Cellulant Zambia

Insurer's Association conference
(10-12th June 2018)

Presenter: Gilbert H. Lungu
(Country Manager)

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Cellulant: Who are we?

Cellulant intro: from humble beginnings we have team presence, infrastructure, connectivity and relationships in 11 countries and expanding.

15 years on down the road.....

- 11 countries with office presence
- 38 countries with service presence
- 74 banks
- 44 Mobile network operators
- 600 merchants
- 220 staff
- USD 1.2 billion value transacted in 2015
- 50 million transactions in 2015

Our mission is to connect 100 million monthly consumers in Africa by 2020 consuming payment offerings in our ecosystem

why Cellulant?

We are the most experienced mobile commerce player on the continent. We have had diverse experience across sectors, markets & services – most of all we bring passion, audacity & the tenacity to win.

Summary:

- We are a mobile commerce company aggregating merchant services onto various digital platforms.
- Been in Zambia since 2008 (service), 2011 (office).
- :Our office at: 1st Floor Pangea Office Park, Great east road, Arcades, Lusaka.
- :zambia@cellulant.com

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Our local Ecosystem (customers/ Partners)

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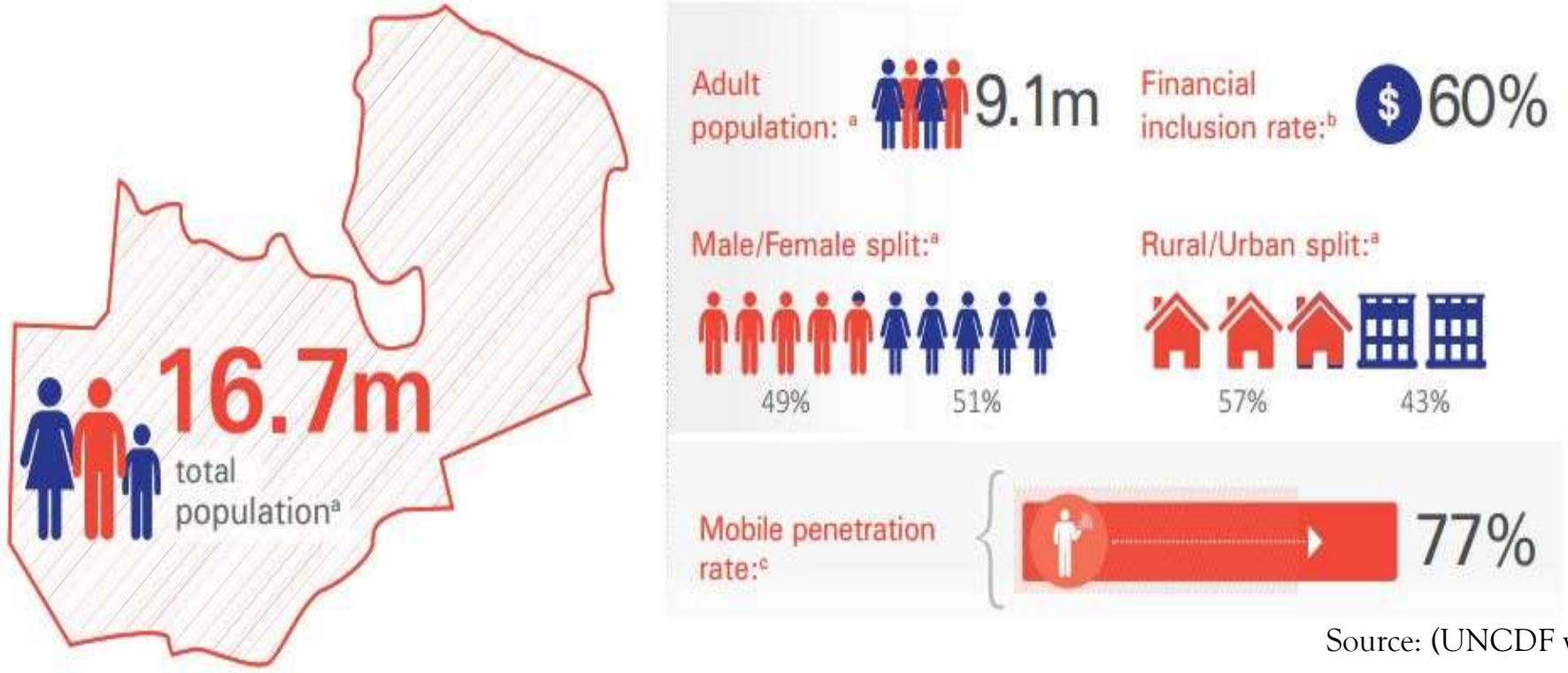
Country Overview: Zambia



Source: (UNCDF website)

GRZ 5 Major economic growth sectors for 2018 (2018 national budget):

Agriculture, Industrialisation, Infrastructure development, Mining & Tourism

Do we have appropriate products?

