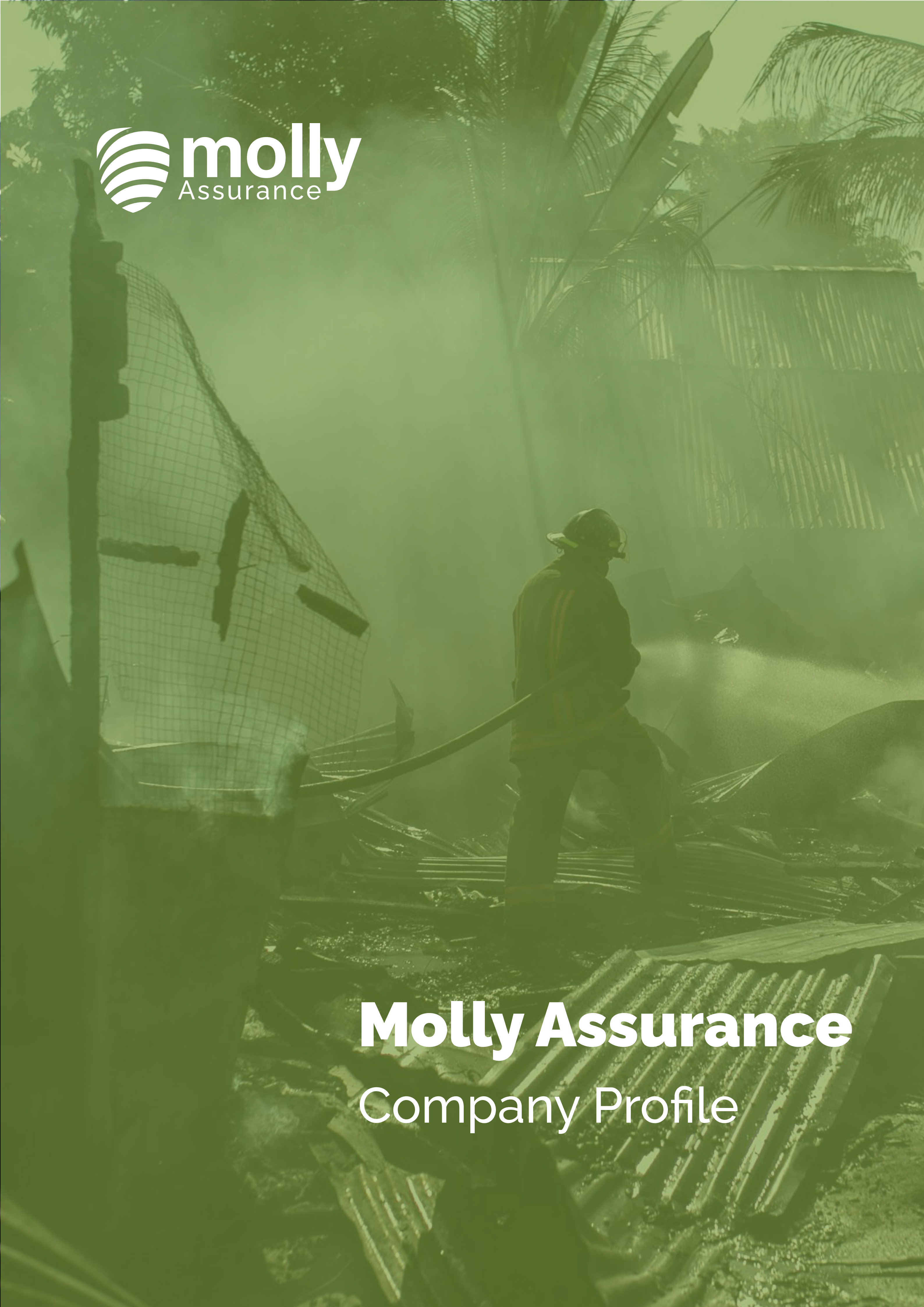

Molly Assurance

Company Profile

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Managing Director's Message

Dear Stakeholders,

It is with great enthusiasm that I introduce Molly assurance, an initiative born from our unwavering commitment to empowering individuals and businesses with reliable, accessible, and transparent insurance solutions.

