,148</b>	<b>-9%</b>
Share of profit from associate	2	-	
<b>Profit before Tax</b>	<b>3,987</b>	<b>4,957</b>	<b>-20%</b>
<b>Profit after Tax</b>	<b>2,442</b>	<b>2,987</b>	<b>-18%</b>
<b>Earnings per share - Rupees</b>	<b>23.26</b>	<b>28.79</b>	

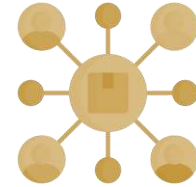
# Key Revenue Drivers



**Business Growth**



**Market Penetration**



**Distribution Network**



**Persistency &  
Customer Retention**



**Claim Ratios**



**Expense Ratio**



**Investment Income**

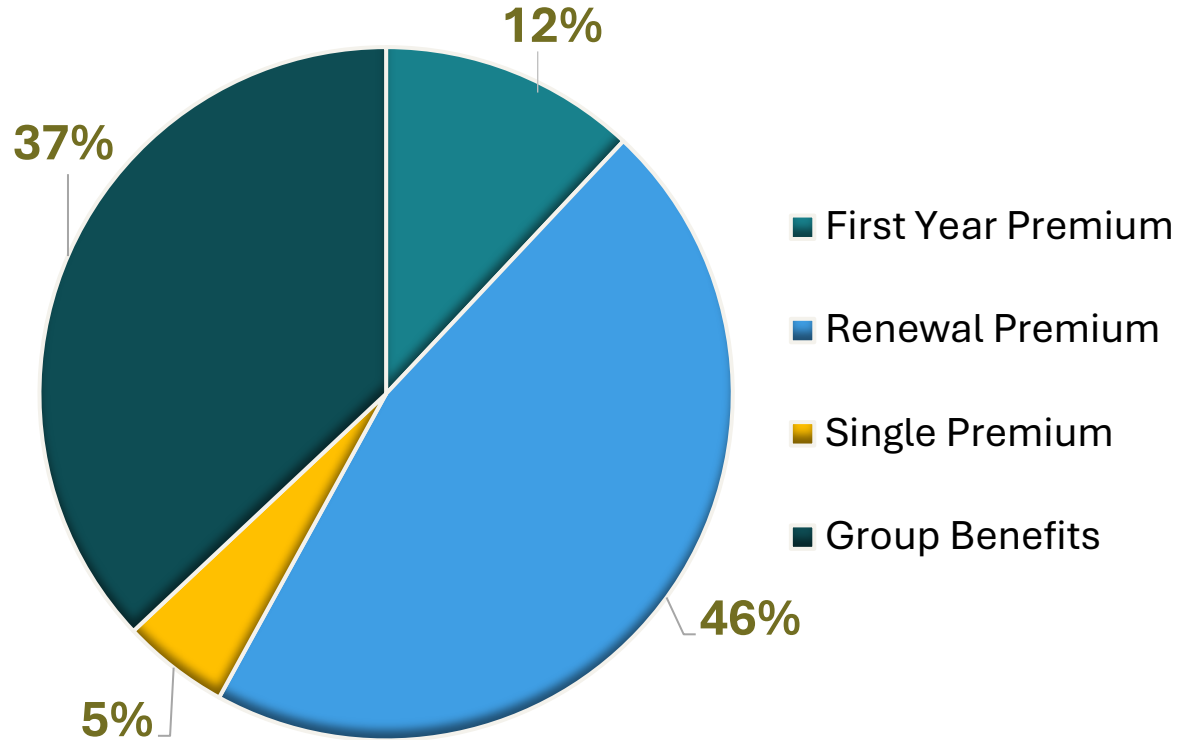
# Financials Metrics

## Year to Year Comparison

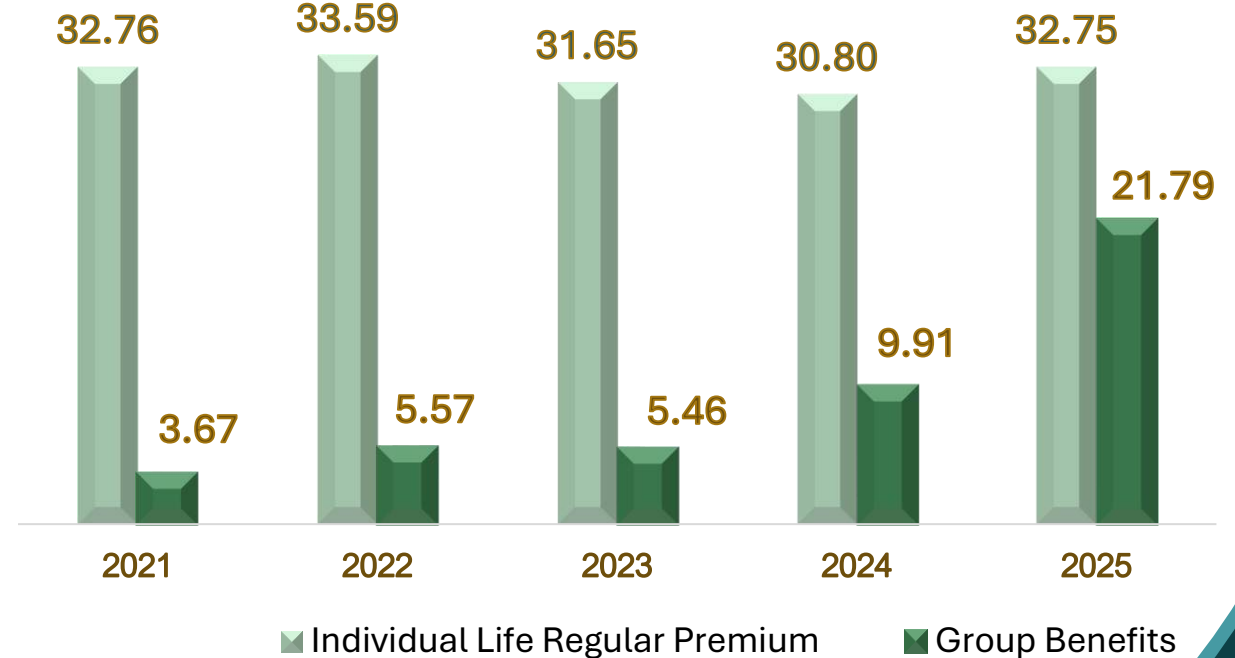
Ratios	2025	2024	2023	2022	2021
Premium Growth Ratio	36.7%	11%	-5.3%	5.8%	14.9%
Net Claim/ Net Premium (Claim Ratio)	93%	104.3%	88.2%	66.3%	63.3%
Gross Yield on Earning Assets	18%	25%	16.6%	11.3%	7.7%
Profit/(Loss) before tax / Net Premium	7.6%	12.6%	11.0%	7.4%	5.9%
Earning per Share	23.26	28.82	20.65	16.92	15.08
Return on Equity	24%	32.5%	29.7%	26.7%	24.4%
Dividend Yield	9%	9%	8%	7%	7%

