

AlphaDirectTM

Insurance Co.



Driven by Value. Passionate about Service.

COMPANY PROFILE



WHAT IT MEANS TO BE AN "ALPHA"

ALPHA (AL-FUH, 'AELFA)

THE FIRST; BEGINNING.

THE BRIGHTEST STAR IN A CONSTELLATION

THE HIGHEST GRADE OR MARK

BEING THE MOST DOMINANT, POWERFUL, OR ASSERTIVE



OUR WINNING FORMULA

At Alpha Direct, we pride ourselves in the determination of our people to be different. To be better than the competition. To put our heart and soul into everything we do. Our goal is not just to impress our customers (although we love that part, too!) but also to impress ourselves, and impress each other. Every day, we yearn for that good feeling inside that you can only get if you truly know that you have done your best, given your all, and run down every lead to the bone.

So what does it really mean, to be part of this special group of individuals? What does it really feel like to be an Alpha? Well, here's what we think:

BEING AN "ALPHA" MEANS **BEING COMPETITIVE**. ALPHAS ARE IN THE GAME TO WIN.

BEING AN "ALPHA" MEANS **BEING FAIR**. WE WANT TO WIN FAIR AND SQUARE, AND WE WANT EVERYONE ELSE TO WIN TOO.

BEING AN "ALPHA" MEANS **THINKING OUTSIDE THE BOX**. WE WANT TO MAKE EVERYONE'S LIFE EASIER BY FINDING INNOVATIVE SOLUTIONS TO THEIR EVERYDAY PROBLEMS.

BEING AN "ALPHA" MEANS **PLAYING AS A TEAM**. THE BEST IDEAS ARE THOSE WE ALL EMBRACE.

BEING AN "ALPHA" MEANS **GIVING IT YOUR ALL**. ALL THE TIME.

BEING AN "ALPHA" MEANS **HAVING A BLAST**. LIFE IS SHORT AND EVERY MOMENT IS PRECIOUS. ALPHAS MAKE LIFE WORTH LIVING BY LIVING IN THE MOMENT.

BEING AN "ALPHA" MEANS **BEING CARING**. EVERY DAY IS AN OPPORTUNITY FOR US TO SHOW WE CARE. ABOUT OUR CUSTOMERS, ABOUT EACH OTHER, ABOUT THE WORLD.

BEING AN "ALPHA" MEANS **GIVING**. BECAUSE THE PLEASURE OF GIVING CAN NEVER BE MATCHED BY GETTING.

BEING AN "ALPHA" MEANS **BEING FEARLESS**. FEAR AND SELF-DOUBT WILL NEVER HOLD US BACK.

BEING AN "ALPHA" MEANS **LOVING UNCONDITIONALLY**. AFTER ALL, WHAT ELSE IS THERE TO LIFE?

BEING AN "ALPHA" MEANS **BEING A STEWARD**. WE LEAD THE WAY AND LIVE WITH THE RESULTS, TRYING TO LEAVE EVERYTHING BETTER THAN IT WAS.

BEING AN "ALPHA" MEANS **HAVING INTEGRITY**. OUR WORD IS ALL YOU NEED. OUR HONESTY IS ALL YOU WILL WANT.

So, when you're dealing with an Alpha, you can expect them to have the qualities we talk about above. Hopefully, working with us brings out the "Alpha" in you!

AlphaDirectTM Insurance Co.

ALPHA DIRECT COMPANY INFORMATION

Alpha Direct is all about giving our clients world-class service, creating and maintaining an awesome and motivating workplace for our people, contributing to society and delivering consistent returns for our shareholders.

Our clients are our foremost priority which is why we go the extra mile to provide them with value-for-money products, fantastic service and a great deal on their insurance.

We can underwrite virtually any risk large or small and give you the peace of mind you want, all at a reasonable price. We are backed by Munich Re, the largest re-insurance company in the world. This and our other partnerships give us access to some of the best talent available to underwrite complex risks such as Engineering, Aviation, and Specialised Covers.