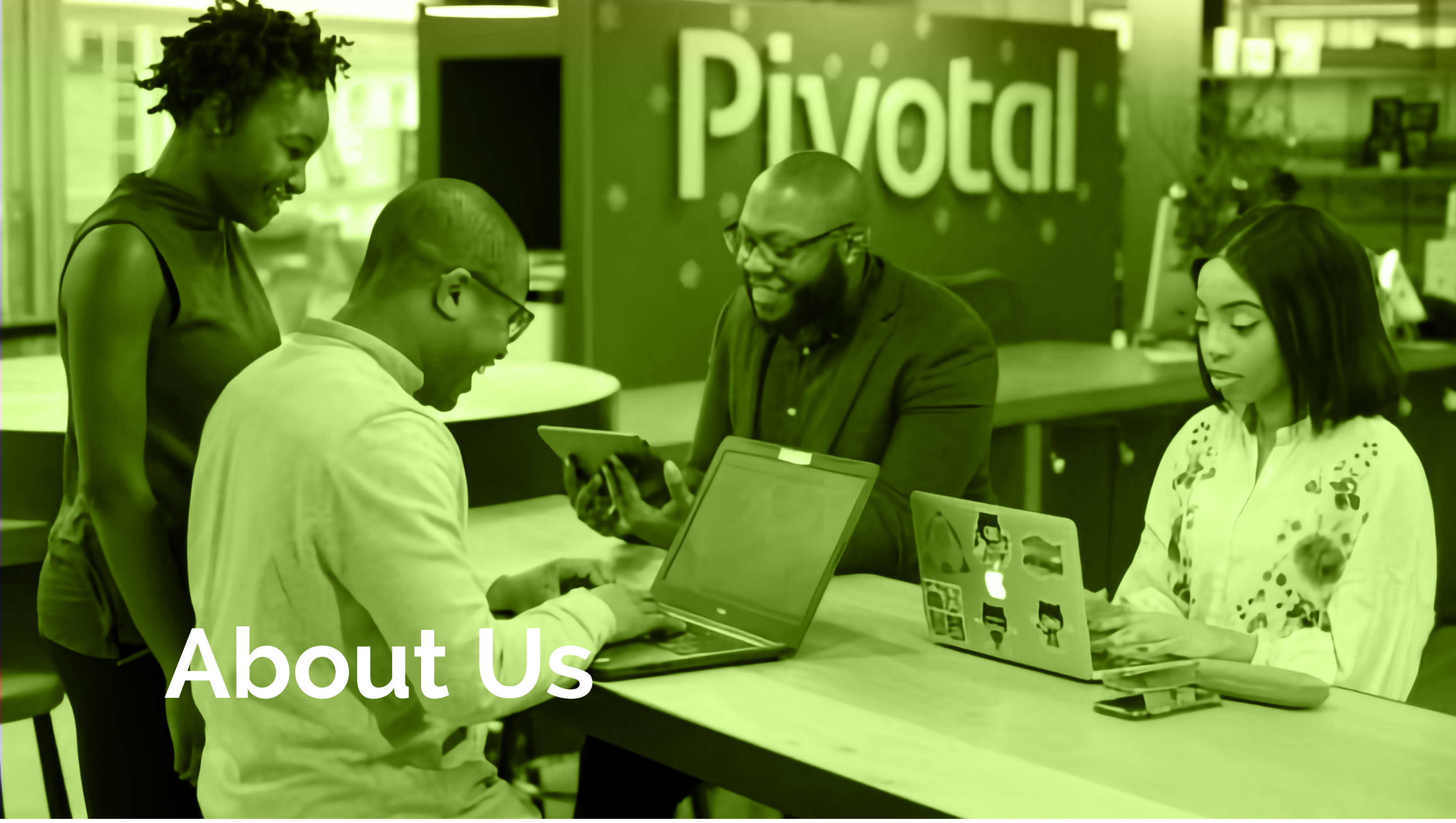
As part of Molly Group, our foundation is built on trust, innovation, and excellence, which will guide our journey into the insurance brokerage sector.

We are entering an industry filled with opportunities, driven by growing awareness and demand for insurance products. At Molly assurance, we recognize the importance of bridging the gap between insurers and customers by offering tailored solutions that meet diverse needs.

