



MEDIA CONTENT ANALYSIS FOR ASSOCIATION OF KENYA INSURERS(AKI) FEBRUARY 2021



TV

RADIO

PRINT

WEB

1. ANALYSIS OVERVIEW

- The mode of monitoring took into account all sections, mentions and unpaid content for print and electronic media and online blogs and websites.
- The Advertising Equivalent Value (AVE USD) for the analysis were converted to Kenyan Shilling (Kshs) at the rate of 1USD=109Ksh (beginning of the month).

AVE: This is calculated as -

Print – {Centimeter Height x number of columns x publication rate card}}

Broadcast – {Length of the clip(video/audio)x Media house rate card/60 seconds}

Online – {Based on Website's standard Unique Views Per Month(UVPM)/USD}

- Public Relations Value(PRV): This is the magnification of AVE for all Unpaid For (Editorial) publicity
- **PRV = (AVE X 3) (The 3 can be any number defined by PR Agency between 1-9)**

Terms: **AKI** – Association of Kenya Insurers

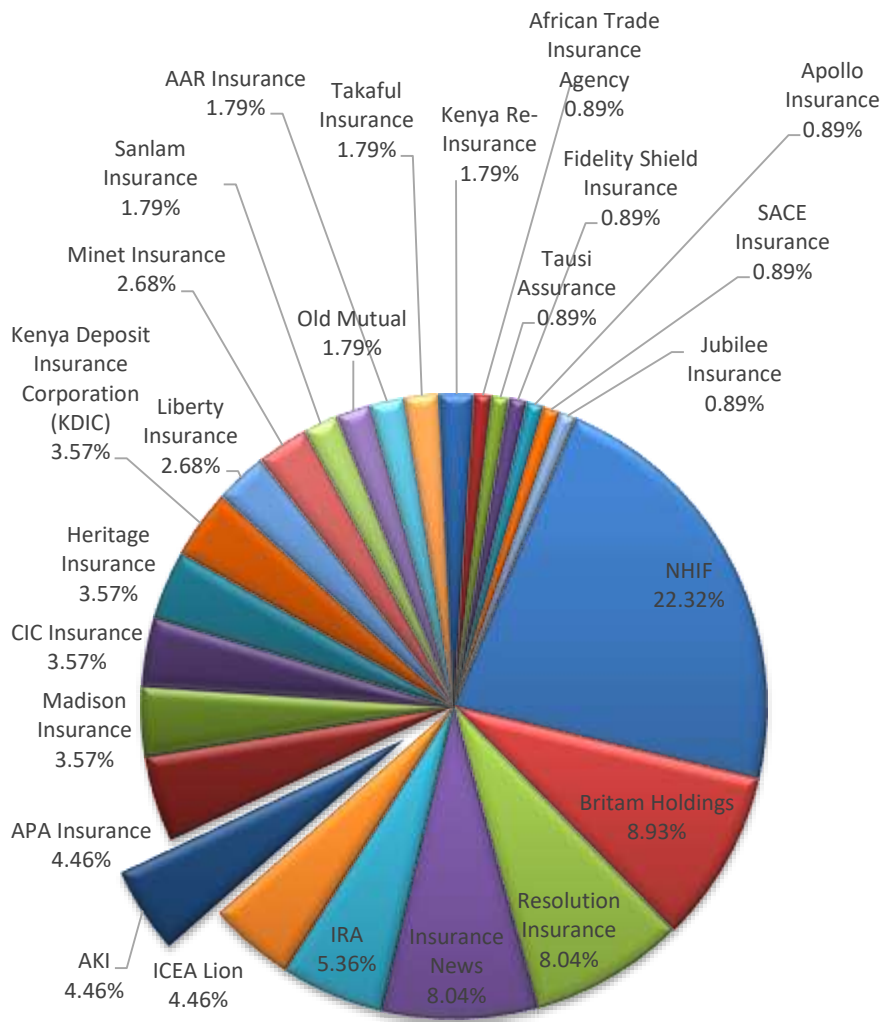
IRA – Insurance Regulatory Authority

KDIC – Kenya Deposit Insurance Corporation

AIBK – Association of Insurance Brokers of Kenya

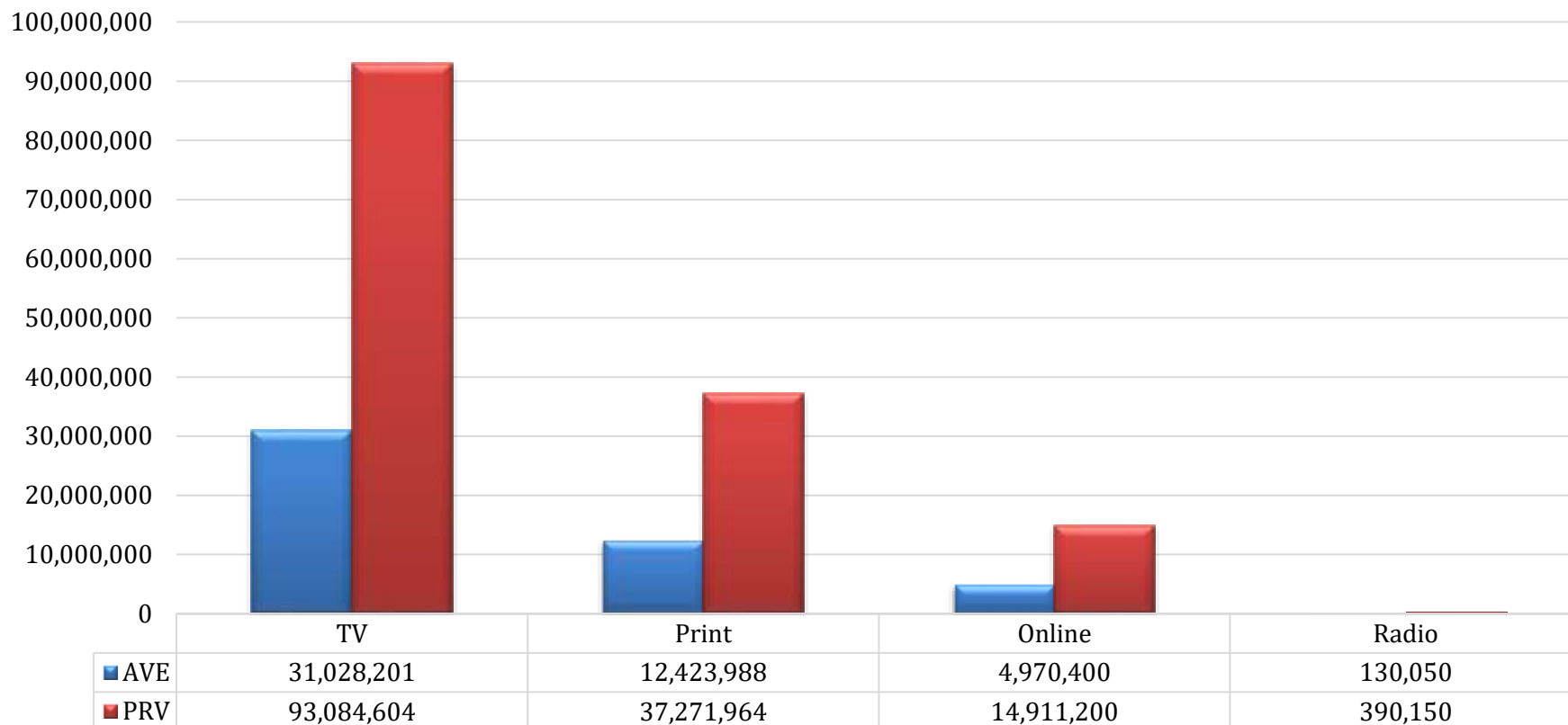
The report covers the period between 1st – 28th February 2021

2. EXECUTIVE SUMMARY



Entities	Negative	Neutral	Positive	Mentions	% Share
NHIF	1	13	11	25	22.32%
Britam Holdings		7	3	10	8.93%
Resolution Insurance		6	3	9	8.04%
Insurance News		5	4	9	8.04%
IRA		6		6	5.36%
ICEA Lion		3	2	5	4.46%
AKI		4	1	5	4.46%
APA Insurance	1	1	3	5	4.46%
Madison Insurance		1	3	4	3.57%
CIC Insurance	1		3	4	3.57%
Heritage Insurance		1	3	4	3.57%
Kenya Deposit Insurance Corporation (KDIC)		4		4	3.57%
Liberty Insurance		1	2	3	2.68%
Minet Insurance			3	3	2.68%
Sanlam Insurance			2	2	1.79%
Old Mutual			2	2	1.79%
AAR Insurance		1	1	2	1.79%
Takaful Insurance		2		2	1.79%
Kenya Re-Insurance		1	1	2	1.79%
African Trade Insurance Agency		1		1	0.89%
Tausi Assurance		1		1	0.89%
Fidelity Shield Insurance		1		1	0.89%
Apollo Insurance		1		1	0.89%
SACE Insurance		1		1	0.89%
Jubilee Insurance		1		1	0.89%
TOTAL	3	62	47	112	100.00%

3. AVE/PR VALUES SUMMARY









TV and Print media had the highest number of coverage touching on insurance related mentions of the total share of coverage for stories noticed, hence the high PR Value realized for the month of February.

