

News Release

28 May 2014

Friends Provident International introduces new material to support Non-Resident Indian proposition

Friends Provident International has introduced a new range of customer-focused material, designed to help Non-Resident Indians (NRI) with their financial planning.

The new material has been developed to build on insight gathered from extensive research in the UAE, Singapore and Hong Kong; and covers a range of different topics that - according to the research - are fundamental to many NRIs' financial planning.

Having aligned itself along customer lines, with teams dedicated to serving specific customer segments, Friends Provident International's Global Expatriate Proposition team is looking to attract and retain expatriate customers through effective, tailored marketing and an enhanced product development process, with the ultimate aim of delivering an unrivalled customer experience.

Philip Cernik, Head of Expatriate Propositions at Friends Provident International said:

'We accept business from a range expatriate customers, but our focus has shifted to adding value in the segments that offer us the most opportunity, and where we think we can add the most value for the end customer. Other companies may have similar goals but it is no longer appropriate to take a 'one size fits all' approach. Customers are becoming more sophisticated when it comes to financial planning, and are looking for more than this. They expect us to deliver a proposition that is a good fit for their individual circumstances and that's why Friends Provident International is going a step further. For example, we are clearly articulating the financial treatment of our products for NRIs who may be considering a return to their home country.'

The aim is to provide expert support to NRI customers in their financial decision making. Friends Provident International is therefore introducing detailed technical and thought leadership materials, blogs and other articles; on subjects the research shows are relevant to the demographic.

Taher Fakhri, Regional Compliance and Risk Manager, Middle East and Africa - and NRI spokesperson for Friends Provident International - said:

'It is recognised that NRIs usually seek information prior to speaking with a professional adviser. This new material will help prospective customers understand how international life insurance solutions can be relevant to them outside of their home country, and we hope will act as a springboard for them to take suitable financial planning advice.'

- Ends -

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Notes to Editors

About Friends Provident International:

Friends Provident International provides competitive life assurance, pensions and investment products for Asia, Middle East, Europe, UK and other selected markets, and is part of the Friends Life group.

Friends Provident International benefits from a strong relationship with the Friends Life group, sharing a heritage that dates back over 200 years, a reputation of trust, commitment and integrity in providing financial solutions to customers throughout their lives.

We have more than 35 years of international experience, offices in the United Arab Emirates, Hong Kong, Singapore and the Isle of Man, and more than 400 staff worldwide.

See www.fpinternational.com for further information on Friends Provident International.

IMPORTANT INFORMATION

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Registered in the Isle of Man No. 11494. Authorised by the Isle of Man Insurance and Pensions Authority.

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and as a foreign company (Registration No. 2013).

Authorised by the United Arab Emirates Insurance Authority to conduct life insurance
and savings business.

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