Our focus will remain on building strong partnerships, leveraging technology, and maintaining the highest standards of integrity.

As we embark on this exciting journey, I am confident that our strategic vision, combined with the dedication of our team, will position us as a leader in Tanzania's insurance sector and beyond. Together, let us make a lasting impact.

Sincerely,
Julieth Philip Tarimo
Managing Director, Molly assurance



About Us

ABOUT US

Molly assurance, a new subsidiary under the Molly Group, is poised to revolutionize the insurance brokerage landscape in Tanzania. With a vision to become the country's leading brokerage firm, the company will focus on delivering tailored, innovative, and customer-centric insurance solutions. Our services will cater to individuals, SMEs, large corporations, and public sector entities, ensuring access to a wide array of insurance products from reputable providers.

The Tanzanian insurance sector, with its current penetration rate of only 1% of GDP, offers immense growth potential. Molly assurance aims to leverage this opportunity by addressing critical market gaps, including underserved SMEs, rural populations, and digital-first insurance advisory services. Within five years, we aim to achieve a 20% market share in Tanzania while expanding to East African markets.

Our strategic plan includes forming partnerships with top insurance companies, investing in technology for seamless service delivery, and prioritizing regulatory compliance and ethical business practices. By the end of Year 3, the company anticipates generating $400,000 in revenue, with projected net profits of $140,000.

This business plan outlines our comprehensive market analysis, a robust SWOT analysis, and detailed financial projections. Through strong governance, innovative strategies, and unwavering dedication to our clients, Molly assurance is positioned to lead Tanzania's insurance brokerage industry into a prosperous future.

1%

current penetration rate of insurance sector in Tanzania

20%

we aim to achieve a 20% market share in Tanzania while expanding to East African markets.

$400,000

anticipates generating revenue.

$140,000

projected net profits

Core Values

Integrity

Building trust through transparency and ethical practices.

Customer-Centricity

Prioritizing customer needs with tailored insurance solutions.

Innovation

Leveraging technology to enhance service delivery

Excellence

Striving for superior quality in all aspects of operations

Our Approach

At Molly assurance, we believe that every client is unique, and so are their insurance needs. Our dedicated team of professionals takes the time to understand each client's requirements, offering personalized advisory services and guiding them to the best policies.

Transparency, professionalism, and client satisfaction are at the core of everything we do.