KEY PERSONNEL:



Dr. Kiran C. Patel – Chairman

Dr. Kiran C. Patel is a Board Certified Cardiologist based in Tampa Bay, Florida in the United States of America. He is also the former Chairman and Chief Executive Officer of WellCare Health Plans, Inc. (NYSE:WCG) which he purchased and built to grossing over US\$1 Billion in premiums. He is currently the Chairman & CEO of America's First Choice Holdings, an insurance company operating in 3 States in the U.S. and underwriting in excess of \$1.4 Billion in annual premiums as well as being the lead investor and largest shareholder in Avatar Property & Casualty Insurance Co. based in Tampa, Florida. Dr. Patel's insurance industry experience spans more than 20 years and the successful management of two Billion dollar insurance groups. He and his companies have been featured among the Inc. 500® fastest growing companies in the United States.

Arun P. Iyer, CPA, CGMA – Chief Executive Officer

Arun built Astutant Group in Florida, USA from a standing start in 2004 to a multi-million U.S. dollar professional services business with 6 branch office locations and over 40 team members across the State of Florida. Astutant Group offered a diverse range of services including taxation, accounting, and insurance brokerage. Prior to forming Astutant Group, Arun founded a small internet company in his parent's garage called Virtual Internet Africa that built Botswana's most popular portal web site, Chatswana.com. Arun was 14 years old when that venture was started. Arun has Bachelors and Masters degrees in Accountancy and is a U.S. Certified Public Accountant and a Chartered Global Management Accountant.



I.V.K. Chary, A.C.I.I., F.C.I.I. – Principal Officer & Technical Director

Mr. Chary is a seasoned career insurance professional with a career spanning over 4 decades at every level in the insurance and re-insurance fields. He is a noted expert in all aspects of the non-life insurance business. He started his career in 1971 at the United Insurance Company of India. After two decades specializing in technical underwriting, Claims management and Re-insurance, Mr. Chary left in 1994 to join the Oman National Insurance Co. in Muscat, Oman, as a re-insurance manager. He continued in the insurance industry in Oman for two years and moved to Bahrain to join National Insurance Company which later merged with Bahrain Insurance Company with the new name as Bahrain National Insurance Company. He served in these companies in various positions as high as Senior Manager (Fire & Re-Insurance) before finally leaving to Kuwait to join Gulf Insurance Co. in Kuwait. He worked there over a decade ending his full time career as Deputy General Manager and continued with it as a Technical Adviser for a further couple of years.

Mr. Chary is a widely acknowledged expert in Non-Life Reinsurance with approbations from Market Leaders like Swiss Re, Munich Re, SCOR, Hannover Re, ARIG, etc. and leading International Reinsurance Brokers such as AON, Guy Carpenter, Willis Re, etc.

Mr. Chary has lectured at various fora on technical insurance subjects for over 3 decades. He is a paper evaluator on the subject of Re-Insurance in the Fellowship examinations of the Insurance Institute of India.

Mr. Chary is a Chartered Insurer, an Associate of the Chartered Insurance Institute of the U.K. (ACII) and a Fellow of the Insurance Institute of India (FIII).

HISTORY AND CULTURE AT ALPHA DIRECT

In May 2014, Alpha Direct was 'brought to life' by Arun P. Iyer an American Certified Public Accountant and Chartered Global Management Accountant, upon the granting of an insurance license by the Non-Bank Financial Institutions Regulatory Authority (NBFIRA) in Botswana. The company's business model is to offer value-for-money Business and Personal insurance products directly to Botswana and Botswana businesses with the underlying premise "You could save 15% or more on your insurance".

Alpha Direct is a member of the Motovac Group of Companies and an approved insurance company in terms of the Insurance Industry Act (CAP 46:02). Motovac Group is a leading business group headquartered in Botswana with interests in automobile spare-parts retail and wholesale, manufacturing, distribution and real estate with an annual turnover of more than P1 Billion and operations in 6 countries around the world.

The work culture at Alpha Direct is one best described as "Work hard Play hard, every day". All Alphas are required to spend 20% of their time thinking about new ideas ("Me time") on what we as a company can do to better serve our clients. This results in powerful ideas that make your insurance costs cheaper, your service better, and your claims processing faster.

Alpha Direct also has a giving culture as part of its DNA. All Alphas are required to spend 2 days of company paid time on philanthropic or social service causes each year. Alphas are also encouraged and motivated to engage in the local community as volunteers, leaders, and service people to help make the communities we serve better each day.

