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TSEHAY INSURANCE S. C.

COMPANY PROFILE



COMPANY PROFILE



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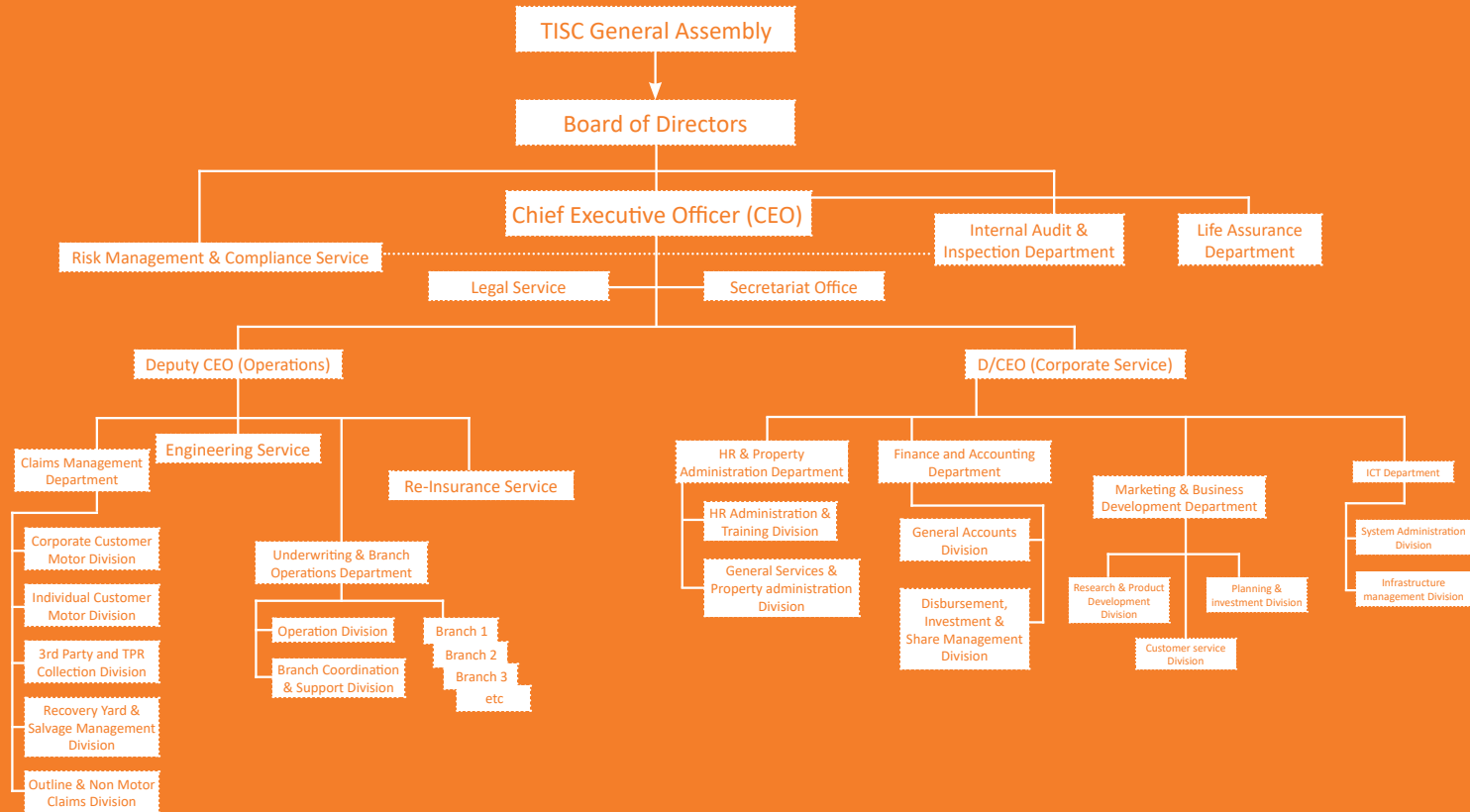
THE SUN SHINES FOR ALL!