Insurance landscape in Zambia:

Sector Players:

- 3 :Re- Insurance
- 19 :General Insurance
- 10 :Long term Insure
- 4 :Re- Insurance brokers
- 35 :Insurance brokers
- 212 :Insurance agents
- 3 :Claims agents
- 3 :Loss adjusters
- 2 :Risk surveyors

Products:

Gross Written Premiums: ZMKK2.1Billion
(source: Times of Zambia 4/6/18)

Market

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General Technology trends globally:

Why?

- Technology in general creates speed and efficiency in business ops.

- Also, technology has disrupted the traditional way of doing things.

- Technology has transformed banking (Choice of banks by consumers is driven by the extent to which a bank is innovative in tech)

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- Therefore, Adapt or Die!

7 Disruptive technology trends: (Bain & co)

- **IT infra & productivity:** modern infra (hosted applications)
- **Online sales technologies:** digital sales channels
- **Advanced analytics:** Turning consumer insights into solutions.
- **Machine learning**: scalable IT systems to facilitate NPD. (consume APIs)

- **The Internet of Things** (IOT):everything with an IP
- **Distributed ledger technology** (Crypto currency)
- **Virtual Reality (VR):** Use VR tech in insurance

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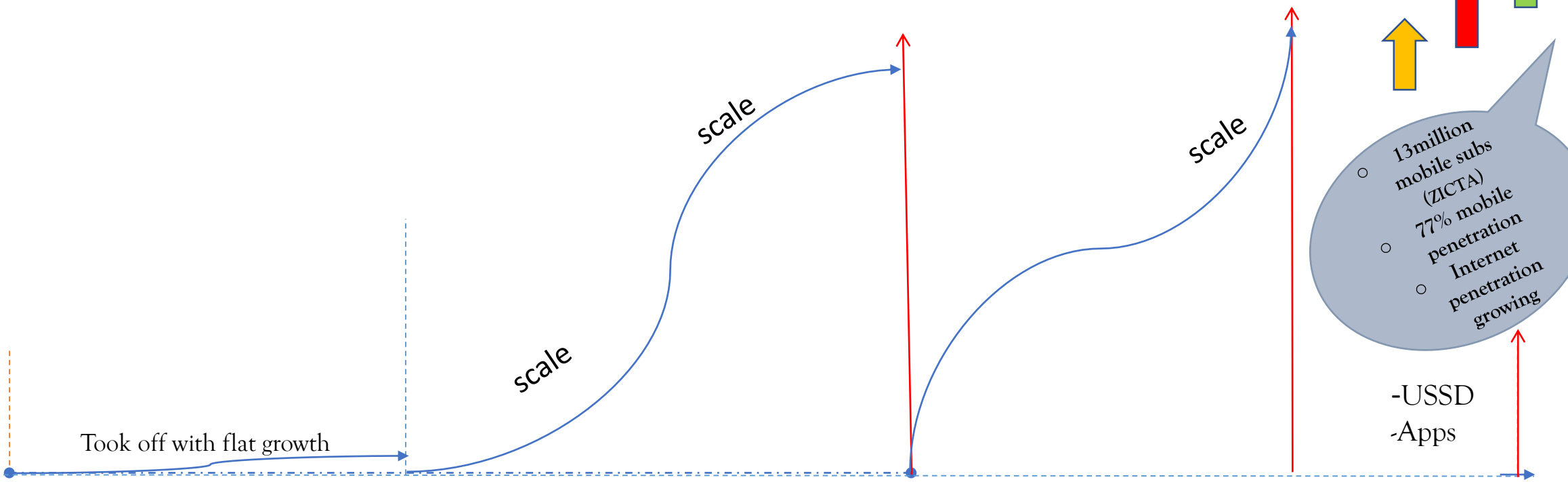
Our local context: Evolution of mobile phone tech:



