

HK Life Insurance Channel Comparison: Size & Productivity 2013-2016

Ad hoc analysis

15 August 2017



About this Document

This is an ad hoc piece of analysis prepared by Pi FSI on Hong Kong life insurance channel size and productivity over the four year period 2013-16 inclusive.

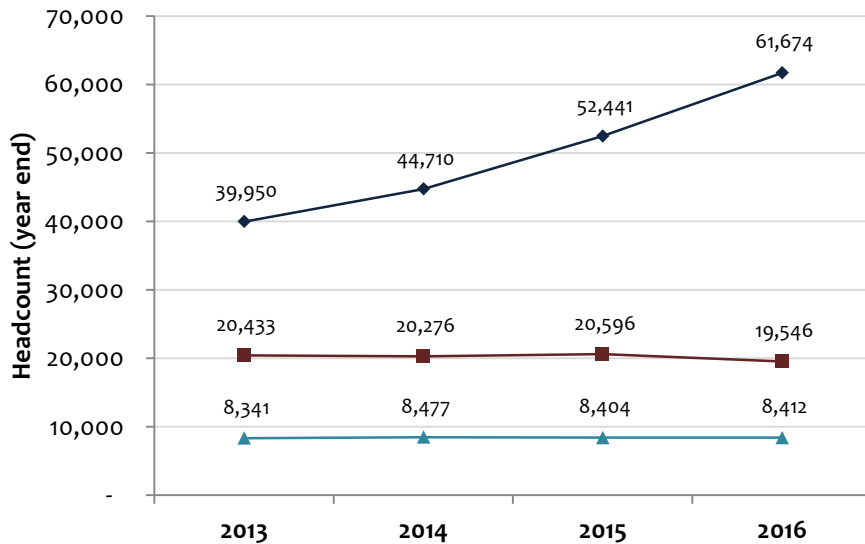
We prepare such analysis for our clients from time to time, on a complimentary basis, drawing on our proprietary databases in conjunction with public information.

If you have any comments or questions about this analysis please contact Simon Drimer on sdrimer@pifsi.com.sg or +65 8200 4727.

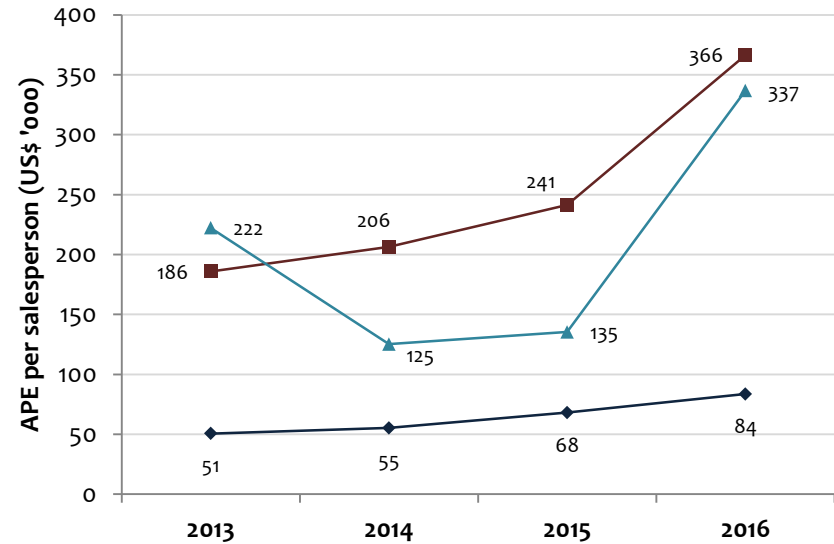
HK Channel Size/Quality

The HK life agency channel has grown headcount strongly over the past four years, while bancassurance and broker have been flat; channel productivity, however, has grown strongly for bancassurance, has been erratic for broker, and has grown steadily (but modestly) for agency.

Channel Headcount



Channel Productivity



◆ Agency ■ Bancassurance ▲ Life brokers

Notes: Headcount is as at end of year (source – Pi FSI Monitors); APE per salesperson is as per OCI data, only includes individual life sales (not group), and with channel size measured as average of beginning and end of year positions.