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Company Structure

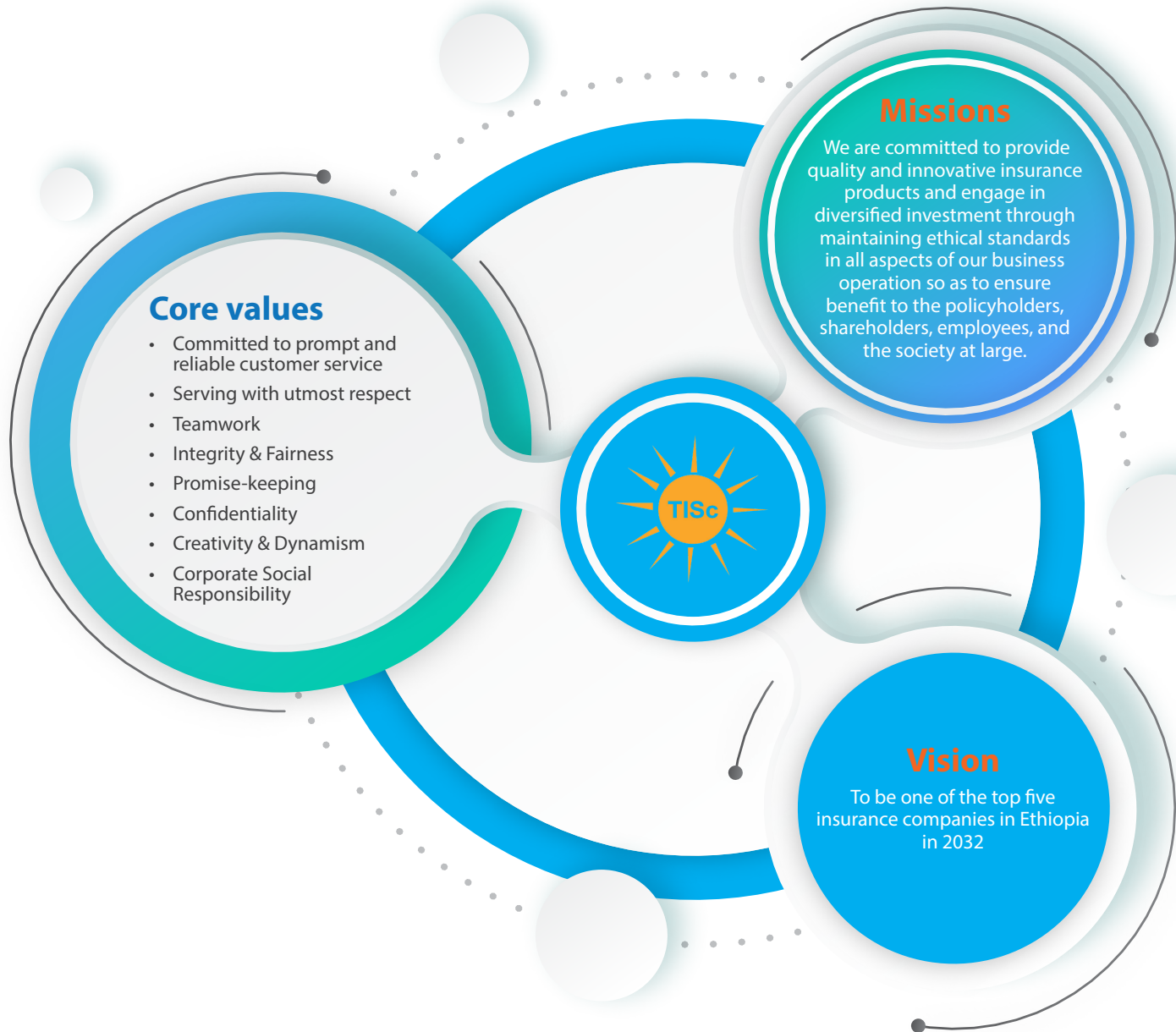




1. OVERVIEW OF TSEHAY INSURANCE S.C.

Tsehay Insurance S.C. (TISc) was established by 105 Shareholders on 28th of March 2012. The shareholders are prominent individuals and business organizations. The company is registered by the National Bank of Ethiopia under proclamation No.86/1994 and license No.017/12. To get public trust at the initial stage, TISc commenced its operation with a subscribed capital of Birr 45 million and paid up capital of Birr 11,480,000, which was then by far higher than the minimum limit of Birr 3 million, having three branches in the city of Addis Ababa.

2. CORPORATE IDENTITY





3. OUR PRODUCTS

3.1. COMMONLY KNOWN PRODUCTS

Tsehay Insurance S.C. started its operation by providing some selected classes of businesses, basically focusing on general insurance.