4. THEMATIC OVERVIEW



The analysis took into account six thematic areas which are categorized as follows:

-  **Business & Industry Performance** – This theme reviews the profits, losses, market share and market share performance of the insurance companies
-  **New Ventures** – This category refers to those mentions on new partnerships that insurance firms have formed, new products launched in the market as well as expansion news.
-  **Policy issues** – This themes focuses on coverage of insurance laws, regulations, guidelines, taxation measures with the industry.
-  **Corporate** – This category highlights major corporate news stories on changes in management, sponsorships or CSR activities undertaken by insurance firms.
-  **AKI** – Coverage on direct mentions of Association of Kenya Insurers (AKI) are tagged under this theme even if mentioned remotely within other stories.
-  **Insurance News** – This refers to any other news on the insurance industry that does not fall under the themes above

Themes	Negative	Neutral	Positive	Mentions	% Share
Insurance News	1	20	13	34	30.36%
Corporate	1	7	20	28	25.00%
Business & Industry Performance	1	18	8	27	24.11%
Policy Issues		12		12	10.71%
New Ventures		1	5	6	5.36%
AKI		4	1	5	4.46%
TOTAL	3	62	47	112	100.00%

5. THEMATIC OVERVIEW COMPARISON



TV



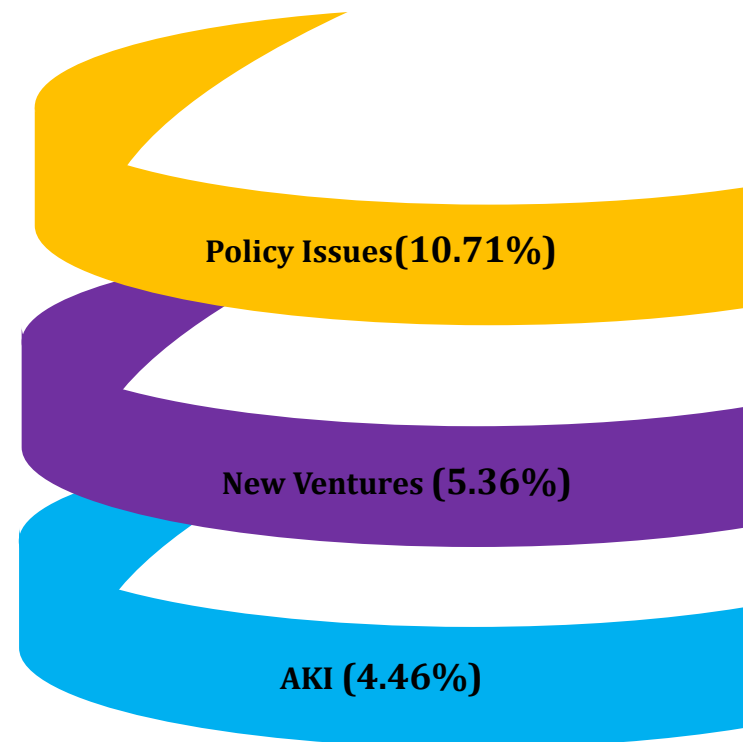
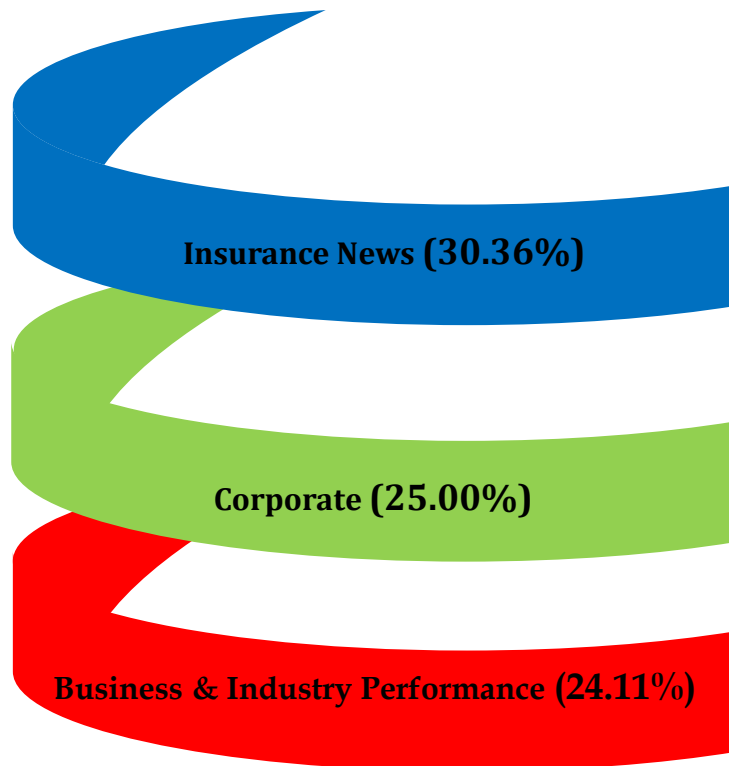
RADIO



PRINT



WEB



6.THEMATIC REVIEW ANALYSIS



Corporate

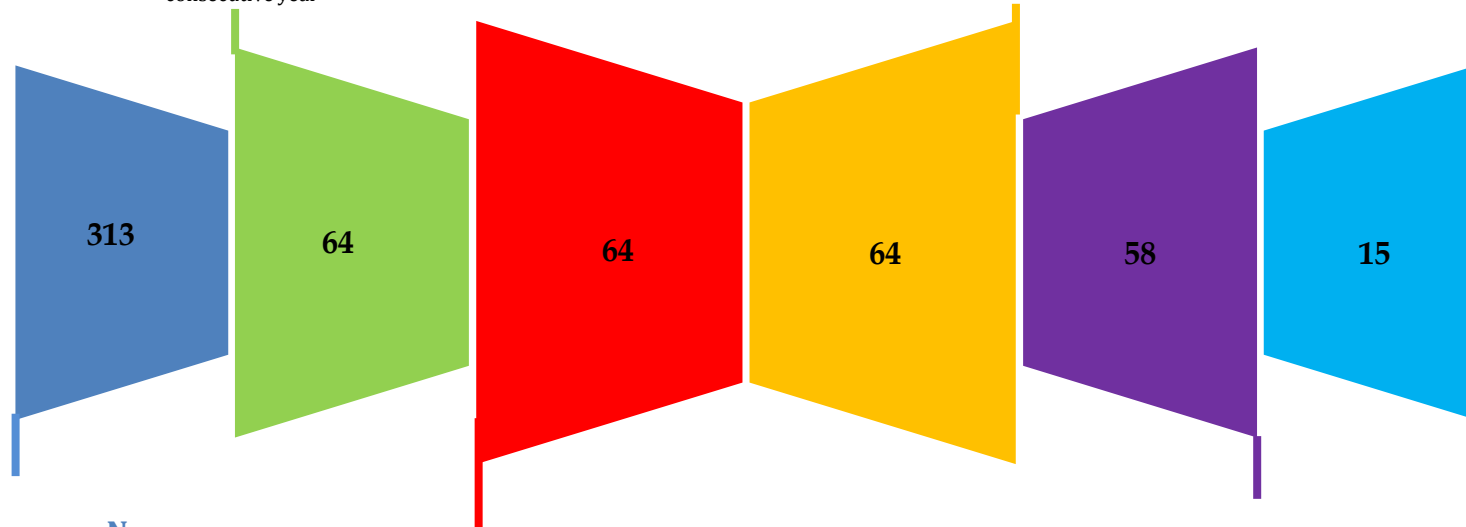
- Liberty Life and Heritage Insurance Kenya dominated the Think Business Insurance Awards 2020, winning 11 of the 19 award categories up for grabs. Capping the domination, Heritage Insurance won the coveted General Insurer of the Year for the third consecutive year

Policy Issues

Kenya Deposit Insurance Corporation (KDIC) has published a list of banks and deposit-taking microfinance institutions whose customer deposits are insured at a time when the financial sector is facing a test of Sh1.63 trillion in bad loans.

