

**PIONEER
INSURANCE**



COMPANY PROFILE



GROUP MANAGING DIRECTOR'S REMARKS



**Group Managing Director &
Chief Executive Officer**
David K Ronoh

"We are proud of our heritage as the first company in Kenya to insure Africans. Our resilience has enabled us to remain strong since the company was founded in 1930. We intend to build a strong brand and maintain our position amongst the top 10 high performing insurance companies in Kenya.

By 2025 we aim to write a total of Kshs 10B in premium income by maintaining our focus on 4 key objectives:

1. **PERFORMANCE:** To exceed customer expectations and keep our shareholders happy
2. **IMPACT:** To play a significant role in shaping the insurance industry.
3. **REPUTATION:** To be admired and respected by stakeholders.
4. **LONGEVITY:** To have a staying power, remaining sound for generations.

Achievement of these objectives will be anchored on our 4 pillars of sustainability:

1. **Business Diversification** – We will tilt our portfolio in favour of retail business for life, and non-motor business for general business
2. **Operational Efficiency** – We will leverage on technology to ensure delivery of superior customer experience at minimal cost
3. **Innovation** – We will maintain our reputation of innovating unique solutions in the market
4. **Staff Engagement** – Staff are our greatest asset. We will keep them engaged in order to tap into their unique abilities.

We will drive our business through a strong customer centric culture with the help of our committed staff who are well trained to recognize that we have remained strong over the years because of the customer"

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Our **WIDE RANGE** of products
are designed to help you **GROW**



ABOUT US

Pioneer Insurance Holdings Limited (Pioneer) is an indigenous Kenyan company founded in 1930 with two subsidiaries:

- Pioneer Assurance Company Limited
- Pioneer General Insurance Limited

Pioneer Assurance Company Limited (PACL), formally Pioneer General Assurance was established in 1930 as the first company in Kenya to insure Africans. The Company's registered office is situated at Pioneer House along Moi Avenue. The company has a strong branch network of 24 branches distributed across the country with a total of over 1,100 sales representatives.

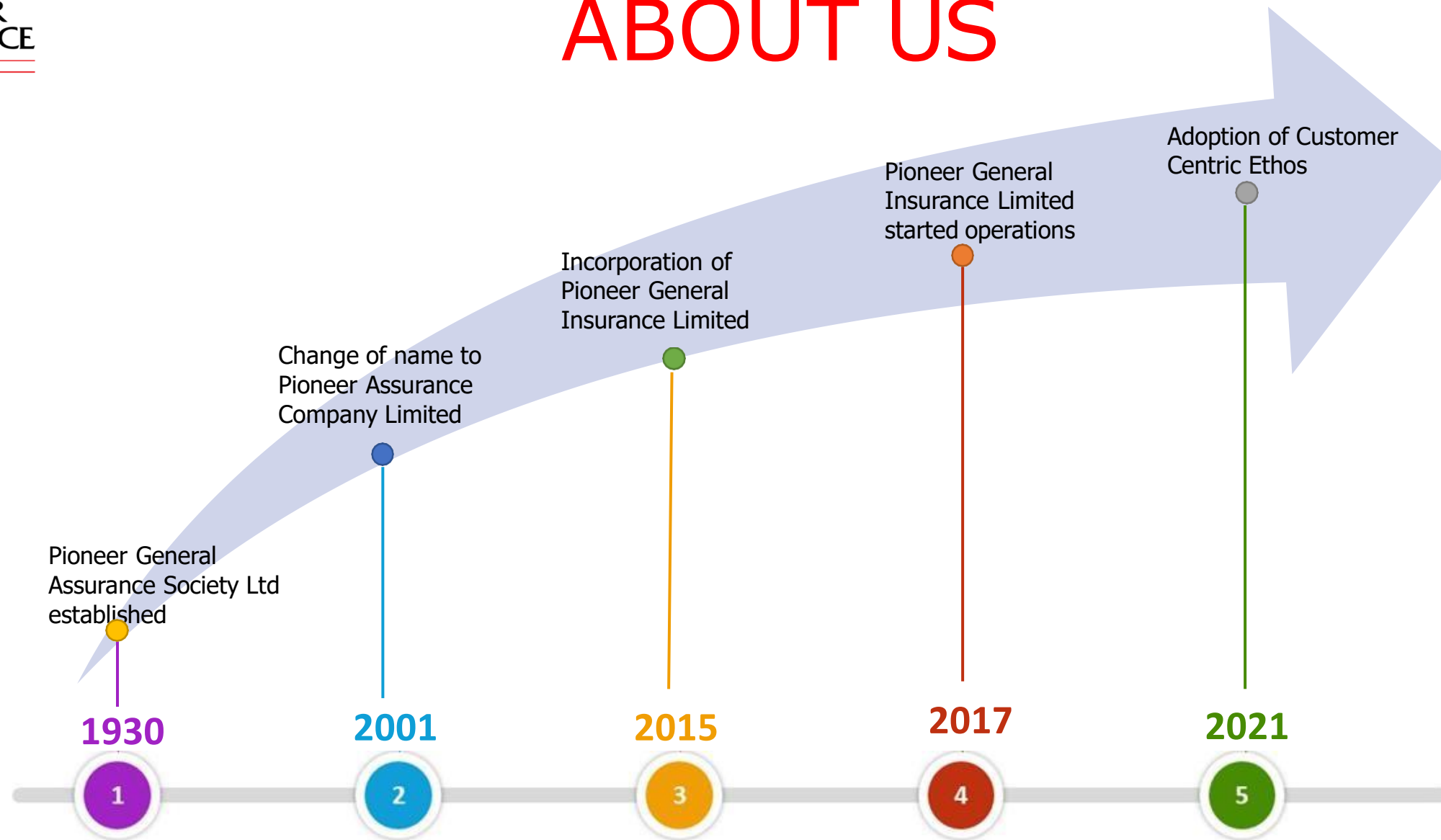
Its sister company, Pioneer General Insurance Limited (PGIL) also headquartered in the same premises, started its operation in January 2017 and is duly licensed by Insurance Regulatory Authority (IRA) to underwrite most classes of General Insurance.

