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PPS is a licensed insurer conducting life insurance business,
a licensed controlling company and an authorised FSP.



FOR PROFESSIONALS
SINCE 1941

New innovations in our life insurance offerings and business approach

By Wimpie Mouton, PPS Life Solutions CEO

IN THE PAST 18 MONTHS, PPS LIFE SOLUTIONS HAS SEEN SIGNIFICANT CHANGES. WE HAVE FOCUSED ON OUR RISK PRODUCT SOLUTIONS, WHICH ARE ESSENTIAL TO THE PPS GROUP. OUR UNIQUELY POSITIONED PRODUCTS OFFER UNMATCHED BENEFITS FOR GRADUATE PROFESSIONALS. ALTHOUGH NOT ALWAYS FULLY APPRECIATED, WE AIM TO SHOWCASE THESE SUPERIOR CORE BENEFITS AND THE PPS PROFIT-SHARE ACCOUNT™* VALUE FOR OUR MEMBERS, MAKING IT AN OBVIOUS CHOICE FOR GRADUATE PROFESSIONALS.

We needed structural and key staff changes to achieve our goal of developing new product solutions and maintaining existing ones to meet member expectations. This is only possible with support from our loyal intermediaries. Your substantial efforts to engage with us on all levels over the past 18 months will shape our future deliverables.

Alongside expanding our product offerings, we will make efforts to create spontaneous opportunities each year. This will allow you to interact with graduate professionals and examine any potential gaps in their portfolios. Given the demanding nature of their work, we recognise how limited and precious their time is.

This year, our product roadmap has allowed us to meet both short- and long-term goals. Some of the main initiatives accomplished include the Mingle and Mingle ReConnect special offers. Owing to their exceptional success, we have extended this offer into 2025.

Additionally, the PPS Business Assurance special offer, which started on 1 October, is poised for similar success. We have substantially modified our business assurance product, creating a very



compelling reason to present this offering to graduate professionals. Currently, PPS Business Assurance policyholders who are natural persons and paying premiums towards a PPS Business Assurance policy, aimed to cover a buy-and-sell arrangement and who also have active PPS Provider™ Policies, qualify for additional allocations to their notional PPS Profit-Share Accounts™ from these policies. The allocation is based on the portion of the premium that the policyholder is contributing to the buy-and-sell policy.

We have also introduced a process to apply for discounts on large PPS Professional Life Provider™ applications, with a sum assured of at least R10 million.

All our initiatives are now fully supported by a comprehensive suite of print, digital and video marketing materials, enabling you to leverage these opportunities effectively.

We have raised our Immediate Needs benefit from R50 000 to R100 000, effective 1 January 2025. This enhancement addresses a significant gap identified by market demand.

We believe these product changes will give you better opportunities

“Your efforts will shape our future deliverables.”

to attract our target audience and current members.

In addition to these initiatives, we have executed numerous other projects that greatly improve the experience for our members and intermediaries. This largely includes enhancing eligibility, underwriting and claims procedures, as well as optimising processes for better efficiency and superior business results.

In 2024, we focused on boosting brand visibility. We aim to highlight the life-risk brand through active engagement with members and intermediaries, along with updating our sales and marketing materials.

Our team looks forward to 2025 with optimism, believing that the planned initiatives will advance our business and strengthen our partnerships with you, our valued supporters. I would like to thank you, our dedicated supporting intermediaries, who enable us to thrive in the niche market we serve. Without your support, PPS

would not have been able to assist graduate professionals for more than 83 years.

** Members holding qualifying life-risk products share in the profit and the loss of PPS through the notional PPS Profit-Share Account™ and past performance is not necessarily indicative of future performance.*



Wimpie Mouton

More than insurance: elevating the well-being of our members

By Motshabi Nomvethé, Head of Technical Marketing

At PPS, we are committed to the well-being of our members. Our services extend far beyond traditional insurance, encompassing emotional, physical and social support. We recognise that our members are more than just their occupations and we strive to support them in achieving wellness that encompasses all aspects of their lives.