AKI

The Association of Kenya Insurers has announced a plan to stop issuance of physical motor insurance certificates. In a circular to CEOs of members companies of general insurance underwriters Association of Kenya Insurers, Executive Director Tom Gichuhi said the plan takes effect on March 1.



Insurance News

- Every home to pay NHIF Sh6,000 in new reforms. Each household will soon make a compulsory Sh500 contribution to the National Hospital Insurance Fund (NHIF) as the State lines up a health cover for all Kenyans. Treasury Cabinet Secretary Ukur Yatani said each household would part with Sh6,000 annually to be enrolled in a universal health coverage (UHC) scheme for outpatient and inpatient services, including maternity, dialysis, cancer treatment and surgery

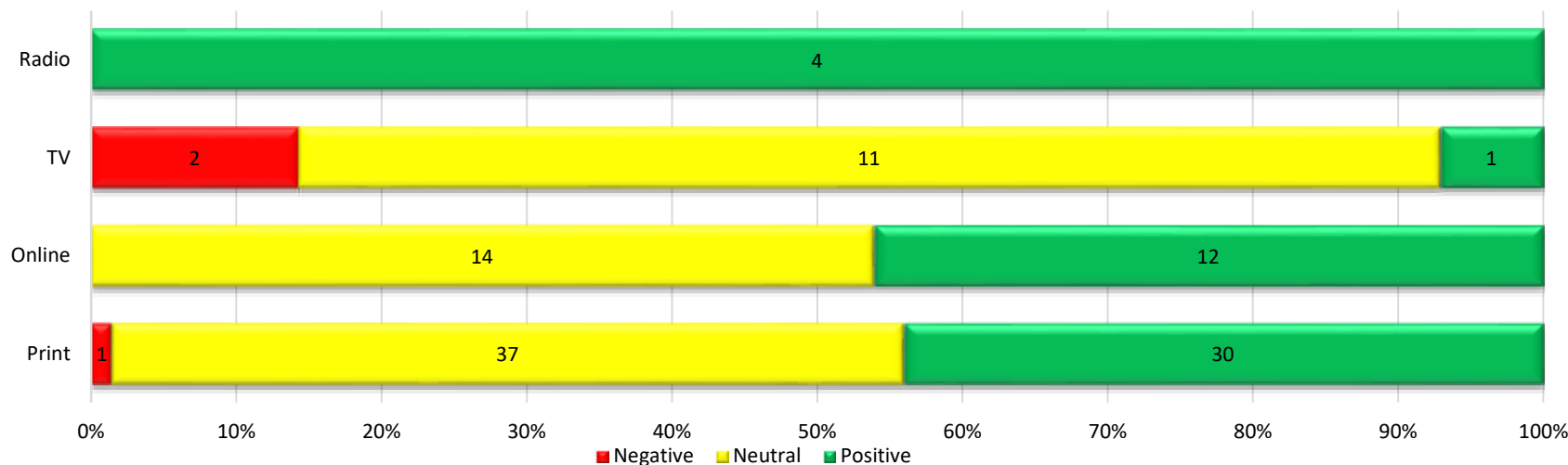
Business & Industry Performance

UK-based global insurance firm, Linkham Group has acquired stakes in a local insurance company as global multinationals intensify the race for a share of the local market. Acquisition of Leapfrog Investments by Linkham Group, will see the firm own a majority stake in Resolution Health

New Ventures

Insurance firm AAR is looking for a strategic distribution and payment partner in the digital space as the company seeks to improve efficiency and cut costs. AAR Managing Director Nixon Shigoli said the company estimates it will need about Sh100 million to link to a fast and seamless system that will allow the company to deploy insurance cover within a day.

7. TONALITY REVIEW



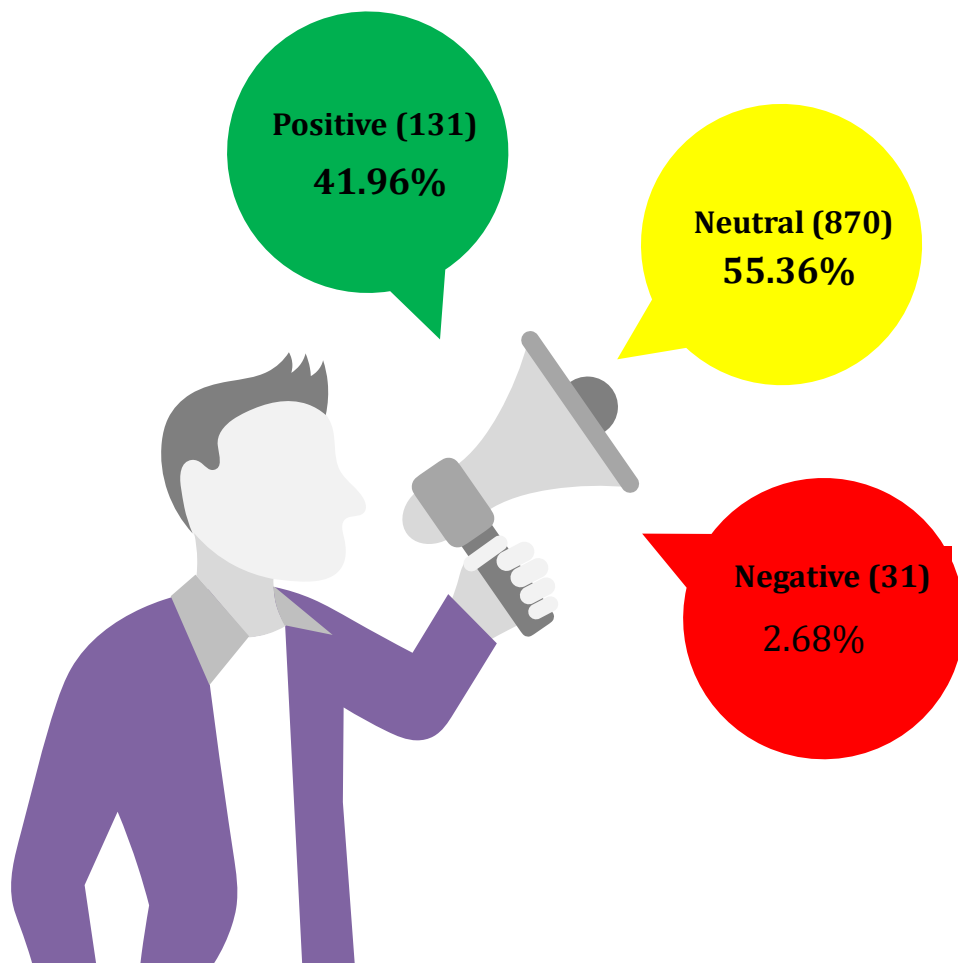
Positive Tonality:

- **AAR seeks tech partner to improve online service delivery:** Insurance firm AAR is looking for a strategic distribution and payment partner in the digital space as the company seeks to improve efficiency and cut costs. AAR Managing Director Nixon Shigoli said the company estimates it will need about Sh100 million to link to a fast and seamless system that will allow the company to deploy insurance cover within a day.
- **Liberty reaps big insurance awards:** Liberty Kenya and Heritage Insurance Kenya dominated the Think Business Insurance Awards 2020 winning 11 out of 19 award categories up for grabs. Heritage insurance won the general insurer of the year.
- **The Association of Kenya Insurers has announced a plan to stop issuance of physical motor insurance certificates.** In a circular to CEOs of members companies of general insurance underwriters Association of Kenya Insurers, Executive Director Tom Gichuhi said the plan takes effect on March.
- **Resolution Insurance has officially unveiled an online self-help portal** that will see the company's customers access the insurer's products and services from their smart devices.

Negative Tonality:

- **CIC Profit warning:** CIC Insurance Group has issued a profit warning, preparing its shareholders for a dip in earnings for the financial year ending 31st December 2020.