As part of its growth plan Pioneer acquired the closed life funds of Occidental Insurance Company Limited and Fidelity Shield Insurance Company Limited in 2001. It is in the same year that the company changed its name from Pioneer General Assurance Society Limited to Pioneer Assurance Company Limited; and focused only on writing life insurance business.

Currently Pioneer Insurance Holdings offers all life insurance products: Individual Life, Group Life, and Pensions & Annuities; as well as most classes of general insurance products apart from medical and agriculture insurance.

Over the last 6 years, Pioneer Insurance Holdings has averaged an annual premium of Kshs. 5 Billion. Pioneer's life company is a leading life underwriter whilst the Pioneer General division is one of the fastest growing companies in its 5 years of existence.

ABOUT US



Our **VISION**

The company where
customers are delighted



Our **MISSION**

To offer quality insurance
products and services to
our customers and deliver
value to stakeholders



OUR VALUES

Team Work

- Cooperation
- Unity of purpose
- Family like values



Integrity

- Respect
- Accountability
- Transparency
- Trustworthy



Empowerment

- Responsibility
- Delegation
- Training
- Communication
- Open door policy
- Initiative



Passion

- Execution
- Sense of urgency
- Focus



PIONEER AT A GLANCE - FINANCIALS

Pioneer Insurance has established a reputation for excellence based on promises made and promises kept through provision of transparent and competitive services.



Kshs. 5.3 Billion

Premium turnover as at 31st December 2021 for both Life and General Insurance.

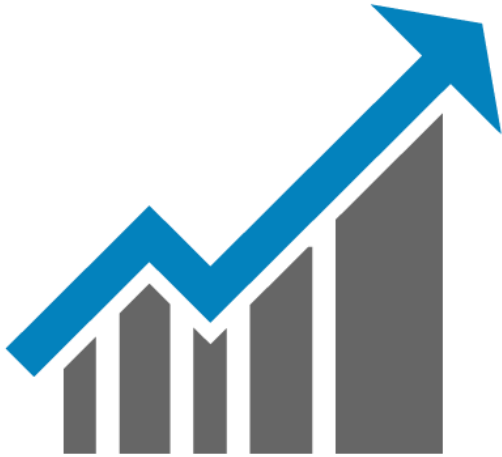
Kshs. 1.54 Billion

The Company's Equity for both Life and General Insurance as at December 31st 2021.