Wellness is a multi-dimensional concept that transcends financial security. It comprises eight interrelated dimensions*: emotional, physical, occupational, social, spiritual, intellectual, environmental and financial. Neglecting any one of these dimensions can negatively impact overall health and quality of life. Just as a balanced diet is essential for physical health, a holistic approach to wellness is crucial for nurturing the mind and spirit.

The COVID-19 pandemic highlighted the urgent need for support beyond financial services to our members. In response, PPS extended

the Employee Reality Wellness Programme to members, providing invaluable psycho-social counselling at no additional cost. This initiative underscores our commitment to the emotional and psychological health of our members.

Reality Wellness offers a robust programme that prioritises the holistic management of well-being. Members have access to 24/7 counselling services, addressing issues such as stress, trauma and mental health challenges. With a dedicated helpline, support is always available, allowing members to navigate difficult times with confidence.

In addition to emotional support, the Reality Wellness Programme addresses physical health through comprehensive disease management services. From chronic illness support to lifestyle education, Reality Wellness empowers members to take charge of their health and manage conditions like high blood pressure, diabetes and obesity, ultimately reducing health risks and enhancing quality of life.

As an intermediary, you play a pivotal role in guiding your clients towards a comprehensive approach to well-being. By introducing the Reality Wellness Programme to your clients, you not only offer them financial solutions but also empower them to achieve balance across all eight dimensions of wellness. This holistic approach enhances client satisfaction and strengthens the mutual bond that PPS has fostered since its inception.

Your clients who are PPS members can contact the Reality Wellness Group on 080 112 2550 or eppengage@realitywellness.co.za. (They must provide their ID/PPS member number.)

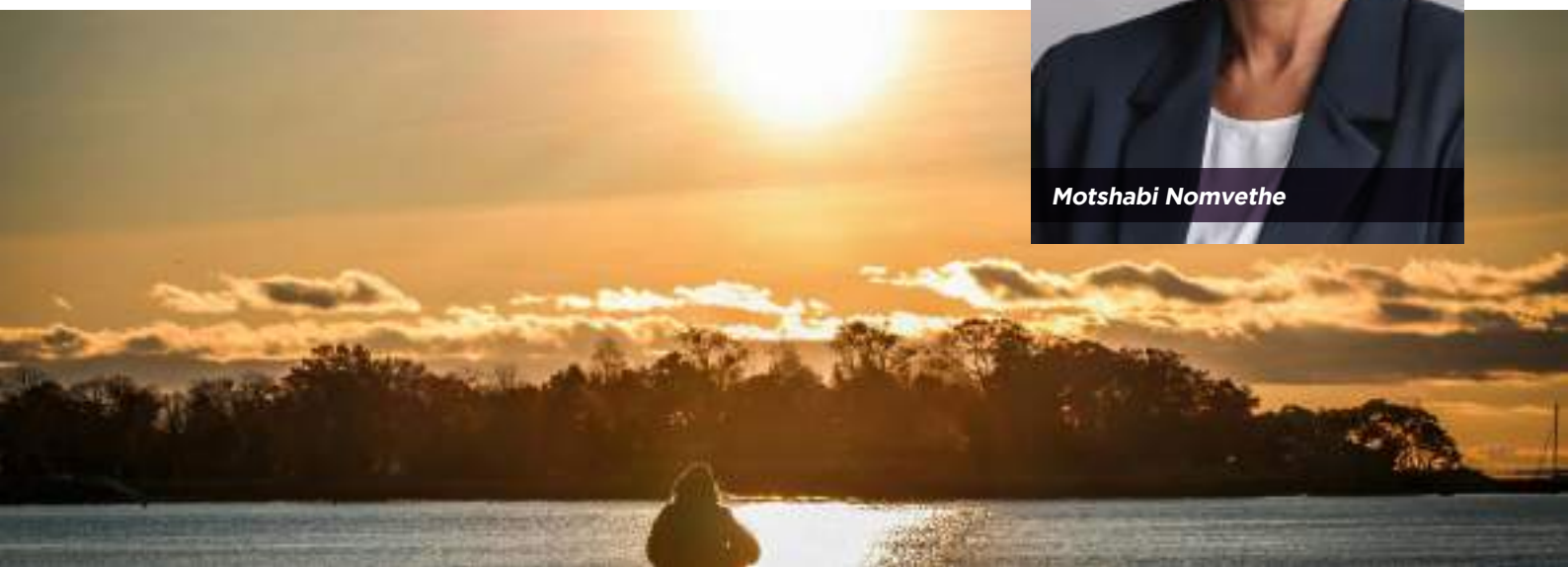
Let us work together to prioritise wellness, because at PPS, we believe in caring for the whole person.