8. TONALITY REVIEW



- Resolution Insurance has launched an online self-service platform that will allow its customers to access its products and services more efficiently. Dubbed Resolution Now, the digital platform will enable the insurer to capitalize on the power of technology to remodel its business and way of working to create a transformative customer experience
- Locked out of NHIF, locked in pain: Imagine you have a chronic illness, an already burdensome situation. Then, with the little money in your pocket, you contribute to the National Health Insurance Fund so as to have a buffer for your recurring treatment trips to hospital. Then, you get the bill, and when the hospital seeks to process the NHIF contribution, to your dismay, you get a no - the Fund has rejected your request to pay part of your bill.
- Senate has kicked off a probe on the board of the State insurer over recruitment of its CEO Peter Kamunyo Gathege. Through clerk Jeremiah Nyegenye, Alexander Irungu Wanjiru has petitioned the House to investigate the National Hospital Insurance Fund (NHIF) board for acting in breach of the law. According to Dr Wanjiru, the recruitment of the agency's boss and subsequent appointment in April 2020 should be revoked



TV



RADIO



PRINT



WEB

TV & RADIO COVERAGE ANALYSIS



TV



RADIO



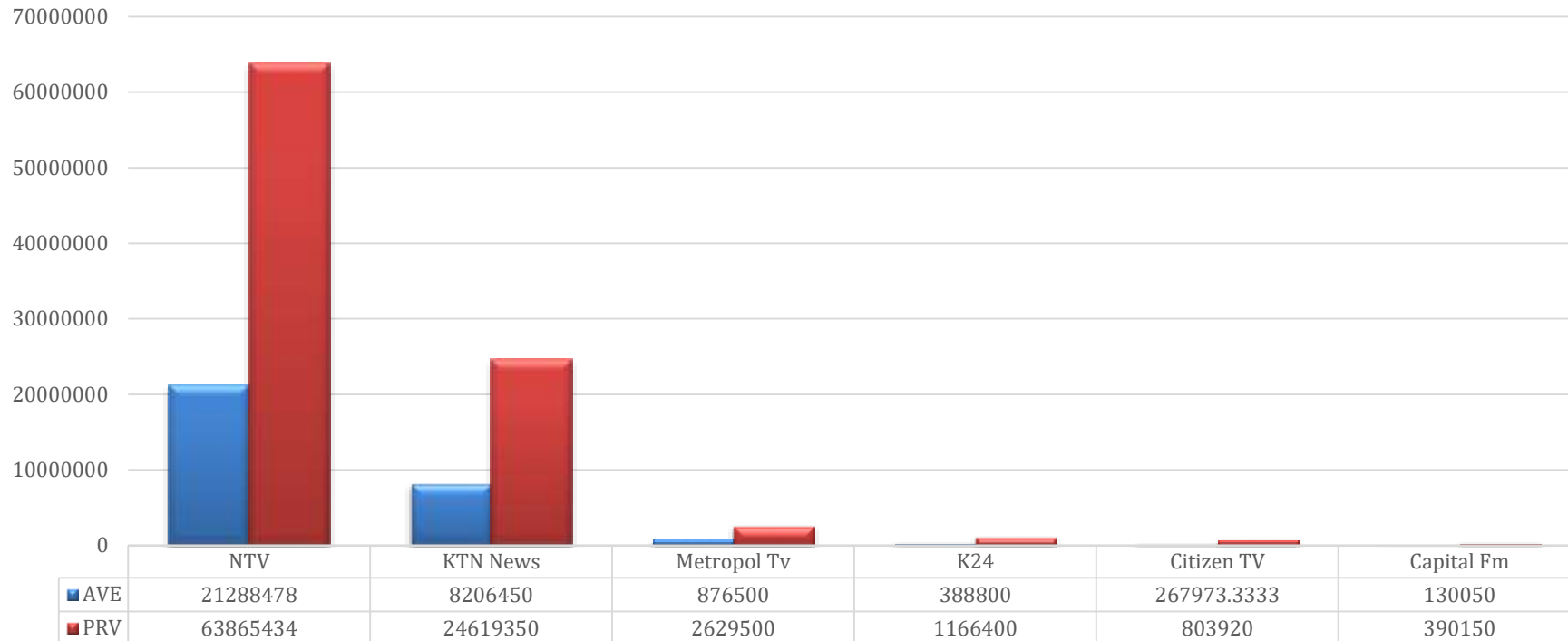
PRINT



WEB

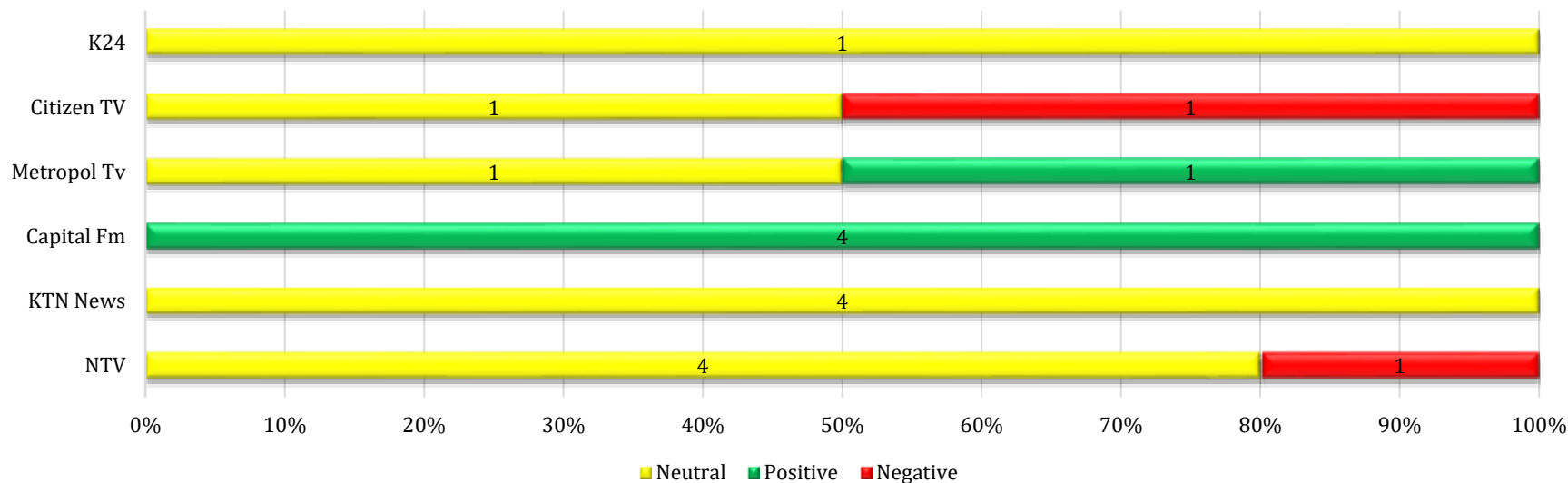
9. AVE/PR VALUES REVIEW - TV

Unit of measure; AVE (Ksh)



- The high AVE on NTV was generated by Victor Kiprop's interview with a panel to expound on the status and progress of insurance services in the country. The guests included, Kalai Musee Chief manager Technical department Insurance Regulatory Authority, Washington Ndegea Bima intermediaries and Christian Gathiuni a Financial consultant.
- On KTN News, Hezron Kimari spoke to Kaya elders in Kilifi County on their thoughts on this proposal. This is in relation to the proposal that each household will soon make a compulsory Ksh500 contribution per month to the National Hospital Insurance Fund (NHIF) as the state lines up a health cover for all Kenyans. NHIF CEO Peter Kamunyo was also interviewed to shed more light on what this means to Kenyans.

10. TONALITY REVIEW



Large percentage of TV tonality was neutral

Positive Tone

- Liberty Life Insurance and Heritage insurance reap big insurance awards: Liberty Life and Heritage Insurance Kenya dominated the Think Business Insurance Awards 2020, winning 11 of the 19 award categories up for grabs. Capping the domination, Heritage Insurance won the coveted General Insurer of the Year for the third consecutive year.
- Nyeri county is dedicating Mt Kenya Hospital to serve teachers and government workers. The government and teachers' insurance services provider Aon-Minet signed an MOU. Under it the hospital will ensure preferential services covered under the NHIF, Aon-Minet and other private providers Nyeri Governor Mutahi Kahiga said bringing in teachers is the first step and the county's 4,800 workers will be the next.

Negative Tone:

CIC Insurance Group has issued a profit warning, preparing its shareholders for a dip in earnings for the financial year ending 31st December 2020. Locked out of NHIF, locked in pain: Imagine you have a chronic illness, an already burdensome situation. Then, with the little money in your pocket, you contribute to the National Health Insurance Fund so as to have a buffer for your recurring treatment trips to hospital. Then, you get the bill, and when the hospital seeks to process the NHIF contribution, to your dismay, you get a no - the Fund has rejected your request to pay part of your bill.