Kshs. 8.8 Billion

Total Assets for both Life and General Insurance as at December 31st 2021.

PIONEER AT A GLANCE – MAJOR REINSURERS



We have the capacity to write all classes of business backed by strong Reinsurance treaties supported by well rated Reinsurance Companies as shown below:

- African Reinsurance Corporation "A"
- Kenya Reinsurance Corporation "B+"
- East Africa Reinsurance Company Ltd "BB+"
- PTA (Zep) Reinsurance Company "B+"
- Continental Reinsurance "B+"
- Ghana Reinsurance "BB"



PIONEER LEADERSHIP



GROUP MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER

David K Ronoh

David is a seasoned professional with experience that spans over 30years.

He has a mixture of the academia and business exposure, with special focus in actuarial science, life insurance and pensions.



MANAGING DIRECTOR PIONEER GENERAL

Milcah Kinyua

Milcah Kinyua is the Managing Director of Pioneer General Insurance Limited.

An industry veteran, Milcah's nearly 26 years career in the industry has earned her a great wealth of experience

PIONEER LEADERSHIP



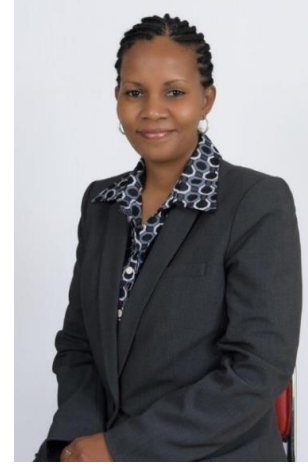
**CHIEF OPERATING OFFICER
& CHIEF ACTUARY**

Emmanuel Opakasi



CHIEF INFORMATION OFFICER

Robert Ipomai



**GROUP HEAD, HR &
ADMINISTRATION**

Margaret Mwashimba



**GM MARKETING & CUSTOMER
EXPERIENCE**

Timothy Mutua



**AGM OPERATIONS PIONEER
GENERAL**

Anne Muhindi



**CFO & GM FINANCE AND
STRATEGY**

Cyprian Ombogo



**HEAD OF RETAIL AND
BRANCH DISTRIBUTION**

Simon Wamenju



HEAD OF INTERNAL AUDIT

Lydia Chege

OUR PRODUCTS: GENERAL INSURANCE

	CLASS OF BUSINESS	SUB CLASS OF BUSINESS	
1.	Engineering	Contractor's All Risks Electronic Equipment Machinery Breakdown Contractor Plant & Machinery Machinery Breakdown Loss of profit	All Risks Boilers and pressure vessels Erection All Risks Plate Glass
2.	Fire Industrial	Fire and Allied Perils Fire - Consequential Loss Fire – Industrial All Risks	Terrorism and Sabotage Asset All risks Stock Floater
3.	Liability Insurance	Fidelity Guarantee Public Liability Professional Indemnity Products Liability Employers Liability	Carriers Liability Directors/Officers Liability General liability Trustee Liability
4.	Marine Insurance	Marine Cargo Marine Open Cover	Goods in transit Marine Hull
5.	Motor Insurance – Private	Motor Private	Motor Cycle
6.	Aviation	Aviation	
7.	Fire Domestic	Domestic Package	