Finally, we are also about learning and constant self-improvement. All Alphas are entitled to an unlimited 100% sponsorship of their education related to insurance, for the duration of their tenure with the company. This ensures that we as an organization are constantly improving our knowledge and capabilities, while also enabling our team members to serve your needs better each day,

A Culture of Excellence

Our staff are totally passionate about service; we are dynamic go-getters who want to do whatever it takes to keep the client happy and get the job done. We have a vibrant environment and *constantly* challenge ourselves to become better at what we do. We strongly believe in 'giving back to the community' and have pledged to support various initiatives in Botswana to help our less fortunate citizens, both in terms of financial support and time. Caring for the community runs in our DNA and makes us better able to serve you, our client, with a motivated and inspired workforce.

THE ALPHA DIRECT VALUE PROPOSITION

An Alternative Way to Look at Insurance

Through our call centre and our network of in-house agents, clients are able to talk directly to us without needing to go through a middleman. This means no insurance broker fees or commissions are charged and the savings are passed on to our clients in the form of a **reduction or discount in their premium**.

With our highly **sophisticated underwriting systems**, premiums are calculated according to a client's unique risk profile, meaning low-risk clients would not subsidise high-risk clients. So, if you're a low-risk client, you can get insured by Alpha Direct for much less than what you're currently paying somewhere else, and you will most likely save 15% or more on your insurance costs (Roughly 50% of Botswana will). We are the **first insurance company** in Botswana to implement individual underwriting.

Our insurance products are **affordable, straight-forward** and there are **no hidden surprises**.

Our short-term insurance clients can choose a **fixed or percentage excess amount**, irrespective of the value of their claim and their **premiums are fixed for a full 12 months**. This guarantees their peace of mind and that Alpha Direct will be there for them when they need us the most.

WHY YOU SHOULD "GO-DIRECT" WITH ALPHA DIRECT

SERVICE

- **AWESOME service:** We set the standard! Insurance should never be a hassle. We are committed to ensuring that our clients are given the excellent service they deserve.
- **Speedy claims:** We are committed to fast, fair and efficient claims settlement.
- **Call centre:** We deal with you telephonically, so it's a no-fuss arrangement which saves you time.
- **No waiting:** On average we answer the telephone within a few seconds and are able to resolve your query on a first call basis.



OUTSTANDING VALUE FOR MONEY

- **No Middlemen :** Alpha Direct works directly with you to get you the insurance cover you need, so you don't pay for any brokerage fees and commissions. This alone can usually save you up to 20% off your current insurance premium!
- **A better deal for you:** People save money every month by joining Alpha Direct, so it's really worth getting a quote – you've got nothing to lose.
- **Low, flexible excesses:** You can select a low fixed or percentage excess, irrespective of the value or nature of your claim. This avoids any nasty surprises relating to additional excesses for vehicle damage or write-off claims, as well as homeowners or business related claims. You can select an excess option on that will suit your pocket. A higher excess will reduce your premium and for a higher premium you will get a lower excess.
- **Guaranteed premiums:** We guarantee your premiums for 12 months whether you claim or not.
- **Individualised premium calculation:** Your premium is calculated according to your risk profile. Lower risk clients do not subsidise higher risk clients.

EASY CLAIMS PROCESS

- **No need to run around and waste your time getting comparative quotes:** When you claim, we do all the work for you.
- **A select panel:** We have a hand-picked panel of service providers (e.g. panel beaters, builders, plumbers) who work to the high standards we expect from them, backed with the necessary guarantees to keep our clients happy.
- **Advanced systems:** Our advanced systems and highly trained staff are able to ensure the speedy processing of claims.
- **Car theft claims:** There is no six-week waiting period for a stolen vehicle claim to be processed. Valid claims are paid out as soon as the necessary administrative process has been completed.



OUR PRODUCTS ↓

What coverage can you get at Alpha Direct?

PERSONAL INSURANCE PRODUCTS

Homeowners' Insurance

Protect your dream. Protect your investment.

With so many options available to build your dream house at your home village or to buy a small apartment or a house on a golf estate – the last thing that you need to worry about is the risk of possible destruction or damage to the physical structure of your house which may occur as a result of natural disasters or accidental/malicious damage, fire and other perils such as lightning, explosion, earth quake, storm, wind, water and hail.

With ALPHA DIRECT's homeowner's insurance you can rest assured that the policy will cover the replacement cost of your house including outbuildings, fixtures and fittings, swimming pools, perimeter walls against loss, destruction or damage arising from or caused by storm, fire, lightning, flood.