PRINT ANALYSIS

11. AVE/PR VALUES REVIEW



TV



RADIO

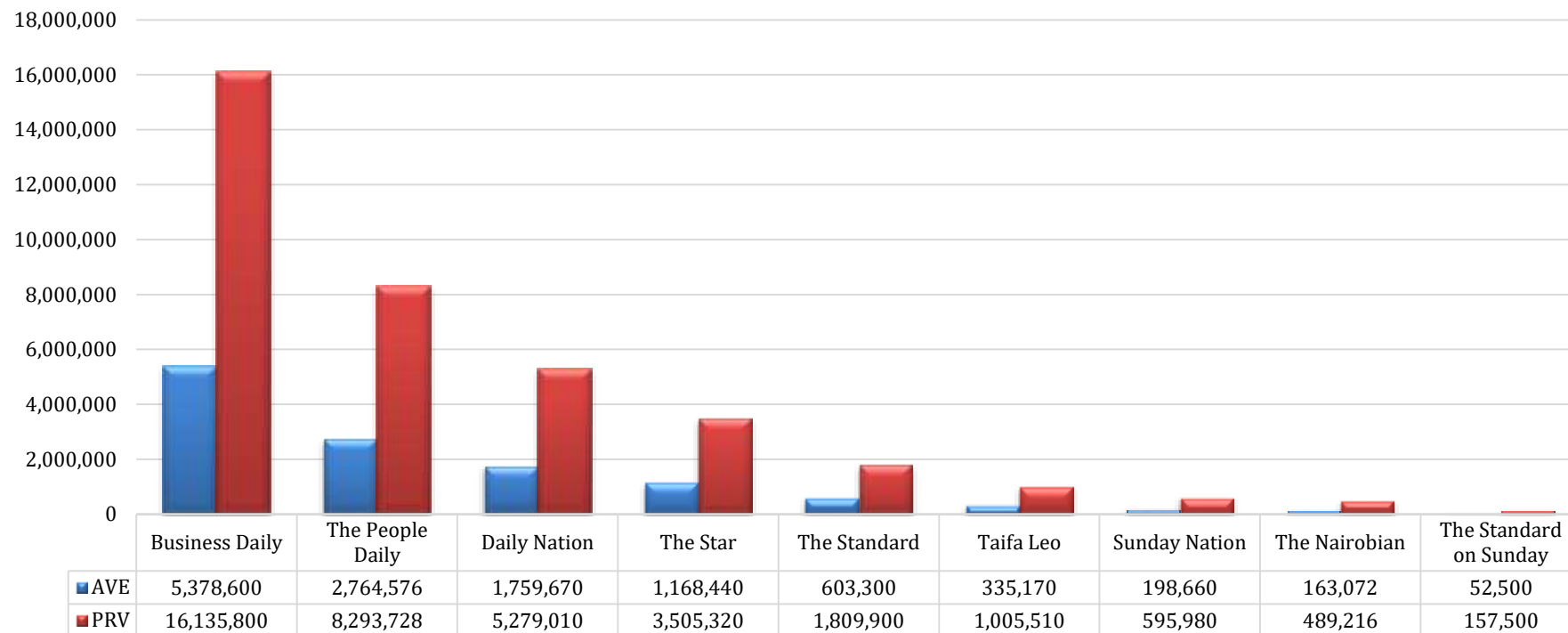


PRINT



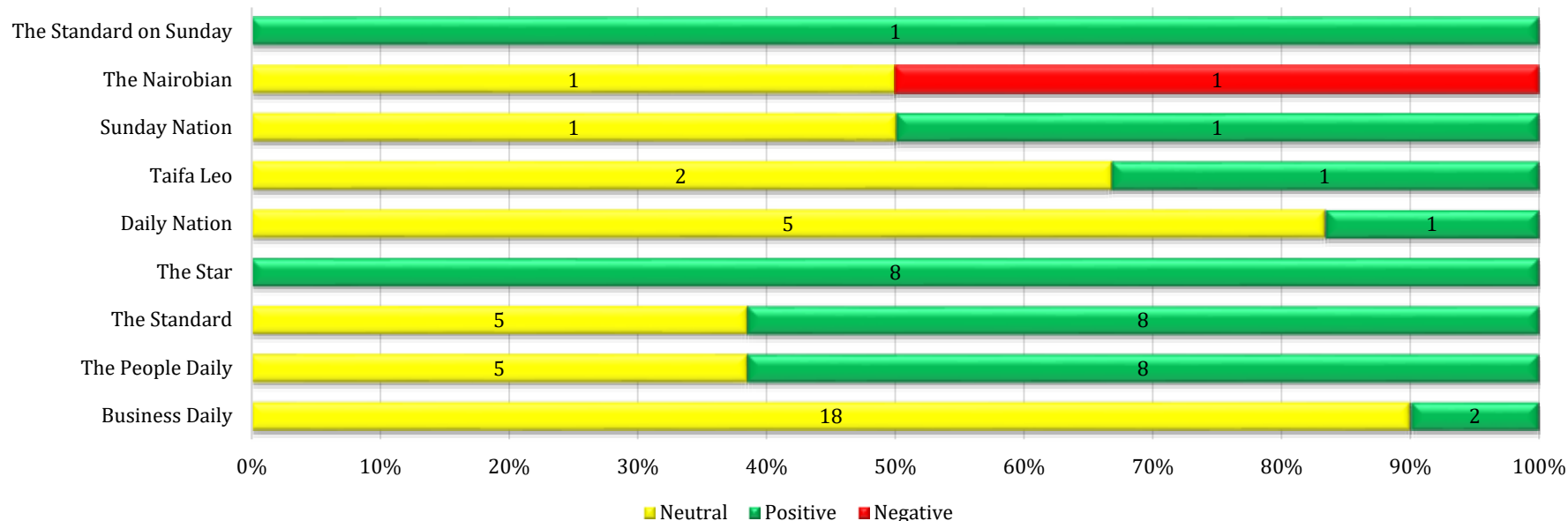
WEB

Unit of measure; AVE



High figures on ***Business Daily* (22.43%)** can be attributed to coverage on stock and unit trust performance reports for the listed insurance companies. ***The Standard* (17.28%)** is attributed to Competition Authority of Kenya (CAK) unconditionally approving the sale of a 24 per cent stake by ICEA Lion to private equity firm, LeapFrog Strategic Africa Investments (LSAI), while ***Daily Nation* (14.32%)** featured stories on mortgage financier HF Group having received Sh1 billion from its top shareholder Britam Holdings to boost the lender's capital and loans outside real estate. The cash injection will enable HF to deepen its strategy of expanding into mainstream banking including retail and SME lending while cutting reliance on the soft real estate market.

12. TONALITY REVIEW



Positive tone articles were generated by;

- Insurance Group Britam Holdings has appointed Mohamed Said Karama as its acting chairman to replace Walter Andrew Hollas, who has retired. Mr Karama has been the insurer's deputy chairman since May last year.
- Minet Kenya the administrator of the teachers service commission medical scheme has enlisted Nyeri county referral hospital to its scheme. The move is aimed at opening more county's hospitals to provide medical services to teachers.
- AAR seeks tech partner to improve online service delivery: Insurance firm AAR is looking for a strategic distribution and payment partner in the digital space as the company seeks to improve efficiency and cut costs.

Negative publicity was generated by;

- Robin Momanyi, an ardent reader of The Nairobiian and the Defender in particular. I write to you because I have a third party accident claim with APA Insurance which I now feel that the company is unwilling to settle and is instead taking me in cycles. On May 22, 2019 my vehicle Toyota Mark 11 was legally parked at Nyamira county parking lot when a Tata Tipper fully loaded with lake sand belonging to Plancon Kenya Construction ltd and insured by APA insurance tan across the street without a diver and knocked down my vehicle pushing it sideways for about 10metres before hitting an embankment and finally stopping. The damage was extensive.