OUR PRODUCTS: GENERAL INSURANCE

	CLASS OF BUSINESS	SUB CLASS OF BUSINESS	
8.	Motor Ins. – Commercial	Motor Comm. – Own Goods Enhanced Motor Comm. Own goods Motor Trade – road risks M. Comm. – Institutional Vehicles M. Comm. Agric. & Forestry Vehicles M. comm. Private Hire	M. Comm. General Cartage Enhanced M. Comm. General Cartage Online Platform Taxis Tour Van. Chauffer Driven (TSV) Asset cover only
9.	Miscellaneous Insurance	Business Combined Golfers/Sportsman Auctioneers Bond Customs Bond Performance Bond/ work permit Tender/bid Bond	Office Compact Banker's Blanket bond Office All risk Business Care (Bizna Care) Motor Trade (Internal Risks)
10.	Care Products	Biznacare (Sme Combined Product) Drivercare (PA For Drivers) Familycare (PA For Family) Homecare (Domestic Package) Interncare (PA For Interns) Mjengocare (Car Product)	Schoolcare (Combined product for schools) Selfcare (PA for Individuals) Travelcare (Travel Insurance) Truckcare (Enhanced Motor Commercial)
11.	Theft Insurance	Money/Cash in transit Burglary	Travel
12.	Personal Accident Insurance	Individual Personal Accident	Group Personal Accident
13.	Workmen's Compensation	Work injury benefit Act (WIBA)	WIBA/GPA



OUR PRODUCTS: LIFE INSURANCE

	CLASS OF BUSINESS	SUB CLASS OF BUSINESS	
1.	Individual Life Assurance	Investment Plans Education Plans Individual Last Expense Plans Income Protection Plans	Term Plans Endowment Plans Whole Life Plans
2.	Group Life Assurance	Group Life Assurance Group Credit Assurance Group Last Expense	Micro Insurance Mortgage Protection
3.	Pensions and Annuities	Occupational Pension Scheme Umbrella Pension Scheme	Individual Pension Plan Annuities



WHY PIONEER?

1. Superior value for our Clients

- High quality, innovative and demand driven products
- High level and timely service delivery

2. Superior Value for our staff

- Ensure/create job satisfaction
- Continually drive towards a performance based culture
- Continually recognize and reward performance
- Improve the welfare of our staff and quality of life

3. Superior value for the society

- Continually strive to be a responsible and ethical corporate citizen
- Maintain the highest standards in corporate governance
- Sustain and improve the environment that we work and operate in

A photograph of a man with dark skin and short hair, smiling broadly, carrying two young children on his shoulders. The child on the left is a boy with curly hair wearing a blue and white striped shirt. The child on the right is a girl with curly hair wearing an orange and white striped shirt. They are standing in a field of tall, dry grass.

Your **Security** for the Future

OUR COMMITMENT

1. Transparency
2. Privacy
3. Confidentiality
4. Unique, Competitive products
5. Timely & Convenient access to services
6. Timely access to information

OUR SERVICE GUARANTEE

We strive to provide;

Consistently high quality level service to you

We invest time and resources to fully understand your needs and build an effective, enjoyable and easy experience



We care about **YOU**

DIRECTORS PIONEER INSURANCE HOLDINGS

Name	Position
Mr. John Mark Okondo	Chairman of the Board
Mr. Shiraz Jeraj	Director
Mr. Amai Olubayi	Director
Mr. Mtalaki Mwashimba	Director
Mr. Moses Kimani	Director
Mr. David K Ronoh	Group Managing Director



DIRECTORS PIONEER ASSURANCE

Name	Position
Mr. Amai Olubayi	Chairman of the Board
Mr. Kenneth W Akide	Director
Mr. John Mark Okondo	Director
Mr. Mtalaki Mwashimba	Director
Ms. Beatrice M Soy	Director
Mr. David K Ronoh	Group Managing Director





DIRECTORS PIONEER GENERAL

Name	Position
Mr. Shiraz Jeraj	Chairman of the Board
Mr. Michael Kenga Mure	Director
Ms. Brigid Cherono	Director
Ms. Wamuyu Mahinda	Director
Mr. Moses Kimani	Director
Mr. David K Ronoh	Group Managing Director
Ms Milcah Kinyua	Managing Director/ Principal Officer

CORPORATE INFORMATION

Company Information

Head Office: Pioneer House, 7th floor, Moi Avenue

Postal Address: 20333-00200, Nairobi.