1995- 1996

- 1st mobile phones appear (basic use: Voice calls), expensive) Telecel

1997- 2000

- One player- still voice
- 1998- 2nd player comes on-Zamcell (multiple plans for voice- greater access -SMS services)

2001-2005

- Mobile tech continues to grow
- Multiple handsets
- Early experiments with mobile commerce

2006-2012

- Mobile data
- Mobile money (mobile commerce)

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Opportunities that technology presents:

The insurance industry in Zambia must be part of the e-commerce narrative.

Technology:

Digital Financial Services

- Circa 1.5million MAUs of MOMO..& growing.

Outcomes:

-Speed to market

-Convenience

-Relevance

-Wider reach (distribution)

-Cost effectiveness

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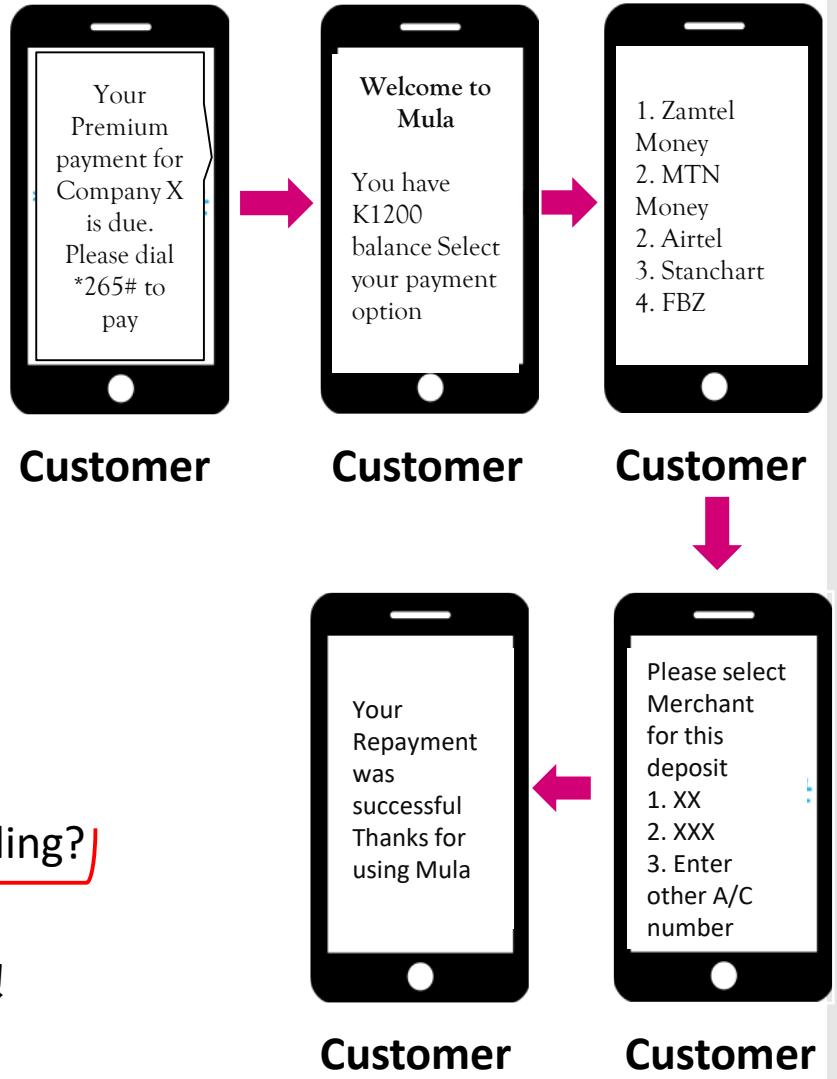
Sector Solution: Insurance Industry....

User Flow: Payment Processing



	Flow of info	Flow of money
1	Company X system alerts Cellulant payment gateway (CPG) of customer invoices	
2	CPG sends alert to customer informing of invoice amount to be paid & USSD to dial to pay	
3	Customer enters preferred payment method and this info is sent to CPG	Dr: Customer a/c Cr: Cellulant Settlement a/c
4	CPG sends transfer information to the bank/agent network/MoMo	Dr: Cellulant Settlement a/c Cr: Company X a/c
5	Company X gets payment notification from CPG	

What are we selling?