DIGITAL ANALYSIS

13. AVE/PR VALUES REVIEW



TV



RADIO

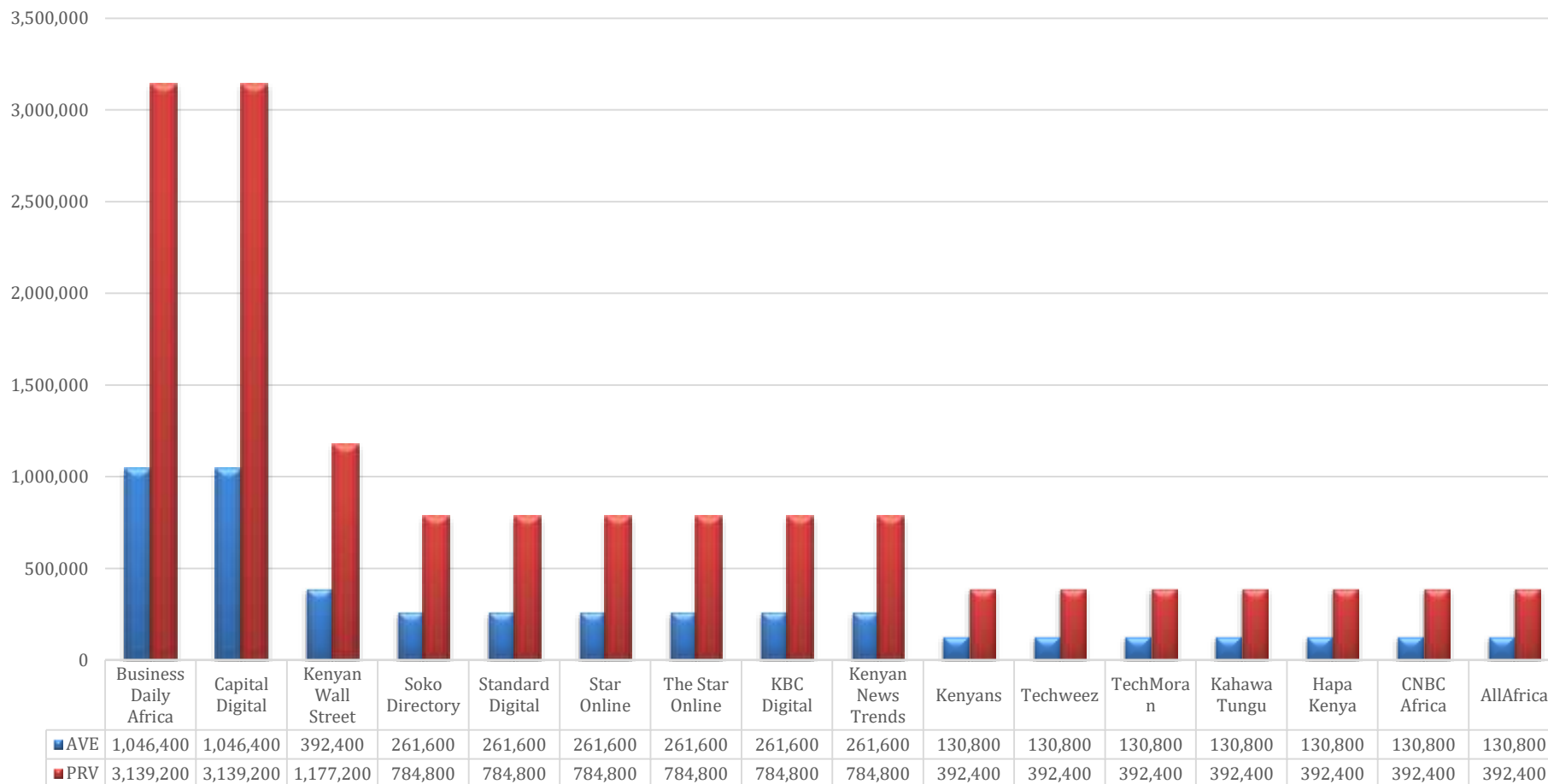


PRINT

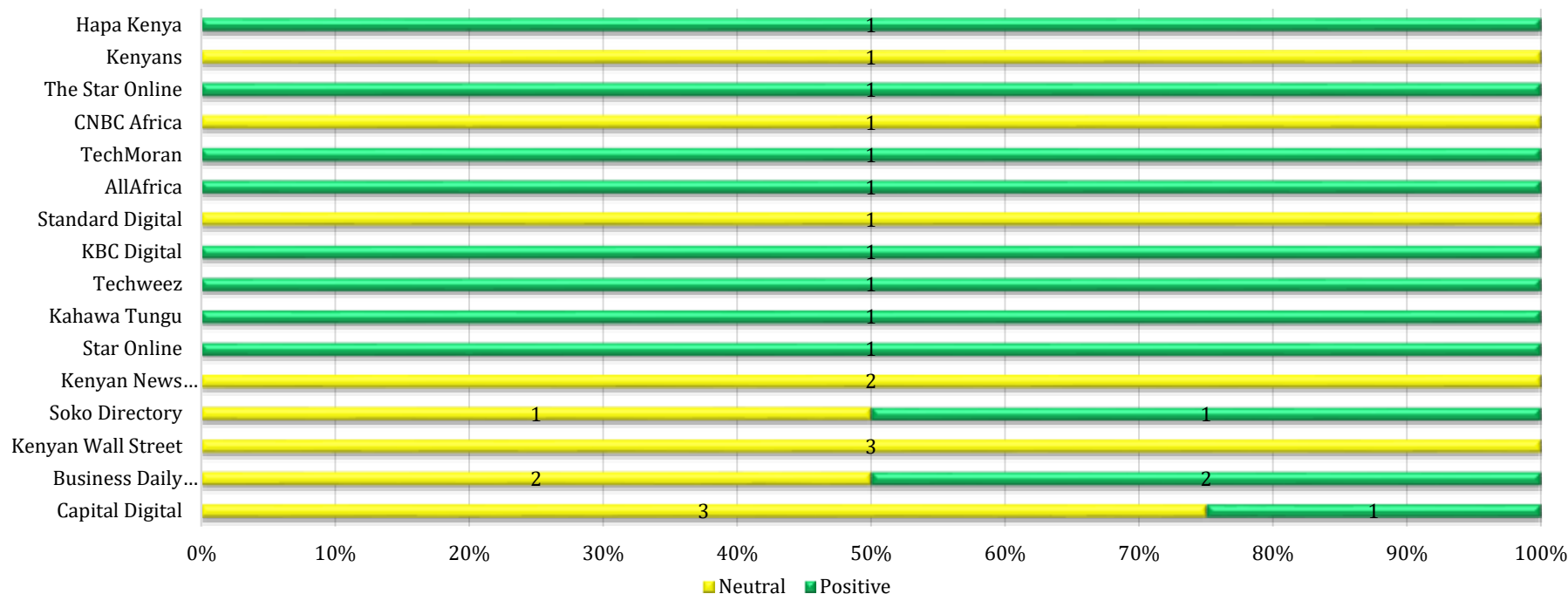


WEB

Unit of measure; AVE



15. TONALITY



Positive tone articles were generated by;

- Resolution Insurance launches Resolution Now, a self-service portal to reach the digital-first generation; Resolution Insurance has launched its online self-service portal, a platform that will allow the firm's customers to access its products and services in a faster and simplified way.
- AKI shifts to digital motor insurance certificates to tame fraud: The Association of Kenya Insurers has announced a plan to stop issuance of physical motor insurance certificates. In a circular to CEOs of members companies of general insurance underwriters Association of Kenya Insurers, Executive Director Tom Gichuhi said the plan takes effect on March 1."This is to inform members that with effect from 1st March 2021, no more physical motor insurance certificates will be issued by the secretariat.
- APA Increases Its Covid-19 Response Donation: APA Life has donated 1000 children's reusable face masks to Cheleta Primary School. The move has seen the company through APA Apollo Foundation donate over 10, 000 masks to some of the most disadvantaged communities in Kenya

Neutral Publicity

- Banks have paid Sh5.5 billion in deposit insurance after the lapse of a six-month moratorium to ease their cash constraints amid the adverse effects of the coronavirus pandemic. Mohamud Ahmed Mohamud, the chief executive officer of by the Kenya Deposit Insurance Corporation (KIDC), said the banks remitted the payments in December, boosting the corporation's fund used to insure the Sh4.02 trillion customer deposits as at November