Telephone: 020 7220 000

E-mail: info@pioneerinsurance.co.ke
customerservice@pioneerinsurance.co.ke
customerservice@pioneerassurance.co.ke

Website: www.pioneerassurance.co.ke

Service Providers

Auditors: • Parker Randall
Eastern Africa

Principal Legal Advisers: • Ajaa Olubayi & Co. Advocates
• Millimo, Muthomi & Co. Advocates

Actuaries: • Kenbright Actuarial Services
• ActServ (Actuarial Services East Africa Limited)

Secretaries: • Adili Corporate Services

Main Bankers: • DTB
• NCBA
• Cooperative Bank

NAIROBI (5 Branches)

Finance House
Loita Street
7th Floor
020-7220100

KERICHO

Ndege Chai Co-Op
House

Moi Road
020-7220302

KISUMU

Pioneer House
Oginga Odinga Street
1st Floor
020- 7220303

MOMBASA

TSSTower
Moi Avenue
4th Floor
020-7220308

NAKURU (2 Branches)

Giddo Plaza

Ground Floor
Nakuru - Eldoret Highway
020-7220400

MACHAKOS (2 Branches)

Mbitini House
Mbolu Malu Road
2nd Floor
020- 2045500

MALINDI

Malindi Complex
Lamu Road
Ground Floor
020- 7220309

BUNGOMA

Bungoma Municipality

Moi Avenue
1st Floor
020-7220304

THIKA

Thika Arcade
Kenyatta Highway
5th Floor
020-7220202

HOMA-BAY

Sonyaco Plaza
Bank Road
1st Floor
020- 7220151

MERU

Meru Mwalimu Plaza

Gakoromane Road
2nd Floor
020-7220306

KITALE

Mid Africa Plaza
Moi Avenue
1st Floor
020-7220301

ELDORET (2 Branches)

Zion Mall
1st Floor
020-7220600

NYERI

Wakiawa House

Kanisa Road
2nd Floor
020-7220310

VOI

Magonyi Plaza
4th Floor
020-722311

EMBU

NHIF Building
Kimathi Street
4th Floor
020-7220305



MAJOR CLIENTS



DATA PROTECTION

Pioneer recognizes the sensitivity of the data that we collect from our stakeholders. That is why we have made data security a priority area in our daily operations.

We have put in place systems that can identify and neutralize any cyber risks with a clear monitoring framework for new and emerging risks.

Our data is well encrypted to ensure any unauthorized access does not threaten the rights of our stakeholders and the data is sufficiently backed-up to ensure normal operations and safeguard of your financial interests even under the worst-case scenarios.

The company has also a well-documented data policy in line with the Data Protection Act 2019 with clear definition of what data we collect and uses of the data.



Your **INFORMATION**
Is safe with us.



TECHNOLOGY DRIVEN

Pioneer Insurance has over time invested on very effective and efficient ICT technologies.

These technologies form the spine that powers our growth, operational efficiency and provision of excellent customer experience.

We are fully automated with seamless integration between applications. All our application systems are ticket driven with automated email and SMS alerts.

Our operations are paperless and our ICT environment fully supports remote working.



Pioneer Insurance

**Corporate Social Responsibility
2021-2030**

**Trees and Scholarships
for Kenya (TASK)**

CSR TODAY

- Corporate Social Responsibility is the continuing commitment by businesses to behave ethically and contribute to economic development
- The company does not exist solely to make profit but to improve the quality of life of the workforce and society at large
- Pioneer Insurance is focusing on planting trees in schools across the country and granting scholarships to select needy students
- This program is known as Trees and Scholarships for Kenya (TASK)



GOING GREEN

In this era of ecological consciousness, green CSR activities are gaining traction as organizations partner with local communities to mitigate the effects of climate change, habitat destruction and pollution

“We need to urgently implement bold mitigation and adaptation measures to avert the looming crisis, it is the least that we can do to bequeath a peaceful and sustainable planet to future generations.” **President Uhuru Kenyatta, COP26 World Leaders Summit 2021**



A close-up photograph of a green leaf, likely a corn leaf, with several small water droplets on its surface. The leaf is sharp and pointed, with a clear vein structure. The background is a soft, out-of-focus green.

TREES AND SCHOLARSHIPS FOR KENYA (TASK)

- Pioneer Insurance will carry out CSR activities targeting high schools in all the 47 counties.
- The schools will be as diversified as possible to reflect regional balance and gender parity.
- 1,000 trees will be planted and bursary support of Ksh. 125,000 offered in each school we visit.