Motshabi Nomvethé

Sources

* 8 Dimensions of Well-Being. Colorado State University



Start with the end in mind

By Tebogo Lefawane, Technical Marketing Specialist

Professionals invest significant effort to ensure their businesses thrive, often aiming for success that outlasts their own involvement. It is a big investment which involves the protection of a considerable number of assets. There are risks associated with running a business, the most severe being those which may result in business closure. Business assurance as a risk mitigating tool assists in dealing with these risks. The unexpected can occur at any time and if there is no plan in place, it could escalate to something as extreme as the business permanently closing. This is where business assurance comes in.

PPS Business Assurance protects a member's business against the unexpected. Although one can never be too prepared, business assurance provides peace of mind by ensuring that the business's future is secure. Among other things, business assurance provides financial liquidity regardless of the future, which is important for succession planning. There are four solutions for your clients, buy-and-sell, key person, contingent liability and credit load account cover.

1. In the event of the death or disability of an owner or shareholder, it is crucial to have **buy-and-sell cover** in place for the sale of their share or interest in the business.

2. **Key person cover** is life insurance taken out by an employer on a crucial individual whose expertise and contributions are vital to the business's operations.
3. **Contingent liability cover** can be taken out on the life of the surety bound to the business's debt to provide the business with funding on the surety's death, disability or critical illness to settle the debt.
4. **Credit loan insurance** can be taken out on the life of the business owner who obtained a loan to provide the business with funds to settle the loan on the owner's death, disability or critical illness.

Starting on 1 October 2024, PPS has been running a special business assurance offer that will end on 31 March 2025. PPS members can apply for up to R20 million in PPS Business Assurance cover. Your other clients, prospective PPS members, may convert their like-for-like Business Assurance cover in the market to PPS Business Assurance cover and increase it up to R10 million or 20% additional cover.

The opportunities are endless and PPS Specialist Support Services is available to assist you through the process. Allow your clients to answer the following questions without hesitation:

- What happens to the business upon the death, disability or critical illness of one of the owners?

- How will this affect the remaining owners and staff?
- How will this affect the deceased's family?
- What happens if the business cannot be sold?
- What happens if the surviving business partner inherits a family member as a co-owner?
- What are the implications and closing costs of winding up or de-registration of the business?

Click here for more information on the special offer and the qualifying criteria.

At PPS's discretion, the PPS Business Assurance special offer may be withdrawn at any time. Applications that have not yet been approved will be provided sufficient notice before termination.



Tebogo Lefawane

Project LIFT: Empowering intermediaries with digital onboarding tools

By Chrisman Louw, Head of Life Insurance Experience Transformation

In the dynamic world of life insurance, intermediaries play a crucial role in connecting clients with the best policies to meet their needs. Project LIFT, our latest strategic initiative, is set to revolutionise the life insurance onboarding process for PPS, making it more efficient, transparent and user-friendly. This project is designed to streamline the quoting, member registration, application, underwriting and policy issue stages, ultimately enhancing the intermediary experience and driving business growth.

A crucial aspect of creating new onboarding technology is understanding the primary tasks that all role players involved in the process must complete. As an intermediary, you play the most vital role. You are responsible for maintaining the relationship with PPS members and providing them the support they need to access our solutions.

During the design process, we critically questioned existing processes to avoid unnecessary procedures. We focused on developing simple, reliable

and timely processes. To enjoy the advantages of standardised digital processes, you will need to adopt PPS's systems and forego the advantages of managing the quotation and application processes independently when it comes to paper-based processes. With digital methods, following a sequential process is necessary. If you prefer a paper-based approach for its flexibility during initial client interactions, please be aware that it may result in a longer process compared to the digitised option.