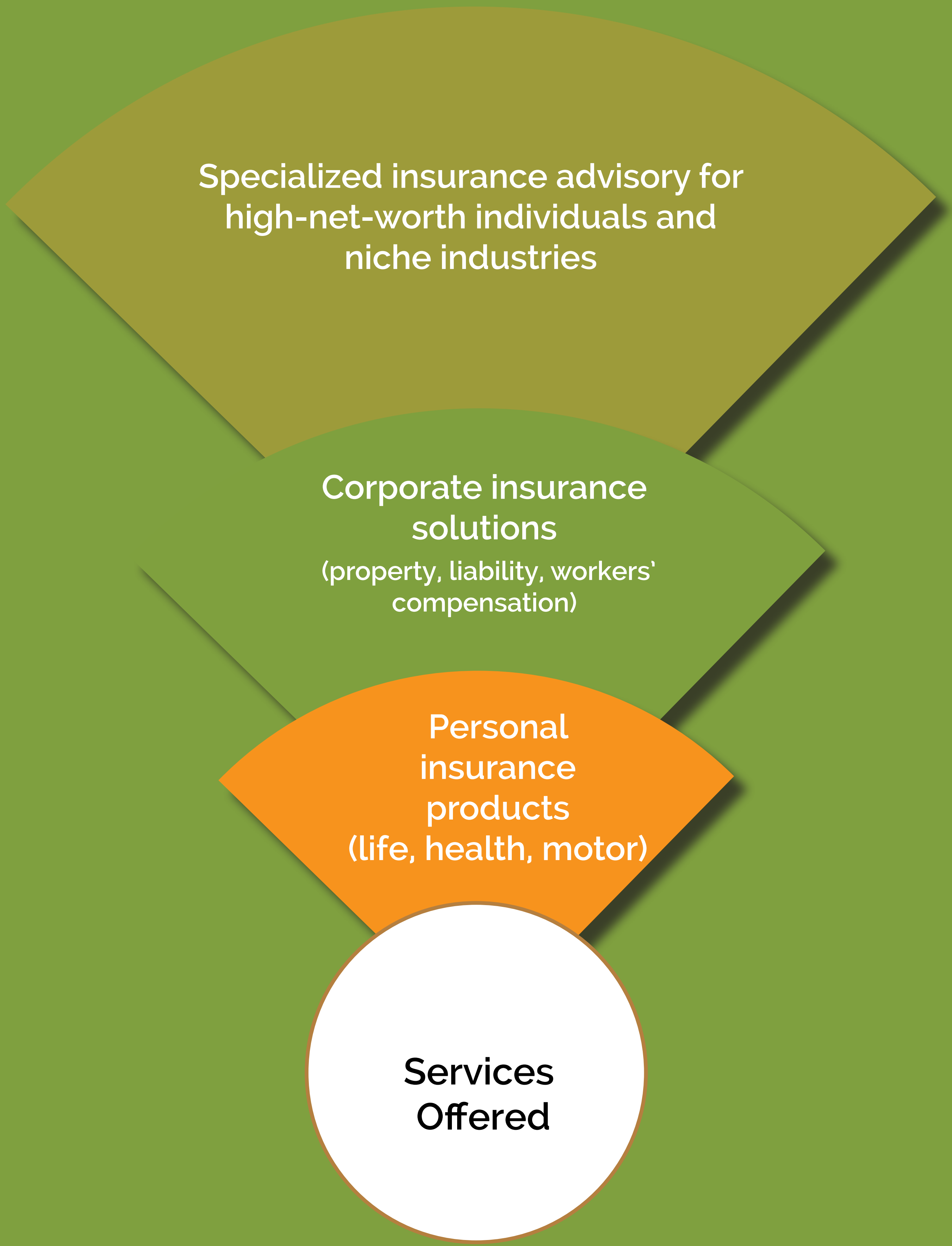
Vision

To become the leading insurance brokerage firm in Tanzania and the broader East African region by providing accessible, innovative, and reliable insurance solutions.

Mission

To provide comprehensive, customer-focused insurance solutions that empower our clients to navigate life's uncertainties with confidence.

Services



Specialized insurance advisory for high-net-worth individuals and niche industries
Corporate insurance solutions
(property, liability, workers' compensation)
Personal insurance products
(life, health, motor)
Services Offered

Objectives

20%

Achieve a 20% market share in the Tanzanian insurance brokerage sector by Year 5.

Expand operations to all Tanzania region and neighbor country by Year 4

Partner with leading insurance companies

Experience and Expertise:
Our team brings deep industry knowledge and experience to the table, ensuring you get the best advice and solutions.

Strong Partnerships
We collaborate with leading insurance providers, giving you access to diverse products and competitive rates.

Ethical Practices
Integrity is at the heart of our operations. We adhere to strict compliance standards and prioritize your trust.

Customer-Centric Service
Your needs come first. We strive to deliver prompt, efficient, and personalized support at every step.

At Molly assurance, we don't just sell insurance; we build lasting relationships that empower you to thrive with the assurance of security. Whether you're an individual looking for personal coverage or a business in need of comprehensive risk management, we are here to serve you with dedication and excellence.

Target Demographics

The Tanzanian insurance market is poised for significant growth, with an underpenetration rate of just 1% of GDP, creating vast opportunities for both individual and business insurance products.

The growing middle class, increased financial literacy, and expansion of small-tomedium enterprises (SMEs) are fueling demand for insurance solutions.

- **Individuals**

  From young professionals to retirees, we offer a wide range of personal insurance products.

- **Small and Medium Enterprises (SMEs)**

  Growing businesses in need of cost-effective, comprehensive insurance solutions.

- **Large Corporations**

  Tailored policies for corporate clients seeking comprehensive risk management solutions.

- **High-Net-Worth Individuals**

  Exclusive products for high-net-worth clients requiring bespoke coverage.

Competitor Landscape

Key competitors include established brokers such as Bankassure and others.