# Gross Premium

### Gross Premium Composition



### Gross Premium Growth 5 Year Summary PKR Billion

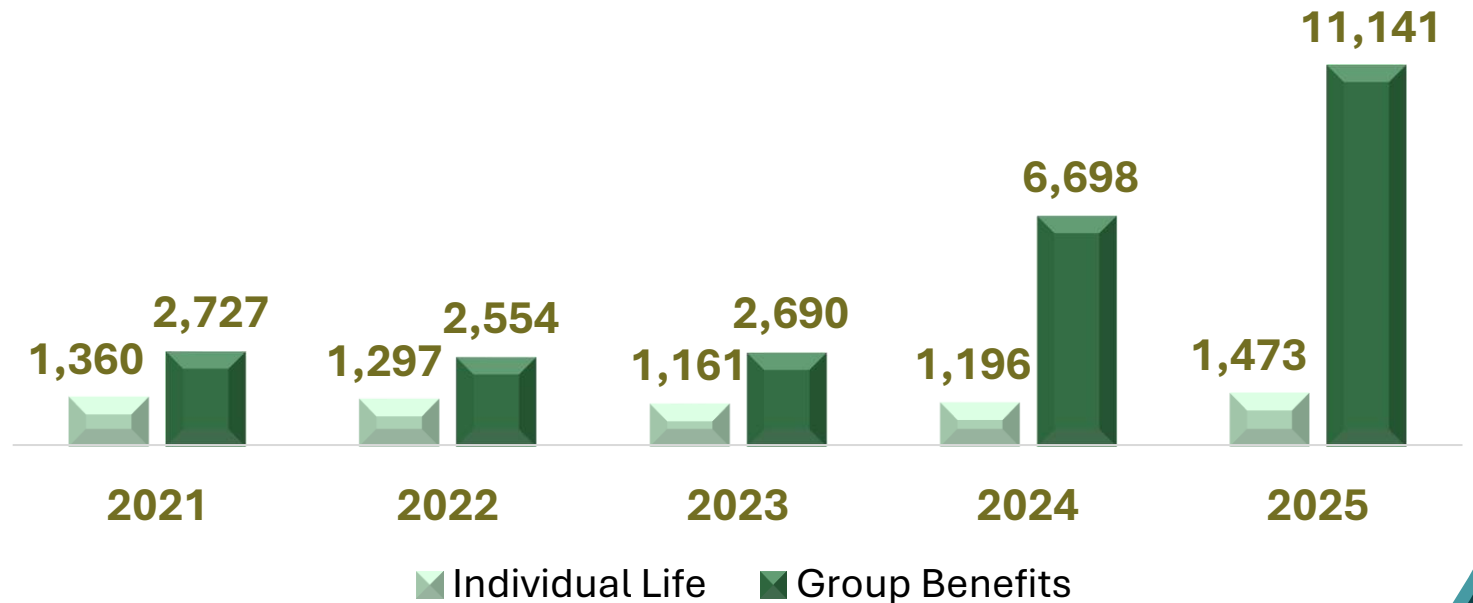


In 2025, the gross premium of the Company was **Rs. 57.05 billion**, an increase of **37%**.

# Claim Payments

## Gross Death & Disability Claims 5 Year Summary PKR Million

In 2025, the Company settled total death, disability and health claims of **Rs. 12.61 billion** (2024: 7.89 billion).