Convenience!

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We have sold the idea to:

Hollard.

Professional Insurance

Your wise choice

Sanlam

ZSIC Life company

Securing you all the way

FOCUS General Insurance Limited

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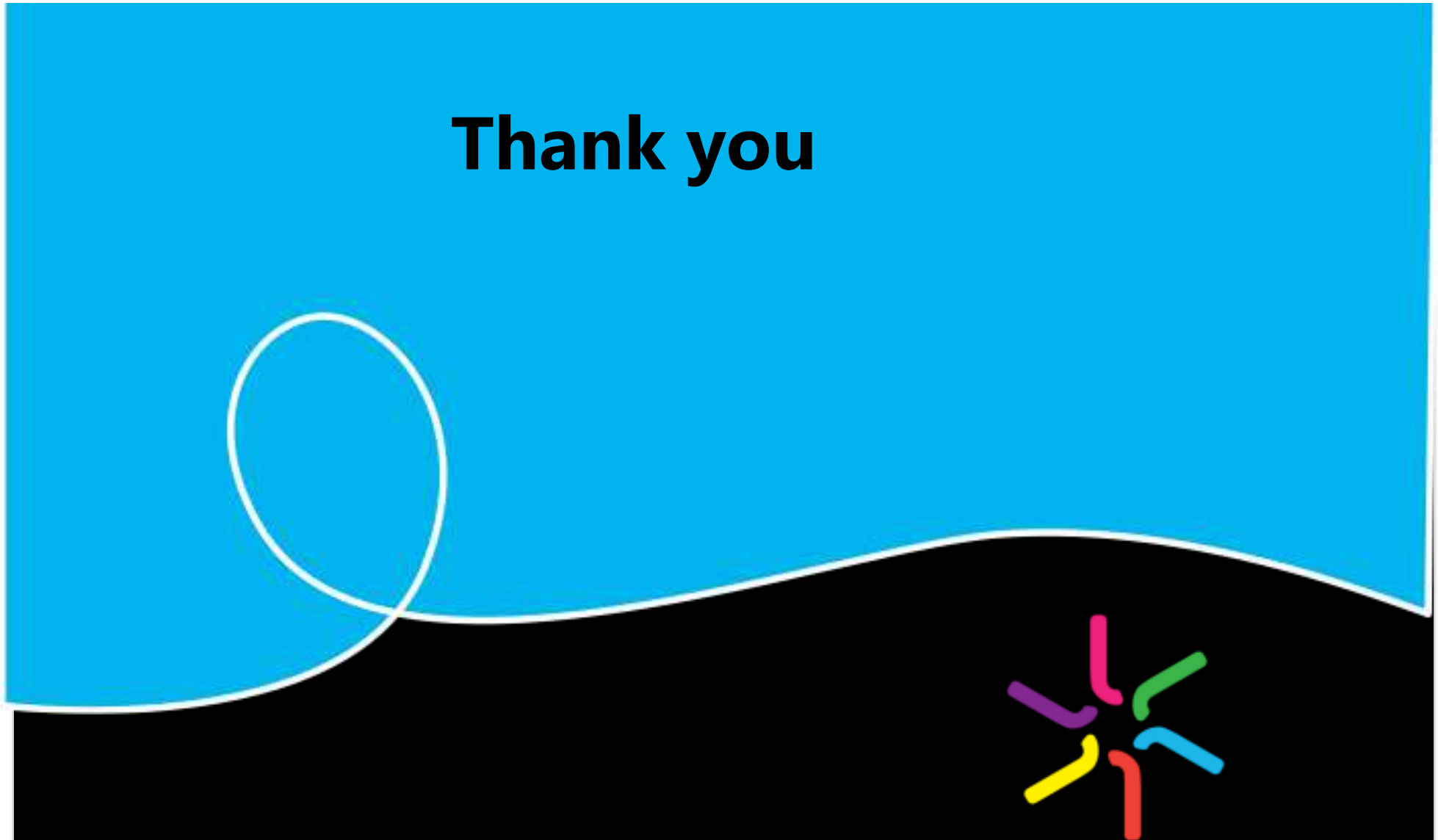
Thank you