TV



RADIO



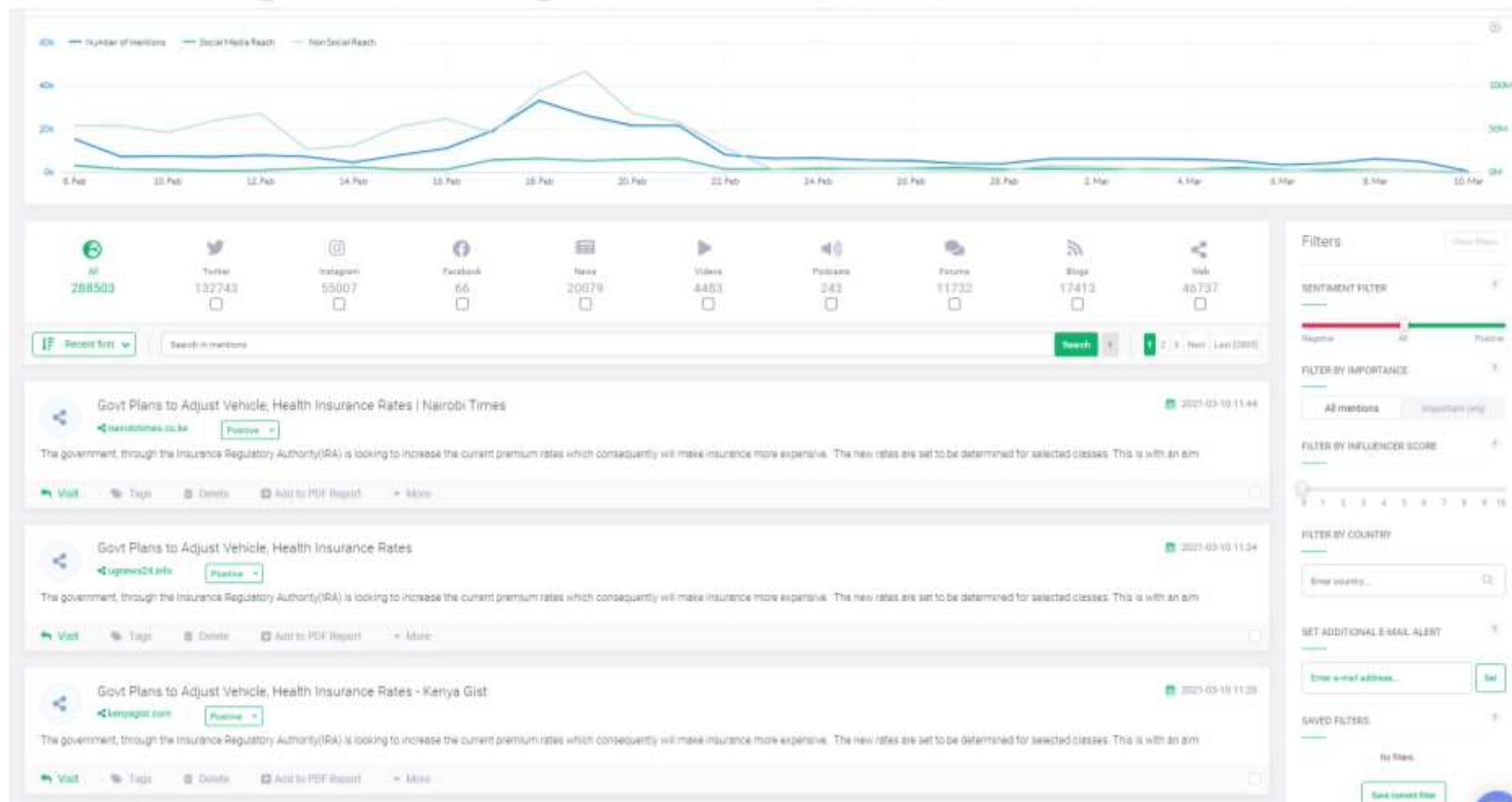
PRINT



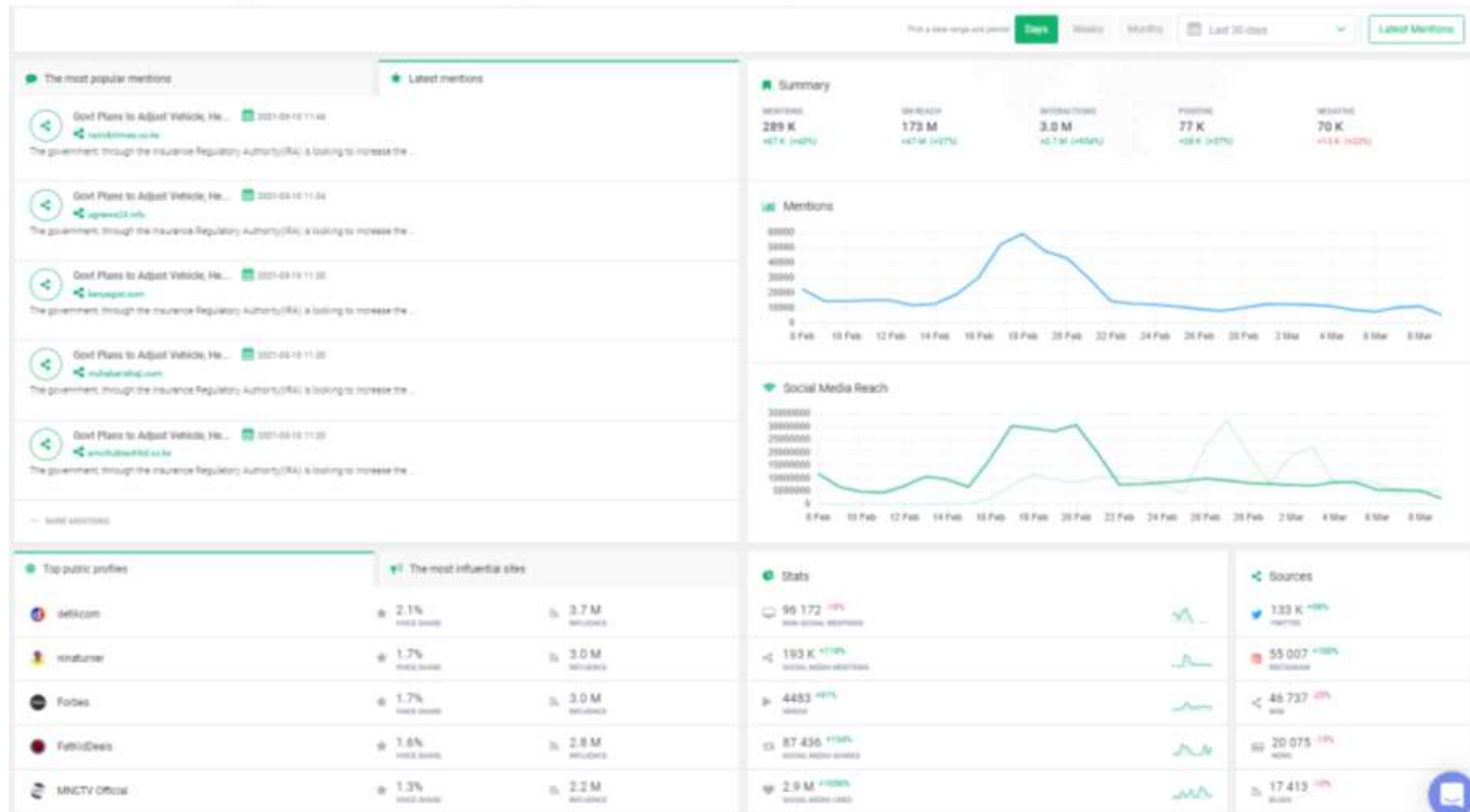
WEB

AKI ONLINE ANALYSIS

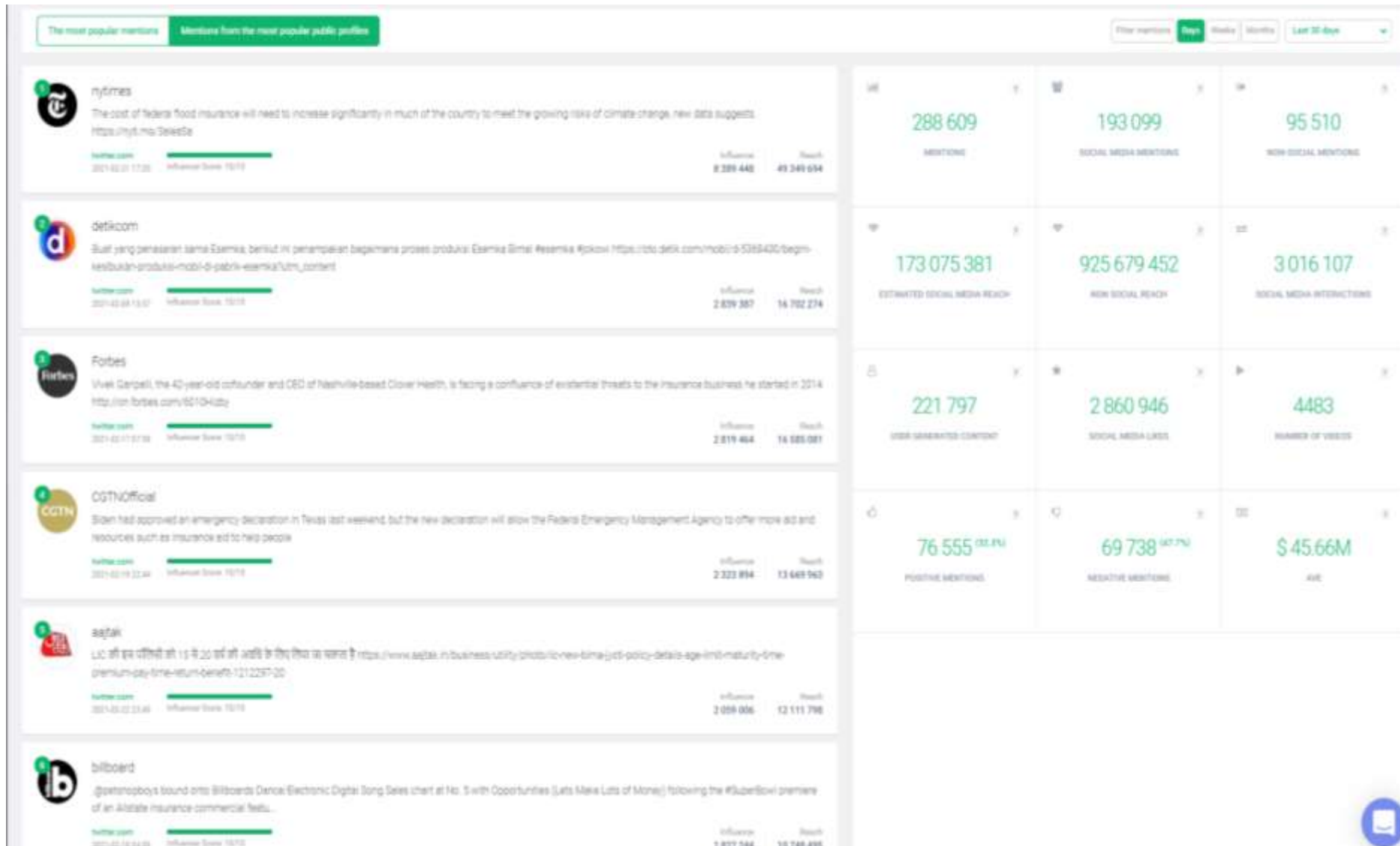
16. MENTIONS FEED



17.SUMMARY REVIEW



18. ANALYSIS REVIEW



19. SOURCES REVIEW



Public profiles

Pages

Filter by author

2020-12-31 - 2021-01-30



	Profile name		Site	Mentions	Reach	Voice Share	Influence	Influencer Score	Options
1	RobertAlai	go to		2	1 606 512	19.776	544 742	10/10	
2	Ma3Route	go to		3	1 187 593	21.987	605 643	10/10	
3	KenyaAirways	go to		9	825 024	45.774	1 260 872	10/10	
4	DanielMaithyaKE	go to		1	189 631	1.170	32 237	10/10	
5	RoadAlertsKE	go to		1	168 705	1.041	28 680	10/10	
6	coldtusk	go to		3	148 546	2.750	75 743	10/10	
7	CofekRebranded	go to		1	138 322	0.854	23 515	10/10	
8	dev_discourse	go to		2	85 529	1.056	29 080	9/10	
9	Khenda_FM	go to		1	68 930	0.425	11 718	9/10	
10	SaddiqueShaban	go to		2	45 220	0.558	15 369	8/10	
11	kalex254	go to		2	35 536	0.439	12 082	8/10	
12	ItsBuddhaBlaze	go to		1	23 971	0.148	4 075	8/10	
13	CareerPointKe	go to		1	20 820	0.128	3 539	8/10	
14	timnjiru	go to		1	20 004	0.123	3 401	8/10	
15	Jumaf3_	go to		1	19 998	0.123	3 400	8/10	
16	Informer_ke	go to		1	19 271	0.119	3 276	8/10	





Watchdog takes on insurers, retailers over payment delays

CAK report flags lengthy period it takes sector players to remit cash to their suppliers, many of them small businesses.

By Macharia Kamau
emacharia@standardmedia.co.ke

The insurance industry is under the spotlight after the Competition Authority of Kenya (CAK) flagged the numerous instances of delays in remitting payments to suppliers.

This is in addition to other practices that are detrimental to suppliers, many of them small businesses.

The authority, which has an oversight role on how large companies relate with their small and medium enterprises (SME) suppliers, cited the insurance firms for abuse of buyer power, where a company has considerable sway and can dictate terms of engagement with a supplier.

In the insurance sector, this is seen in suppliers enduring lengthy durations before they are paid or having their contracts terminated without notice.

Many times, this pushes them to a corner, and in some instances leads to their deaths.

The authority, in its annual report for the period to June 2020, said it investigated 32 cases of buyer power abuse, of which 12 were small businesses having made complaints about the insurance industry.

The retail industry, according to CAK,



Competition Authority of Kenya Director General Wang'ombe Kariuki (left) with Joyce Karanja-Ng'ang'a, Partner at Bowmans, Coulson Harney LLP, at a past sensitisation workshop. [File Standard]

28pc
Complaints that the retail industry accounts for, according to CAK.

accounted for 28 per cent of all the complaints that the authority received last year. "Of these (32 cases), 38 per cent were from the insurance sector, 28 per cent from the retail sector and 14 per cent from government procurement," said CAK in the report.

"Informed by the high prevalence of

abuse of buyer power reports in the insurance sector, the authority plans to develop a template contract for consideration and adoption by players in the sector in liaison with the sector regulator, Association of Kenya Insurers, Kenya Motor Vehicle Repairers Association, among other stakeholders."

It added that another 14 per cent of the cases related to procurement by government agencies, which were forwarded to the Public Procurement Regulatory Authority. "In terms of abuse of buyer power conducts investi-

"Out of 32 cases, 38 per cent were from the insurance sector, 28 per cent from the retail sector and 14 per cent from government procurement,"

CAK report.

gated, delayed payments was the most prevalent at 66 per cent, followed by unilateral termination without notice or on short notice at 15 per cent," said CAK.

The authority said many of the suppliers affected when large companies abuse buyer power are small and medium enterprises, some which have had to shut down after failing to sustain operations owing to cash flow problems.