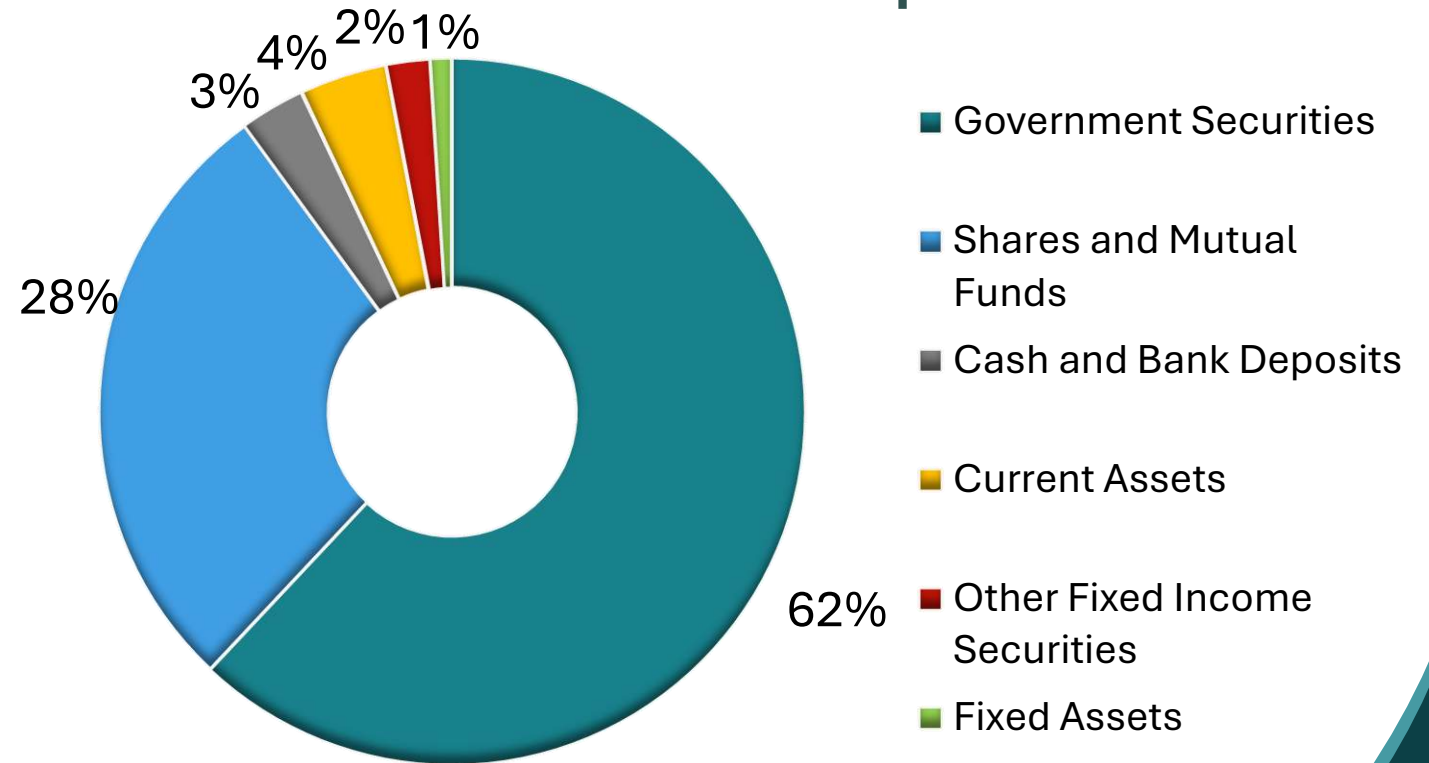


# Assets & Funds

The Company has a strong balance sheet size with total assets of **Rs. 298 billion** for 2025 (2024: Rs. 259 billion)