PIONEER IN ACTION



PIONEER IN ACTION



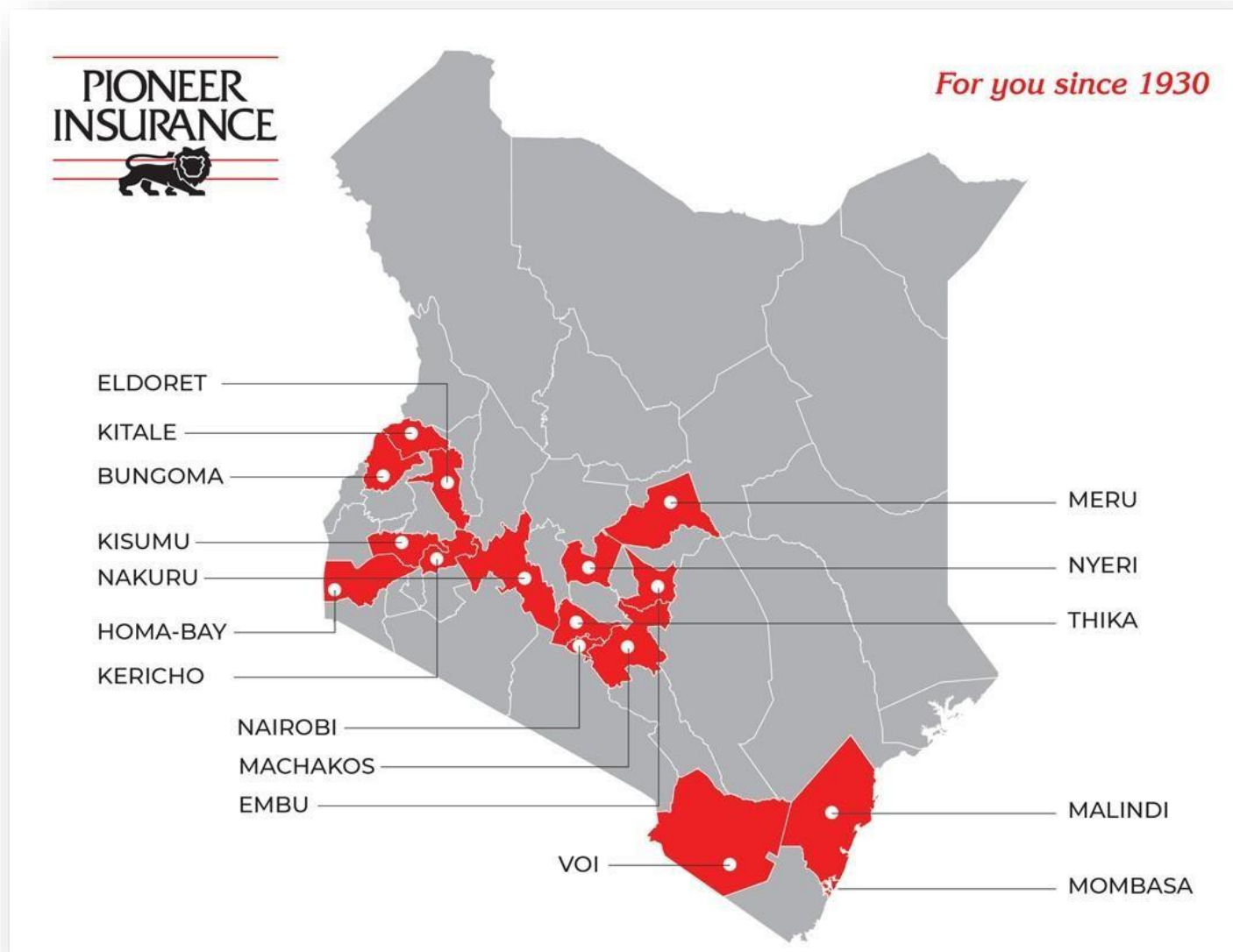
PIONEER IN ACTION



PIONEER IN ACTION



OUR LOCATIONS





COMPANY CONTACTS

Pioneer House, 7th floor, Moi Avenue
P.O. Box 20333-00200, Nairobi

Telephone: 020 7220000

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