The followings are some of the commonly known insurance products that the Company provides to the public:

A. PROPERTY INSURANCES (MOTOR, MARINE CARGO, GOODS IN TRANSIT, AND ALIKE.)



B. FIRE & ALLIED PERILS





C. CONTRACTORS' ALL RISK (CAR)



D. ERECTION ALL RISK (EAR)



E. CONTRACTORS' PLANT & MACHINERY



F. ELECTRONICS EQUIPMENT





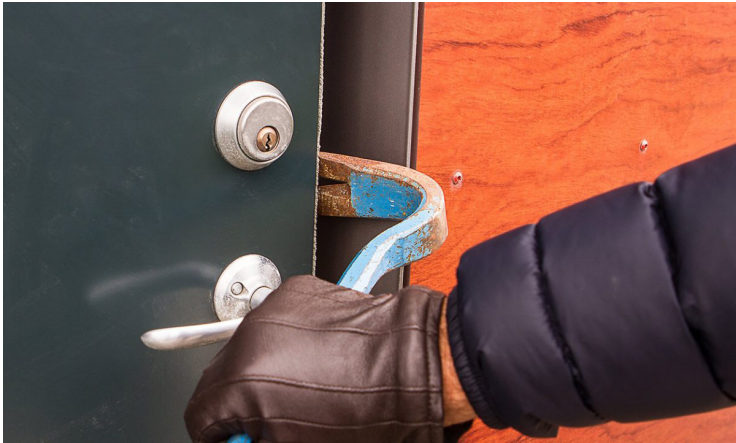
G. PLATE GLASS INSURANCE



H. BOILER EXPLOSION & PRESSURE VESSEL



I. BURGLARY



J. PECUNIARY CLASSES OF BUSINESS

1. BONDS





K. MONEY INSURANCE AND FIDELITY GUARANTEE INSURANCE



L. PERSONAL & GROUP ACCIDENT INSURANCE

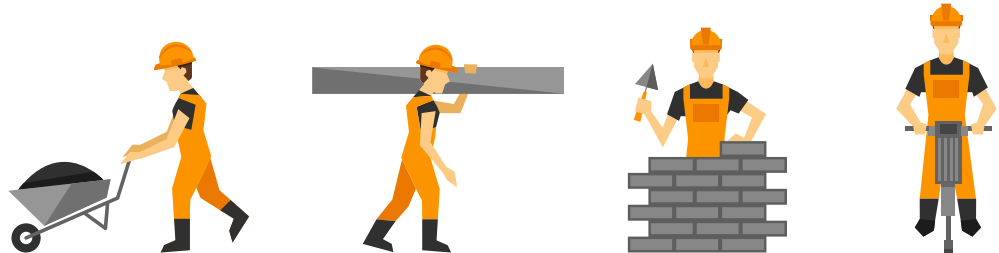


Group Personal Accident

M. LIABILITY INSURANCE: THIS INCLUDES THE UNDERMENTIONED COVERS



- PUBLIC LIABILITY
- PROFESSIONAL INDEMNITY
- PRODUCTS LIABILITY
- WORKMEN'S COMPENSATION



3.2. NEWLY CUSTOMIZED PRODUCTS

SOME OF THE NEWLY CUSTOMIZED PRODUCTS THAT TSEHAY INSURANCE PROVIDES ARE:

A. POLITICAL VIOLENCE AND TERRORISM (PVT)



B. TOUR AND TRAVEL LIABILITY COVERS.





C. MEDICAL HEALTH INSURANCE FOR DIASPORAS` FAMILIES



3.3. LIFE INSURANCE



LIFE INSURANCE



4. OUR DISTINCTIVE FEATURES

The insurance industry is becoming more and more competitive than it was couple of years ago. Nowadays, customers have become selective of each company's way of service delivery. Therefore, Tsehay Insurance has primarily focused on acquiring best practices of efficient and prompt customer service delivery. The Company incorporates the needs and service expectations of its customers in each and every decision it makes. In line with this, the Company has proactively developed its own customer service guideline and customer complaint handling system. Apart from these, the following features make Tsehay Insurance unique from others in the industry:

4.1. QUALITY SERVICE SYSTEM AND QUALITY POLICY STATEMENT

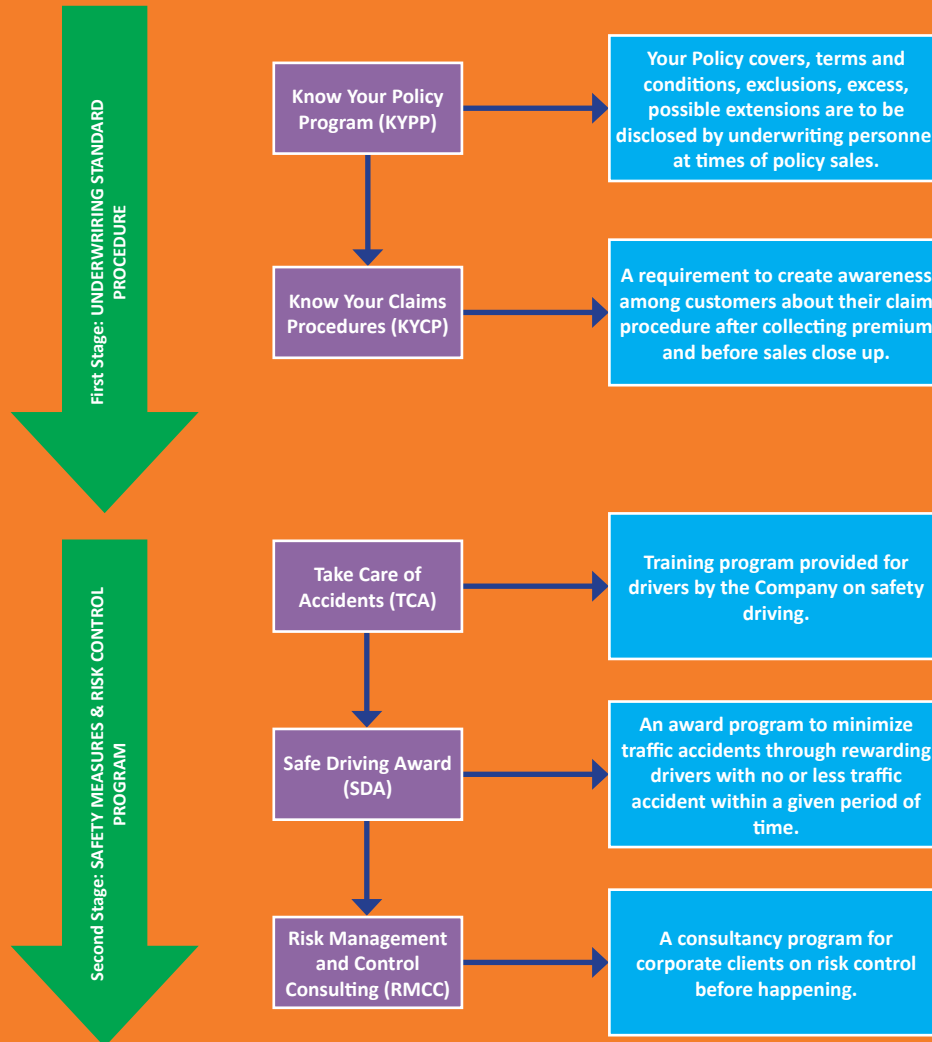
Tsehay Insurance provides common and customized general insurance products that fully meet customers' requirements and reliability in service. Thus, it is our intention to satisfy customers' needs at greater value and at the same time maintaining the profitability of the Company. There are certain norms and standards that help us achieve this objective. These are:

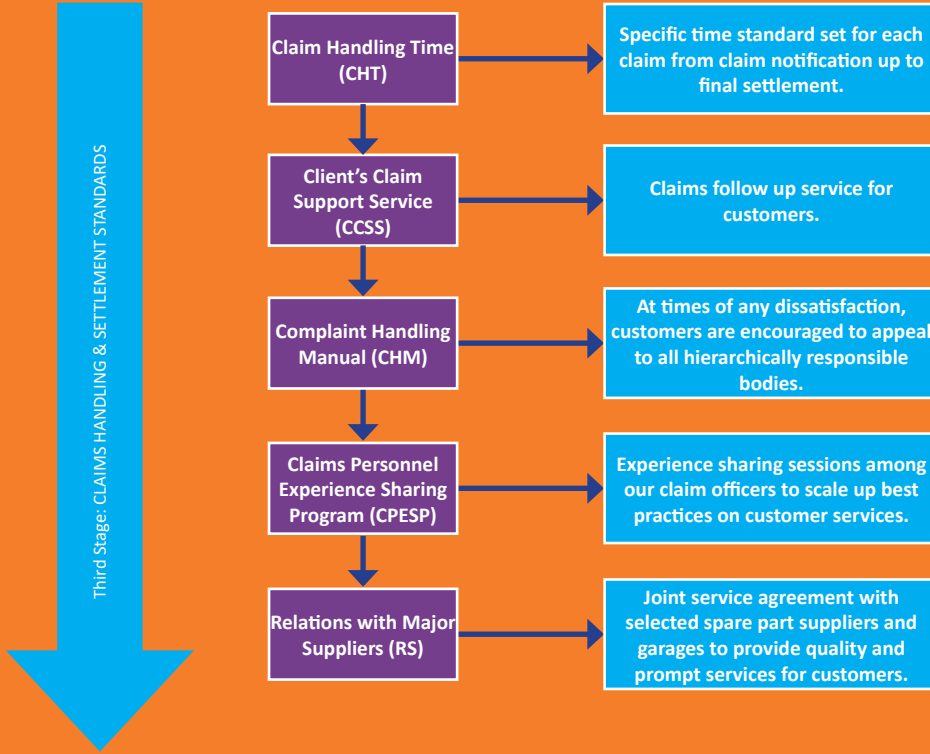
4.1.1. EMPLOYEE CODE OF CONDUCT AND COMPANY NORMS

The Company has its own unique code of conduct and company norms that ensure the norms and conducts of employees. These are compatible with the goal of satisfying the customers' needs. The quality policy statement is also implemented through the Company's quality manual. The management as well as all the staffs of the Company are strictly adherent to the "Ten Commandments of Customer Service" and "Customers' Bill of Rights", which are jointly designed to serve all customers equally and reliably.