Some of the benefits of introducing standardised digital processes include:

- Validating user inputs to prevent errors and rework.
- Using existing data sources (with appropriate consent) to minimise the number of data entries needed.
- Applying rules and automating downstream processes like FICA checks and underwriting.
- Analysing user profiles and tailoring questions and processes to minimise unnecessary inputs.

The LIFT development earmarked for the first release is focused on the

standard engagement model between you and your clients and will not meet the needs of all intermediaries from day one. Project LIFT represents a continuous journey of improvement and, over time, PPS will develop processes and technology that suit the preferences and operating models of a wide range of intermediaries.

HERE ARE AREAS OF IMPROVEMENT WHERE INTERMEDIARIES WILL DERIVE BENEFIT:

Easily compare quotes with a user-friendly tool

The quotation tool is designed to align with the benefit structure of the PPS Provider™ Policy, ensuring a logical flow and clear illustration of the link between different benefit types. While the product offers basic insurance cover, it also provides a wide range of benefit features and options, potentially making the quoting process daunting. Our aim is to simplify this step by pre-populating quotes with default values and presenting them in a comparative view.



“Project LIFT is set to revolutionise the life insurance onboarding process, making it more efficient, transparent, and user-friendly.”

Prevent rework

In some business scenarios, intermediaries need to collect anonymous quotes, especially when a client is not a PPS member and our current systems cannot provide personalised quotes. In the future, you will be able to create personalised quotes for non-member clients. Once they are ready to accept a quote, you will guide them to a simplified membership registration page. After they become members, you can accept the quote on their behalf and continue with the application process.

Simplified member registration process

Applicants must meet specific eligibility criteria in our niche market, where we exclusively sell financial services solutions to graduate professionals. This is often viewed as a hurdle to sales. However, Project LIFT streamlines the process by requesting only essential information. This demonstrates the trust we have in our members, supporting our mutual model.

Quick quote-to-submission process

When a quote is accepted, you will need to verify administrative details and answer underwriting questions using a digital platform. The traditional paper application process can take up to four weeks before underwriting can start. Our new digital process allows you to prepare an application in just one in-person or remote meeting. Underwriting assessment will sometimes be automated using our underwriting rules engine as more intermediaries adopt digital methods.

Updated protocols

We are updating underwriting protocols to acknowledge that you are PPS's partner and that we are underwriting your client. One such example is how we will help optimise counteroffers by ensuring that you can explain any underwriting terms before they are finalised and communicated with the member.

Project LIFT focuses on significant enhancements to improve efficiency,

profitability and satisfaction through a comprehensive transformation. This includes seamless digital integration to support and empower your success.

More details on the enhancements will be shared soon with ongoing communication through training partners to ensure everyone is well-informed and can fully benefit from the changes.



Chrisman Louw

What is eclampsia?

Before understanding eclampsia, it is important to understand that preeclampsia is the onset of high blood pressure and the prevalence of at least one associated symptom, such as protein in the urine during pregnancy or after delivery, low levels of platelets (blood cells that help blood to clot) or indicators of kidney or liver trouble.

Eclampsia is a severe progression of preeclampsia, where high blood pressure results in seizures. Like preeclampsia, eclampsia occurs during pregnancy or, rarely, after delivery. It is believed that the cause of preeclampsia starts in the placenta when blood vessels that supply oxygen and nutrients do not develop or function properly.

Risk factors include having preeclampsia in a previous pregnancy, a multiple-baby pregnancy, hypertension, type 1 or type 2 diabetes before pregnancy, kidney disease, autoimmune disorders and the use of in vitro fertilisation. If a person suffers from obesity, a family history of preeclampsia, maternal age of 35 or older and more than ten years since a previous pregnancy, then they may be at moderate risk of developing preeclampsia.

WHAT IS PPS'S VIEW ON ECLAMPSIA?

Underwriting

One of the first considerations will be assessing whether a member has any long-term sequelae from the episode of eclampsia, e.g., neurological

impairments. If present, these will be rated depending on the actual impairment.

If a member has chronic hypertension, this will be rated for as well.

There is an increased risk of eclampsia, preeclampsia and other pregnancy complications in future pregnancies. Therefore, terms may be placed on a member's policy to cover this risk.