Market Size

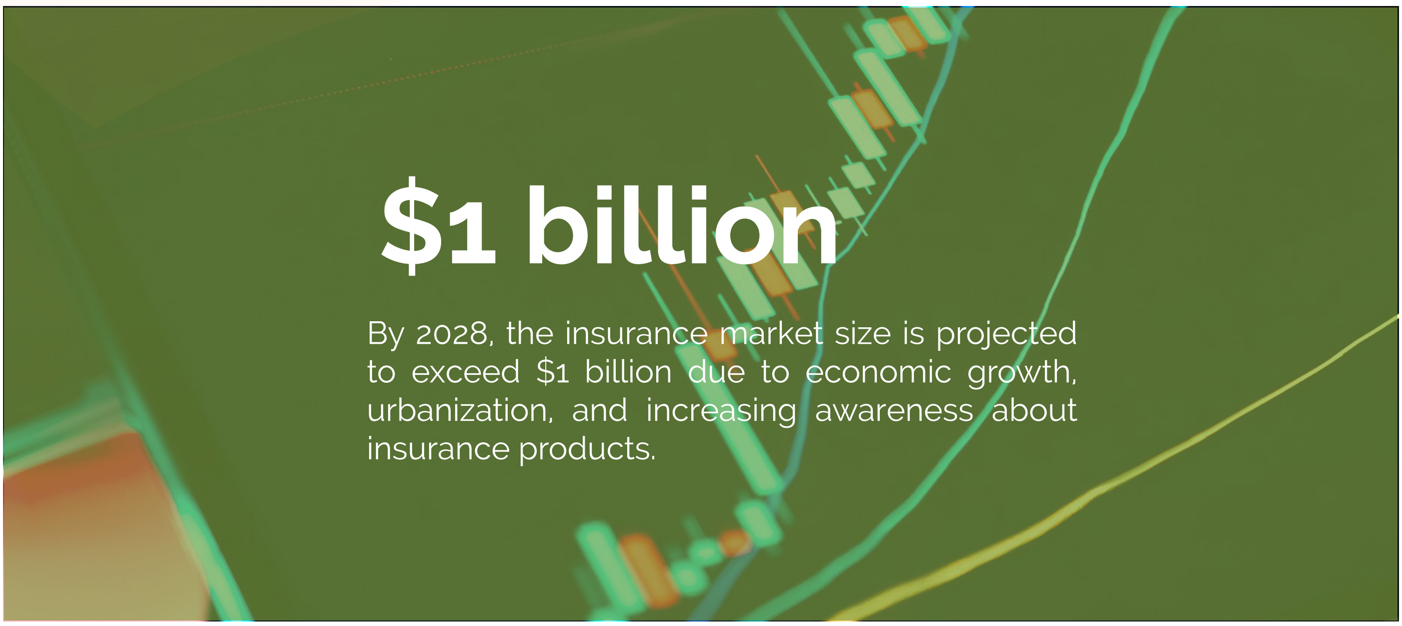
The Tanzanian insurance sector is growing, with penetration currently at around 1% of GDP, signaling significant potential.

By 2028, the insurance market size is projected to exceed $1 billion due to economic growth, urbanization, and increasing awareness about insurance products.

Key Trends:

Rising demand for microinsurance products targeting low-income

households.Increased digitalization in the insurance sector for improved customer experience.
Demand for tailored corporate insurance solutions due to growth in infrastructure and industries.



Market Niches or Gaps

Digital Insurance Advisory
Many clients lack access to easily understandable,digital-first insurance advisory.

SME-focused Products
Limited brokerage offerings targeting SMEs with affordable premiums and specialized coverage.

Health Insurance Bundles
Combining traditional health insurance with telemedicine or wellness services.