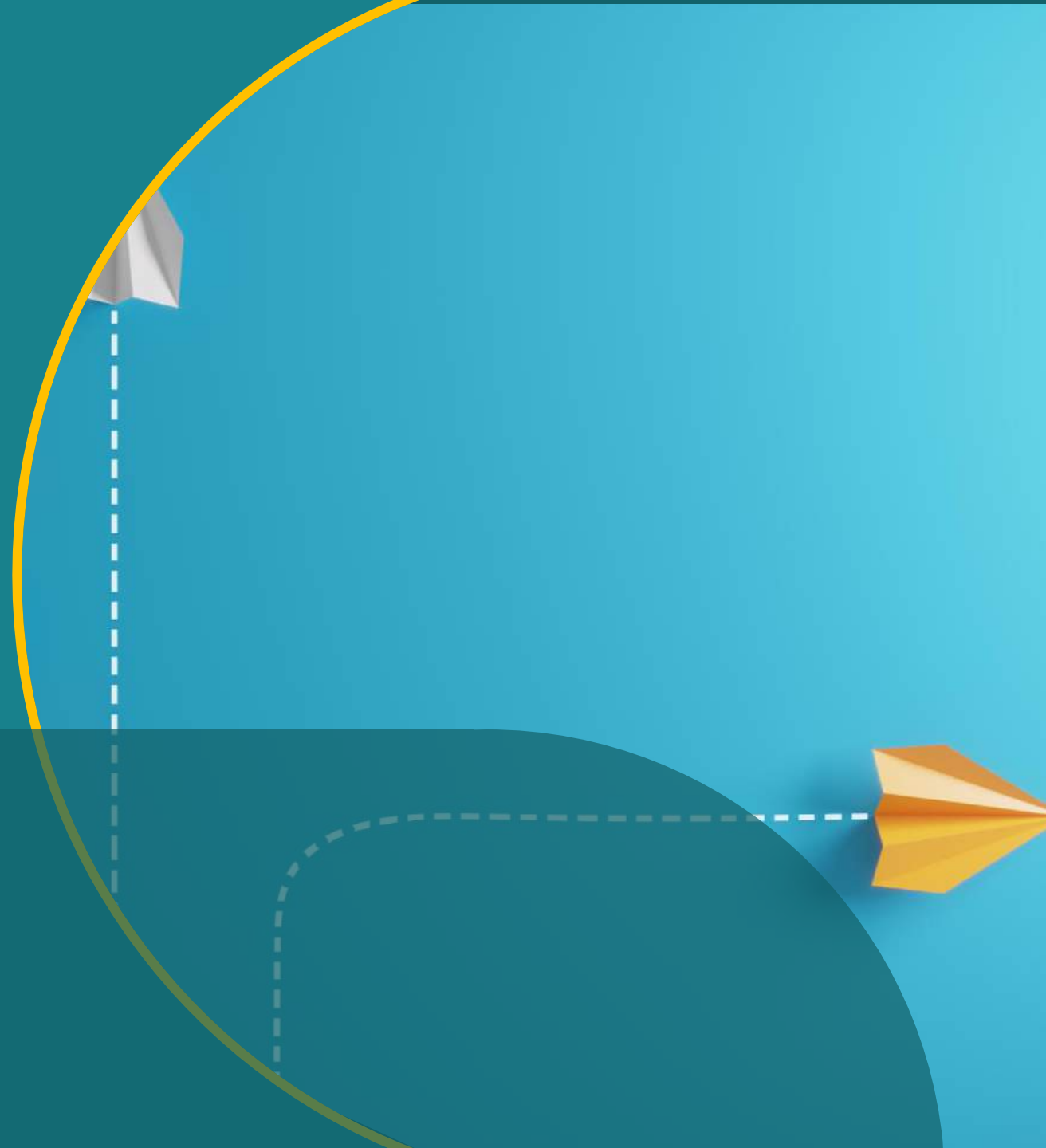
The net asset value of all Unit-Linked funds under management increased from Rs. 231 billion in 2024 to **Rs.263 billion** in 2025.