And because we go all the way for our clients, we will even cover the replacement costs which include professional fees for architects and engineers' fees, quantity surveyors' council charges and debris removal costs and we'll even cover your temporary accommodation after this incident has left your house uninhabitable.

Household Contents Insurance

When your house get's broken into, who do you call?

Depending on how long you have lived in your or have owned your house, it is likely to be filled with things both essential and precious to you. And the only time you realize how many things you own is when they are damaged or stolen. With ALPHA DIRECT'S **HOUSEHOLD CONTENTS Insurance** you can sleep easy knowing that you can claim for items stolen or damaged at your home. With this cover we will cover your household contents against theft, intentional damage to your valuables, as well as damage caused by a power surge or a burst geyser.

Even damage to your contents due to fire, lightning storm, hail and flood is covered. This also takes care of your personal liability which covers you if your domestic worker gets injured while on duty or where you may be held responsible for causing death or injury to someone else or damage to their property.

Personal All Risk Insurance

You'll receive cover for items you take or use outside your house such as laptops, cell phones, and any number of other products you cherish and value.

Personal Motor Insurance:

Your car is an expensive and precious asset to you. You need to have the peace of mind of knowing that it is protected from damage caused by accidents, theft and fire. You also need to know that accidents caused by your actions to third parties are covered for. Alpha Direct offers the most flexible and value for money personal insurance products in Botswana.

***Insurance policy terms and conditions apply to all covers**

COMMERCIAL INSURANCE PRODUCTS

Fire Insurance

It covers damages to the property, buildings and structures by *fire, lightening or fire bolt, explosion and other additional perils stated.

Business Interruption Insurance

It protects your business by settling the operating costs including wages in the event of a loss. It covers for any financial losses incurred as a result of an interruption to your business caused by an insured peril like fire. *An indemnity period is normally selected, which would offer a settlement for the loss of profit until your business is operating at the level it was before the loss occurred.

OUR PRODUCTS



Third Party Liability

We will indemnify the insured up to but not exceeding the amount specified against such sums which the insured shall become legally liable to pay as damages consequent upon accidental bodily injury to or illness of third party. Accidental loss of or damage to property belonging to third party occurring in direct connection with the construction or erection of the items insured.

Material Damage

We will indemnify the insured in respect of such loss or damage as hereinafter provided by payment in cash, replacement or repair (at our own option) up to an amount not exceeding in respect of each of the items specified. The sum set opposite thereto and not exceeding in any one event the limit of indemnity.

Goods In Transit Insurance

- This covers loss of or damage to goods/Property owned by the client or for which they are responsible whilst they are being transported anywhere within the territorial limits.

Workman's Compensation Insurance

What if your employee tripped and fell off the stairs? Are you protected? This policy covers the legal liability owed to employees in terms of the Worker's Compensation Act of Botswana arising out of and in the course of their employment.

With ALPHA DIRECT's workmen's compensation your employees are compensated if they become injured or suffer a scheduled disease which results in them being temporarily or permanently disabled or if they pass away whilst engaged in the work that they have been employed to do.

Office Contents insurance

*It protects the movable property that your business owns that is inside the premises, or outside, if it is designed to exist or operate externally against fire, lightning, thunderbolt, explosion and other additional perils stated.

Buildings Insurance

This is a cost-effective way of making sure the immovable structures your business owns are properly protected.

*The policy covers office buildings including sporting and recreational structures, gates, posts, fences and tarred or paved roads, driveways or parking areas, etc, against losses of damaged cause by the insured perils. This cover is also extended to cover public liability to a limit of P1, 000,000.00 and loss of rent to a specified limit.

Accounts receivable insurance

*The cover compensates your business if it cannot trace amounts owed to it due to loss or damage of its books of accounts or other business books or records at the premises or at the residence of any director, partner or employee or the premises of any of your business's accountants as a result of an accident or misfortune.

Theft insurance

*It covers loss of or damage to all contents of your business's insured buildings at your insured premises as a result of theft accompanied by forcible and violent entry into or exit from such building. It insures that your business goods will be covered against robberies and burglaries.

Money insurance

*It covers loss of or damage to any negotiable instruments, including cash, cheques, money orders, credit card vouchers, as well as postage and airtime vouchers.

Glass insurance

*This covers accidental damage or loss to internal and external glass (including mirrors) and sign writing.