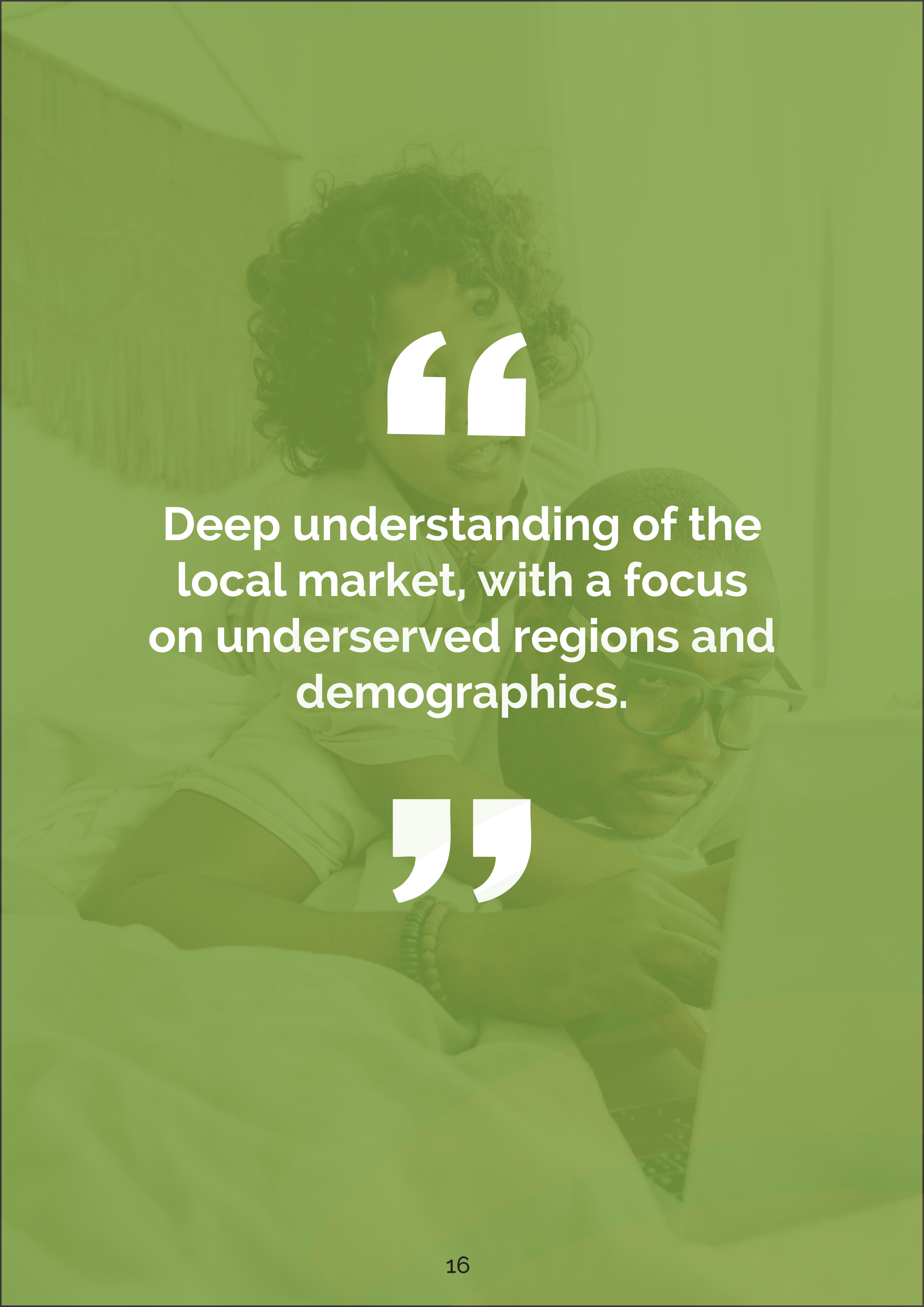
Competitive Advantage

Molly assurance differentiates itself by offering

Tailored and flexible insurance products designed to meet specific client needs.

Integration of technology for seamless customer interaction, including mobile apps and online policy management.

Deep understanding of the local market, with a focus on underserved regions and demographics.



Deep understanding of the local market, with a focus on underserved regions and demographics.

Innovation and Technology

Molly assurance is at the forefront of insurtech in Tanzania. We utilize cutting-edge technology to streamline our operations and improve customer experience, such as.

AI-Powered Risk Assessment

Using data-driven tools to provide accurate, real-time risk analysis for both personal and corporate clients.

Digital Claims Processing

Leveraging digital platforms for seamless claims submissions and processing, reducing turnaround time.

Telematics in Motor Insurance

Offering usage-based insurance solutions that adjust premiums based on driving behavior, providing clients with savings.

20%

Achieve a 20% market share in the Tanzanian insurance brokerage sector by Year 5.