Claims

Eclampsia is considered a medical emergency. A member would be admitted to the hospital and their baby would have to be delivered as soon as possible once the member has been stabilised. The member would require time off from work to recover from the condition and, therefore, can claim against the PPS

Sickness and Permanent Incapacity benefit (S&PI).

Members with the PPS Critical Illness Pregnancy Complications Cover may claim for eclampsia.

Eclampsia usually results in admission to the intensive care unit (ICU). The member may qualify for a critical illness award if they meet the criteria for the ICU admission definition.

Eclampsia is a claim condition under the EXPANDER Rider benefit on PPS Critical Illness Cover and a member would qualify for a 10% claim if they do not meet any of the PPS Critical Illness Cover criteria in Appendix A.

Our claims history shows that most members with eclampsia will recover fully and be able to return to work.



Enhancing customer growth through marketing opportunities: Meet Dirk Vorster

The PPS marketing team uses cutting-edge technology and advanced methodologies to develop and implement innovative, revenue-generating campaigns.

Dirk Vorster, long-standing PPS employee, heads the team of five skilled specialists, each bringing unique expertise in areas such as customer relationship management (CRM), design and digital marketing. Together, the team focuses on data-driven strategies that enhance outreach and drive results, ensuring campaigns stand out and deliver measurable impact.

“In today’s competitive market, intermediaries face the continual challenge of growing their client base while maintaining strong relationships with existing clientele,” explains Dirk. “Effective marketing strategies can be a game-changer, offering a pathway to increase up and cross-selling opportunities. Understanding how to use these marketing offerings can enhance growth potential.”

Understanding up-selling and cross-selling

Up-selling involves encouraging customers to buy an upgraded version of a product they are already considering. For intermediaries, this means promoting higher-tier policies or additional features to clients that offer increased benefits.

Cross-selling involves selling different products to existing customers. Intermediaries can achieve this by highlighting related services or products that complement clients’ investments.

Marketing offerings to enhance sales opportunities

Targeted e-mail campaigns

“Segmenting mailing lists based on client profiles allows you to tailor your messaging. **Personalised e-mail** campaigns can introduce existing clients to upgraded policies or services that match their needs,” says Dirk.

Targeted and personalised e-mail campaigns are powerful tools for boosting conversion rates. “You can engage clients more effectively by segmenting your mailing lists based on customer profiles and tailoring your messaging to meet their specific needs. Studies have shown that using personalised content can increase conversion rates by as much as 40%, making it a critical strategy for maximising sales opportunities with both existing and potential clients,” he explains.

How can PPS Group Marketing assist you?

PPS Group Marketing can assist you as intermediary in crafting and developing targeted campaigns that drive results. The process begins with **extensive data analysis** conducted by the internal data scientists, identifying opportunities that will maximise revenue. The team then creates enticing content tailored specifically to the campaign’s needs.

Using the PPS MS CRM platform, the team designs a creative execution that maintains the intermediary’s brand integrity while distributing the content as if it originates directly from them. After the campaign, the PPS team provides a comprehensive post-campaign analysis, detailing who opened the e-mails and identifying

potential “hot” leads. Additionally, Dirk explains, “our member socialisation team can reach out to your clients under your brand, ‘warming up’ leads and increasing the likelihood of successful conversions.”

In the past, the marketing team’s campaigns achieved open rates of between 60% and 80%. “Currently, we are focusing on PPS Business Assurance and PPS Critical Illness Cover aligned with cancer awareness months to maximise engagement and relevance,” Dirk explains the team’s year-end focus.

“You can be part of this success story, too. Contact your PPS support team today and we will work together to make it happen for your business. Let us drive your client growth with effective marketing strategies,” Dirk encourages.



Dirk Vorster

Join us as we extend the benefits of mutuality to more people

Join us as we extend the benefits of mutuality to more people

As we prepare for the official market launch of PPS's new business unit, glu, in Q1 2025, we are excited to walk this journey with a formidable partner network to help take mutuality to more people. By becoming part of our adviser network, you will help introduce the power of Profit-Share and shared value to more South Africans. Our collaboration will amplify a more meaningful and purposeful way of achieving financial success. At glu, we call this financial togetherness.