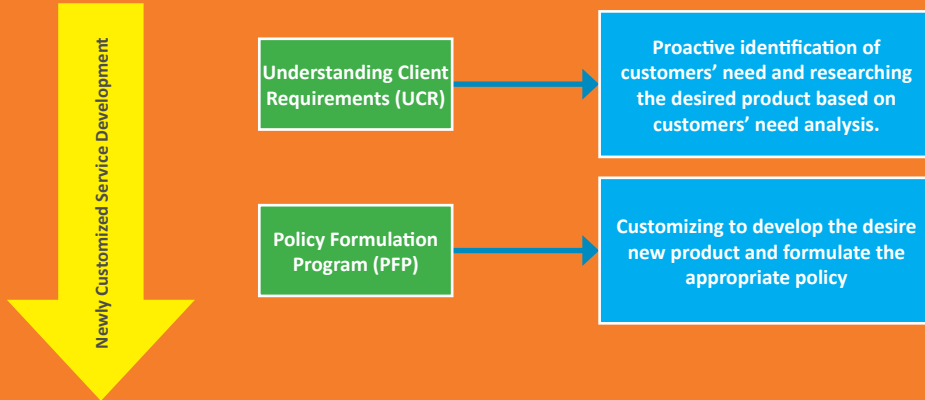
4.1.2. UNIQUE SERVICE QUALITY STANDARD

In every of the Company's service unit we have unique service quality standards. The following diagram depicts our unique service quality standard.

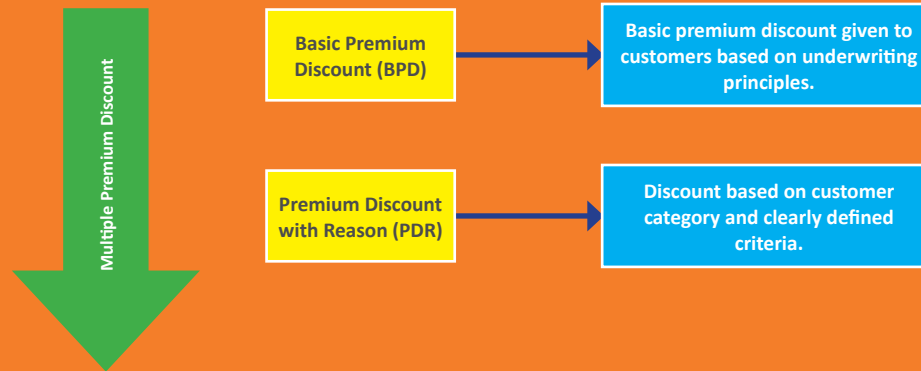




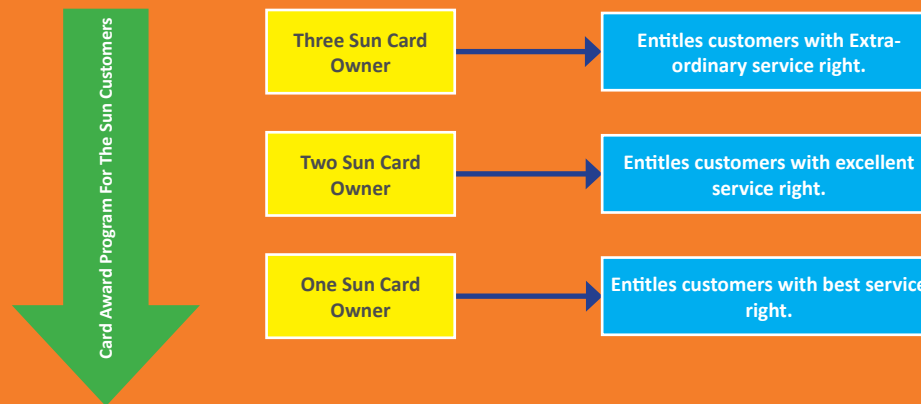
4.2. PRODUCT/SERVICE DEVELOPMENT PROGRAM



4.3. UNIQUE PRICING STANDARD



4.4. CUSTOMER SERVICE BENEFITS AND AWARD PROGRAM



In addition to these, the following elements make Tsehay Insurance S.C. unique and preferable in the eyes of our customers.