"Molly Assurance Company is at the forefront of insurtech in Tanzania. We utilize cutting-edge.
technology to streamline our operations and improve customer experience"

Financial Strength and Stability

Molly assurance is financially strong, with sound management practices and strategic partnerships with major reinsurers. Our financial position ensures we can meet our obligations,safeguard client interests, and sustain long-term growth.

Revenue Growth

Projected to grow by 20% over the next five years.

Stable Cash Flow

Strong liquidity position to support claims and business expansion.

Reinsurance Partnerships

Working with reputable international reinsurers to minimize risks.

Our financial position ensures we can meet our obligations, safeguard client interests, and sustain long-term growth.

Risk Management and Compliance

We adhere to all Tanzanian regulations set by the Tanzania Insurance Regulatory Authority (TIRA) and maintain a strong internal compliance framework to ensure that our clients are protected. Our robust risk management process includes:

Regular Risk Assessments

Ongoing evaluations of potential risks to ensure clients' needs are covered.

Regulatory Compliance

Full adherence to industry regulations to ensure ethical business practices

Anti-Fraud and Anti-Bribery Policies

Strict internal protocols to prevent fraudulent activities and maintain transparency.

Corporate Social Responsibility (CSR) Activities

Molly assurance is dedicated to creating positive, lasting impacts on society and the environment.
"**Insuring Your Future, Protecting the Planet.**"

At Molly Assurance, we believe in giving back to the environment and the communities we serve.

Through our **"One Policy, One Tree"** program, every policy purchased contributes to planting a tree to combat carbon emissions and promote environmental sustainability.

We partner with local authorities, international organizations, and private sector players to ensure the program's success.

By working together, we aim to plant thousands of trees annually, creating greener landscapes and contributing to the fight against climate change.

Our CSR initiative also includes awareness campaigns on environmental conservation and community programs that uplift and empower vulnerable populations.

Join us in making a difference—your insurance policy is more than just protection; it's a step toward a sustainable future.

As part of our commitment to sustainability and community development, our CSR initiatives focus on three key areas:

1.Community Empowerment

- **Insurance Literacy Campaigns:**

  Ongoing evaluations of potential risks to ensure clients' needs are covered.

- **Youth Employment Programs:**

  Offering internships and job training to young professionals interested in careers in insurance and financial services.

2. Environmental Sustainability

- **Green Office Practices:**

  Adopting paperless workflows and energy-efficient systems to reduce our carbon footprint.

- **Tree Planting Initiatives:**

  Partnering with local organizations to promote reforestation and environmental conservation efforts in Tanzania.

3. Health and Wellness

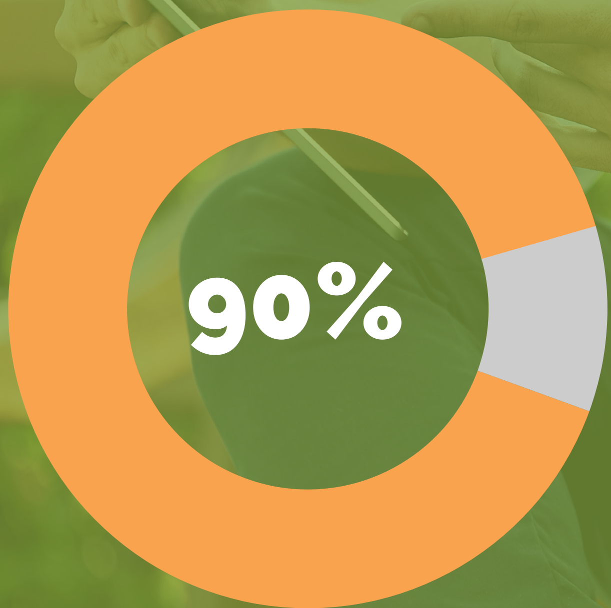
- **Access to Health Insurance**

  Collaborating with insurers to design affordable health insurance packages for low-income households.

- **Community Health Camps**

  Sponsoring health camps to provide free check-ups and preventive care in rural areas.

CSR Impact Goals (Three-Year Plan)



Reduce office paper usage by 90% through digitalization.

10,000

Conduct insurance literacy sessions for at least 10,000 individuals

5,000

Conduct insurance literacy sessions for at least 10,000 individuals

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