Fidelity insurance

*This cover protects your business against losses suffered due to fraud by employees. Please note that the maximum amount that will be paid under this cover by ALPHA DIRECT for all losses that are incurred by your business shall not exceed the sum insured whether involving any one employee or any number of employees acting in collusion or independently of each other.

Business's portable property insurance

*This covers the loss of or damage to your business's portable property while anywhere in the world by any accident or misfortune. It provides wider cover for business items that are regularly taken away from the insured premises e.g. Cell phones.

Accidental damage insurance

*It's a unique extension to cover your business goods against accidental loss and damage.

Public liability insurance

*It protects your business against damages which it may become legally liable to pay consequent upon accidental death or bodily injury to or illness of any person, or accidental loss of or physical damage to property which occurred in the course of or in connection with the business.

Electronic equipment insurance

* This cover offers first-class protection in the event of loss or damages to all of the electronic business equipment, including computers, laptops, licensed software, scanners, printers, copiers and fax machines.

Motor / Fleet cover insurance

*This cover offers comprehensive, limited and liability insurance on all commercial vehicles, motorcycles, trailers, etc. ALPHA DIRECT will offer your business flexible vehicle insurance that can be tailored to suit your individual needs and budget.

Motor traders insurance

It covers any motor vehicle or trailer owned by or hired or leased or under the control of your business at the time of the accident. *ALPHA DIRECT will cover your business against all sums which it becomes legally liable to pay to third parties as damages resulting from an accident by or in connection with the vehicle, and for accidental damages to customers' vehicles on the premises.

OUR PRODUCTS



Professional Liability Insurance

It protects your business against claims for damages that it may become legally obligated to pay to a client as a result of an error or omission in the work provided to the client. *It covers professions like doctors, lawyers, surveyors, hospitals, bankers, insurance brokers, architects just to name a few.

Aviation insurance

The Aviation insurance policy covers:

1. Hull All Risks
2. Hull War Risk
3. Legal Liabilities to Third Parties and Legal Liability to Passengers.

The policy can be extended to cover Crew Personal Accident and Breach of Warranty. The Hull All Risks section protects against Loss of or damage to Aircraft. Hull War Risk covers damage due to acts of war and other covered perils. Legal Liabilities to Third Parties and to Passengers covers the Insured for all sums which the Insured shall become legally liable to pay, as compensatory damages (including costs awarded against the insured).

Construction All Risk

Insurance to cover the structure of the building against the effects of construction defects and other risks associated with the building structure.

COMPLIANCE AND FRAUD REPORTING



Compliance

Alpha Direct is an Approved Insurance Company in terms of the Insurance Industry Act (CAP 46:02), and is licensed to underwrite all risks classified as "Short-Term" under the Act. Please contact our office to request a copy of our current insurance license as issued by the Non-Bank Financial Institutions Regulatory Authority (NBFIRA).

Should you wish to provide feedback on any matters relating to our compliance or non-compliance with the Insurance Industry Act, please contact our compliance department at :

TEL: +267 392 8264

E-MAIL: COMPLIANCE@ALPHADIRECT.CO.BW

If any Insurance Industry Act-related complaint is not resolved, you may then refer the matter to the Non-Bank Financial Institutions Regulatory Authority (NBFIRA):

PHONE: +267 3102595 / 3686100

FAX: +267 3102376 / 3102353

E-MAIL: INFO@NBFIRA.ORG.BW

Fraud Reporting

As part of our crime prevention initiative and in line with Corporate Governance, a Fraud@Alpha hotline has been set up. The aim is to promote zero tolerance towards unethical behaviour.

This serves to inform you of what may be reported:

- Fraud or potential fraudulent behaviour or activity and/or
- Any dishonesty pertaining to any facility or claim
- Any information you might think is relevant to our cause

If you have reason to believe or witnessed any of the above and related activities by staff, clients or service providers is, contact the Fraud@Alpha hotline on 392 8264. Alternatively, please send an e-mail to fraud@alphadirect.co.bw.

Please note that your call and all information will be treated with utmost confidentiality and you can choose to remain anonymous - this fraud line can only be effective with your full co-operation.

Thank you in advance for your commitment towards keeping Alpha Direct a proud Insurance Provider with Honesty and Integrity. We take every instance of fraud very seriously and prosecute to the full extent of the law. We also offer cash rewards for all frauds that result in a direct prosecution related to a policy underwritten by Alpha Direct.

AlphaDirect™ Insurance Co.

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