- Customer care and support (Pre and post-sale advice and training).
- Easy and flexible organizational structure.
- Prompt decision making.
- Young and energetic work force.
- Door to door service to major clients.





5. COMPETITION PRINCIPLES AND INDUSTRY RELATIONSHIPS

Tsehay Insurance S.C. believes in fair and free competition in the industry. The Company follows all ethical business procedures in its internal operation as well as external competition. All along its operation, the Company complies with the rules and regulations adopted by the National Bank of Ethiopia and other legal entities.

Apart from these, Tsehay Insurance S.C. believes in productive cooperation with other actors in the industry. The Company works with other insurers and bankers on the area of risk reduction, capacity building, research and development, experience sharing, and the likes. In addition to these, Tsehay Insurance S.C. is also a member of Ethiopian Insurers Association (EIA), Society of Insurance Professionals (SIP), Ethiopian Chamber of Commerce (ECC), and shareholder and a founding member of Ethio-Re.

6. CORPORATE SOCIAL RESPONSIBILITY (CSR)

Tsehay Insurance believes in adding value to the nation's overall development and social wellbeing. Hence, the Company strives to be a responsible corporate citizen. In accordance with this, Tsehay Insurance supports various humanitarian activities (provide financial aid to various humanitarian organizations), sponsoring research and development in the industry, supports staff development activities (fully funded education sponsorship for staffs), and promotes professional ethics in the industry (training and supervision of sales agents, drivers, and clients).Tsehay Insurance strives to become one of the best insurers and be chosen both by its employees and customers.

The major social responsibility activities are expressed in the provision of:

- Ethiopian Red Cross Society permanent contribution.
- Full sponsorship of education for all staffs up to master's degree.
- Support to Ethiopian Hemophilia Society.
- Annual educational material support for needy students.
- Support to various sports festivals.
- Support to various programs aiming at combating traffic accidents.
- Support to social capital projects such as construction of hospitals.
- Sponsorship to different media programs that focus on risk reduction (on traffic accident).

7. CORPORATE CULTURE

Among the very distinguishing features of Tsehay Insurance is the presence of family-type corporate culture. The Company primarily focuses on the wellbeing of its employees and satisfaction of its customers. In line with this, Tsehay Insurance focuses on corporate cultures that further enhance the existence of harmony within the Company. The followings are the main cultural events and norms that are upheld in the Company:-

- Staff Day.
- Secret friends-day.
- Participation on the Great Ethiopian Run.
- Various Holiday celebrations.
- March 8 gifts for female employees.

8. OUR DISTINGUISHED CUSTOMERS AND RE-INSURERS (STRATEGIC PARTNERS)

Tsehay Insurance works with distinguished business organizations and individuals who are well known in the business world. Here listed below are some of our distinguished business partners and re-insurers.



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TSEHAY BANK



BKG
BELAYNEH KIDIE GROUP

SNAP COMPUTER

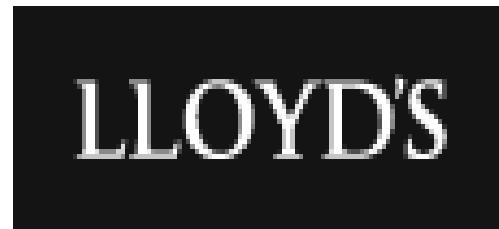


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YIBELU MOSSIEWA IMPORT & EXPORT





The followings are some of well renowned and reputable worldwide re-insurers that are working with Tsehay Insurance S.C.





International Reinsurance Brokers:



9. TSEHAY INSURANCE S.C. EVENTS PICTORIAL

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TSEHAY INSURANCE S.C.

COMPANY PROFILE



Partial View of the 10th Annual General Meeting



Road Safety Training that Facilitated by Tsehay for its Customers





Managment Meeting



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