Why partner with us?

These are the benefits of joining our circle:

- **Mutuality:** To us, mutuality is more than just a business model; it is at the heart of our DNA, just like our parent company PPS.
- **Financial togetherness:** This is how we take the fear out of finance. Be it planning, insurance or investments, the results are better when we do it together.
- **Digital with heart:** This internal philosophy means that we have designed our systems and processes to be engaging and intuitive. We will continuously improve functionality as we grow and receive valuable feedback from our partner network and members.
- **Easy online application:** We have reduced medical requirements, which means that in many cases an application can be completed online without any medical tests required.
- **Simple admin:** Policy management made easy through our user-friendly online portal.
- **Great customer experience:** We build strong relationships and enhanced experiences for our members and partners.

Our distribution team is available to engage and support you as we embark on this journey. Please feel free to reach out:

- **Barry Pretorius, National Head of Distribution:** barryp@glumutual.co.za
- **Nicky Lillywhite, KZN and GP Area Manager:** nickyl@glumutual.co.za
- **Driensie Coetzee, Inland Area Manager:** driensiec@glumutual.co.za
- **Bronwyn Davidson, Cape Town Area Manager:** bronwynd@glumutual.co.za
- **Adele Roodt, National Business Co-ordinator:** adeler@glumutual.co.za



Transform client relationships: The PPS Mobile App as a game-changer for advisers

By encouraging clients to download the PPS Mobile App, you equip them with a powerful tool that elevates service quality, deepens engagement and empowers clients to take charge of their financial wellness. This adds significant value to the client relationship, positioning you as proactive partners who provide seamless, modern solutions.

The PPS mobile app is a data hub aimed at improving overall member experience for our valued members. It is an integration of flexibility, seamlessness of profile viewing which enables clients to take control of their profiles in real time.

The app consolidates life- and short-term insurance benefits, medical aid and investment solutions into a single platform, allowing members to access, track and manage their PPS solutions on the go.

Additional benefits available to members:

- Financial adviser contact details
- Administration self-service
- View contact and banking details
- View documents and tax certificates
- View and update product and portfolio details
- Request new products or product changes



- Profit-Share details and statements
- PPS Profit-Share Account™ projection.

Your clients can download the app from either the Google Play or the App Store.



Read it again!

If you have missed any of the previous editions of our new-look *Business Brief*, you can visit the library on the PPS website at <https://www.pps.co.za/advisers>.

WRAPPING UP 2024...

As the year draws to an end, it helps to have as much as possible in order before talking that long-deserved break. Your clients are also probably winding down and may need some guidance to ensure that they have ticked the essential boxes and can have a peaceful close to the year.

Here are some quick guidelines:

1. Find out if your clients have had any major life event that could influence their policy types and cover amounts.
2. Set up appointments for early in the new year to review and check important elements like gross professional income. Having the correct cover is essential before any claim.
3. Check that your clients' contact and banking details on the PPS system are up to date.
4. If you have clients who are older than 55, check if they have made a Portfolio Choice selection. This must be done before 31 December 2024.
5. Wish your clients a happy holiday and provide them with the necessary details should they need to contact you during the Festive Season.
6. Remember to celebrate your accomplishments no matter how big or small they may be.



... AND GETTING READY FOR 2025

At the beginning of this year, we featured a winding road on our cover. That was to symbolise that we are on a journey together. A journey where we - both PPS and you as an intermediary - provide holistic financial solutions to graduate professionals to allow them to live the lives they want to.

Now, at the end of 2024... this road has reached the coast...



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OPEN MANY DOORS TO **SUCCESS.**

UNLOCK THE POWER OF DIVERSIFICATION

Successful investment portfolios have access to more than just one asset class. Access top asset managers in SA and across the world.

IT'S **NO SECRET** THAT INVESTING IS BETTER WHEN BENEFITS ARE **SHARED.**

THAT'S OUR MUTUAL DIFFERENCE.

PPS Investments. Success is better, shared.
pps.co.za/invest

PPS Investments is an authorised financial services provider.