

## PRODUCT UP-SCALING SUPPORT – FACTSHEET

<b>Product Up-scaling Support</b>	<b>2017-11: Initial insurance up-scaling of Zingsure in Zambia by reaching 1 million members of faith-based Zambia</b>
<b>Country / Region</b>	Zambia
<b>Partner Financial Institution/s</b>	Zingsure ZM
<b>Grantee</b>	Zingsure Limited (endorsed by Swiss Re)
<b>Overall Budget</b>	CHF 1,423,045 (90% self-contribution)
<b>SCBF Contribution</b>	CHF 148,500
<b>Date of Approval</b>	26.10.2017
<b>Duration</b>	11.2017 until 3.2019
<b>Context</b>	<p>In support of Zambia’s Vision 2030, the National Financial Inclusion Strategy (NFIS) is currently being adopted by the Government of the Republic of Zambia. Despite recent progress on financial inclusion, much remains to be done to achieve this vision. Over 40 percent of Zambian adults are excluded from the financial sector; and nearly 80 percent do not use financial products and services from regulated providers. Significant discrepancies also remain between rural and urban areas, men and women, and youth and adults. The potential to leverage digital technologies, to reduce costs and expand the reach of the formal financial sector has not yet been fully realized.</p> <p>With this initiative, Zingsure is confident that we can contribute to Zambia’s National Financial Inclusion Strategy and will be able to reach at least one million lives within the proposed Product Upscaling phase. Based on the current coverage of 3,338,932 lives we believe we will at least increase the microinsurance penetration rates in Zambia from 22.23% to above 30%. The quality of this penetration will also be much higher than current, given there will be a significantly higher awareness of the cover (although it will start out as free and embedded cover), the processing of claims will be done faster than any other insurer and as a responsible insurer, we will be driving far more transparency.</p>
<b>Current Status of the MFI</b>	<p>The aim of this PU is to help build the needed local human resources in Zambia for Zingsure to start its greenfield insurance operations with the targeted faith-based Clients (Affinity Groups); where 1 million main members will be covered with a monthly term life cover of \$500 with additional free cover for the spouse.</p> <p>This PU encapsulates the setup of the greenfield Insurer head office in terms of initial staffing of managerial functions post registration of the legal entity in Zambia. This legal entity will be established by the Zing World Group as a subsidiary of Zingsure Ltd.</p>
<b>Objective and Main Activities</b>	<p>The local human resources will be built up to assist the Clients in Zambia to register its members and to collect quarterly membership fees from their members as well as the distribution of membership cards with the Zingsure embedded insurance offering. We will initially create 84 temporary jobs during the upscaling phase. These jobs will become permanent once membership fees flow quarterly and on a regular basis.</p> <p>Major steps include project mobilisation, contracting, training, licence approval, monitoring registrations and quarterly membership fee collections. Upon project completion, Zingsure should be in a position to provide initial insurance group scheme cover to 1 million members in Zambia.</p>