## Assets Composition





# Looking Forward



# Challenges & Risks

## Economy

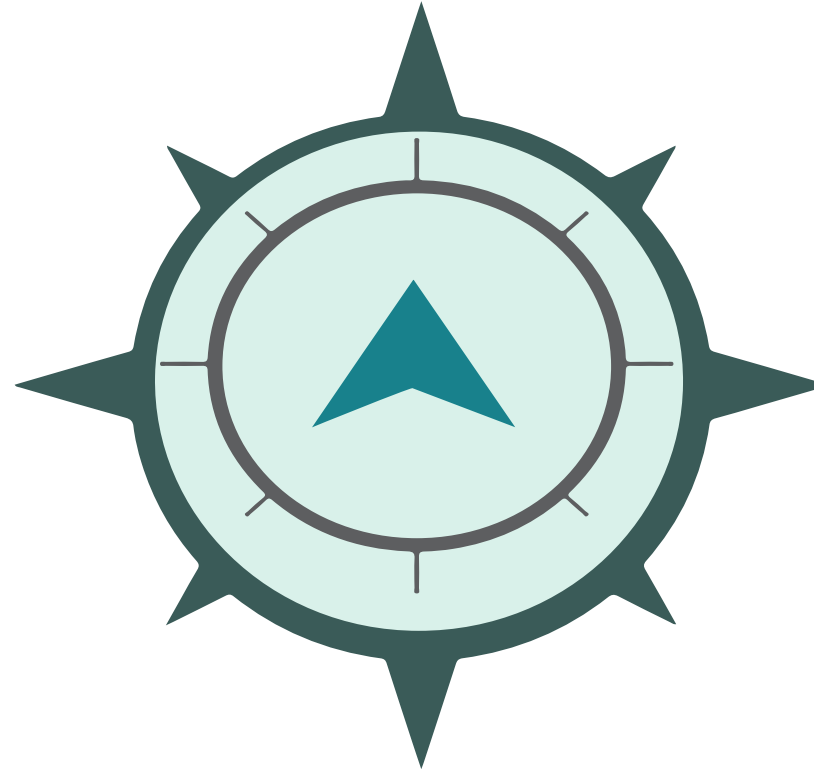
- Economic Uncertainty
- Reduced Customer Purchasing Power
- Investment market uncertainty
- Rising business & operational cost

## Geopolitics

- Additional economic volatility
- High inflation leading to reduced customer purchasing power

## Taxes

- Imposition of Super Tax
- Withdrawal of tax credit on life insurance premium
- Petition pending for Sales Tax on services
- Increasing income tax reducing disposable income of customers



## Awareness

- Low consumer awareness
- Untapped low-income and unbanked segment

## Risk And Claim

- Higher claims from natural disasters
- Increased exposure to unforeseen events

## Regulations

- AML, CFT
- IFRS 17
- Risk Based Capital
- Paid Up Capital Requirements

## Competition

- Growing price-led competition
- Margin pressure
- Market share erosion

# Strategy



## Distribution

- Strengthening Existing Distribution Channels
- Investing in new channels & segments



## Products

- Expand product range for new segments
- Offer affordable solutions to grow reach



## Health

Advancing Health Business Capabilities



## Retirement

Launching retirement solutions , offering flexibility and tools for a secure financial future



## Customer Service

Enhance the end-to-end customer journey



## Technology & Artificial Intelligence

Unlocking Potential



## Regulator

Foster active regulatory collaboration



# THANK YOU



[www.efulife.com](http://www.efulife.com)