They are also forced to sell at low margins due to the hold that some of the customers buying from them have.

"The use of buyer power can negatively affect the sustainability of suppliers... the more costs are shifted from the supplier to the power purchaser, the greater the likelihood that the supplier will ultimately become unsustainable and exit the market," said CAK.

"The vast majority of suppliers are SMEs with a substantial disparity in bargaining power between themselves and buyers of their goods and services for resale... They are the biggest casualties of abuse of buyer power."

STAR

AKI shifts to digital motor insurance certificates to tame fraud

AKI Insurance Director Tom Gichuhi and Executive Director (AKI)

Key Summary

- This move is in line with the shift to digital certificates aimed at minimising insurance fraud by ensuring the issuance of only one motor insurance certificate per vehicle.
- In addition, it will increase cases of double insurance, false certificates, and stolen insurance certificates.

WEEKLY POPULAR

Read a featured story published by NBS

AKI on how COVID-19 has impacted Kenya's insurance sector

AKI on how COVID-19 has impacted Kenya's insurance sector

Insurance policy cancellations and withdrawals in Kenya rose by 26 per cent in the six months

WATCH

POWER LUNCH

TOM GICHUHI

AKI Insurance Director

Insurance policy cancellations and withdrawals in Kenya rose by 26 per cent in the six months to June last year as COVID-19 effects made it difficult for customers to keep up with premium payments. CNBC Africa spoke to Tom Gichuhi, Executive Director of the Association of Kenya Insurers joins CNBC Africa for more.

21. JOURNALIST COUNT REVIEW



■ Negative ■ Neutral ■ Positive

22. GLOBAL TRENDS



Globally, major economies are shifting their focus to insurtech and customized offerings. For the month in question, the breakdown is as follows:

China	USA	India	South Africa	UK
<ul style="list-style-type: none"> Shipping return insurance Flight delay insurance Intelligent health insurance Investment-linked insurance Accident insurance Medical expenses insurance Household property insurance Online payment insurance Household property theft insurance 	<ul style="list-style-type: none"> Peer-to-peer and digital brokerage, often targeting the small- and medium-sized business segment. Commercial lines insurtechs are also focusing on loss prevention and efficiency (e.g., drone inspection for underwriting and claims). In terms of lines of business, insurtechs are focused on property and casualty, percent on health, and the remaining on life. Insurtechs target primarily pure risk insurance, where they have developed access points to the value chain based on innovation 	<ul style="list-style-type: none"> Addressing niche segments, contextual and new age needs. Services and solutions beyond Insurance extensive focused on data capture and building analytic models to extract maximum value. Some of the key uses as can be expected are in sharper pricing and underwriting models 	<ul style="list-style-type: none"> Funeral insurance Unemployment insurance Accident and health insurance Unemployment insurance Home insurance Car insurance Travel insurance Life insurance Pet insurance Home insurance 	<ul style="list-style-type: none"> Mobile technology and applications Artificial intelligence (AI), algorithms and robo-advice Smart contracts. Blockchain/distributed ledgers technology (DLT). Gadget insurance Worldwide travel insurance Home emergency insurance

23. GLOBAL FIRMS IN THE NEWS



TV



RADIO



PRINT



WEB

CHINA

Ping An Insurance
AXA SA
China Life Insurance Co. Ltd
The People's Insurance

INDIA

Aditya Birla Sun Life Insurance
Company
Aegon Life Insurance Company
Bharti AXA Life Insurance Company
Canara HSBC OBC Life Insurance
Company

USA

Berkshire Hathaway
State Farm
Progressive Group
Liberty Mutual
Travelers Group

Aviva PLC

Legal & General Group
Prudential PLC

UK

Sanlam Insurance
Holland Insurance
Mutual & Federal Insurance
Absa Insurance
AIG Insurance

SOUTH AFRICA