



# NEW BUSINESS DEVELOPMENT

## TOPIC 2: PARTNERSHIP BUSINESS DEVELOPMENT



Learning Time: 2 minutes



PROCESS



DUE DILIGENCE &  
BUSINESS PLANNING



## PARTNERSHIP BUSINESS DEVELOPMENT

AIA scouts for new distribution deals on an ongoing basis. Targets are identified and opportunities are scoped for size and strategic alignment. Then, a pursuit plan is developed to holistically engage across target partner's Board and Management. Lastly, an Initial Assessment (IA) is presented to the Strategic Investment Committee (SIC) of the BU for endorsement to proceed with next steps to secure the deal.

*Click each button to learn more.*



PROCESS



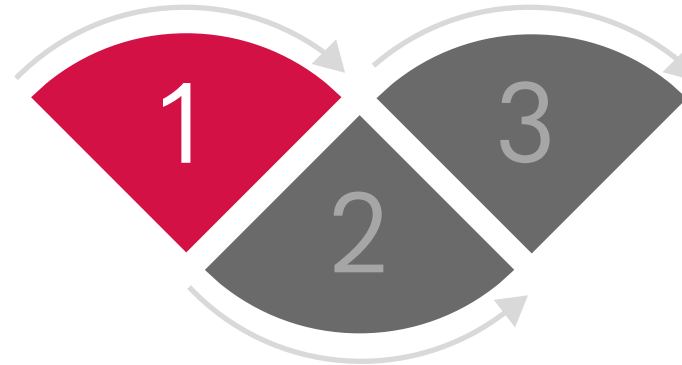
DUE DILIGENCE &  
BUSINESS PLANNING



## PROCESS

*Click each step to learn more about the critical aspects of this process.*

TARGET IDENTIFICATION



INITIAL ASSESSMENT FOR STRATEGIC  
INVESTMENT COMMITTEE (SIC) ENDORSEMENT

PURSUIT PLAN

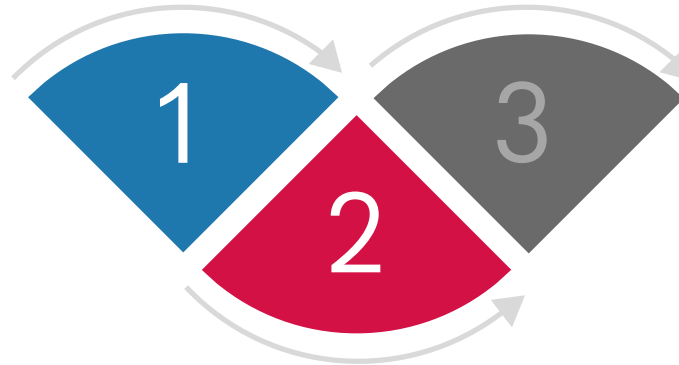


## PROCESS

*Click each step to learn more about the critical aspects of this process.*

### TARGET IDENTIFICATION

Periodically perform market scans and conduct high-level opportunity sizing on short-listed names.



INITIAL ASSESSMENT FOR STRATEGIC  
INVESTMENT COMMITTEE (SIC) ENDORSEMENT

### PURSUIT PLAN

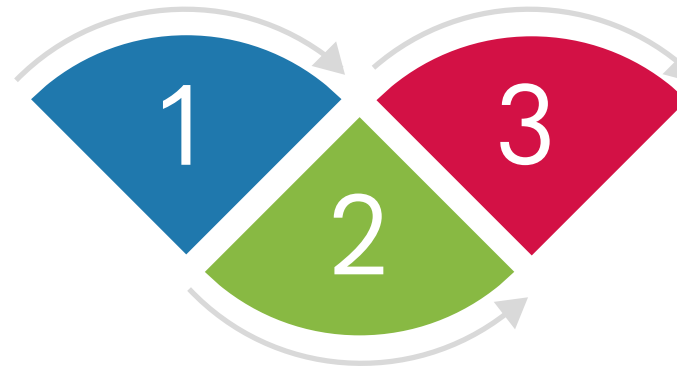


## PROCESS

*Click each step to learn more about the critical aspects of this process.*

### TARGET IDENTIFICATION

Periodically perform market scans and conduct high-level opportunity sizing on short-listed names.



### INITIAL ASSESSMENT FOR STRATEGIC INVESTMENT COMMITTEE (SIC) ENDORSEMENT

### PURSUIT PLAN

Leverage Group-wide expertise and network for a holistic engagement across target partner's Board, Management and working teams.

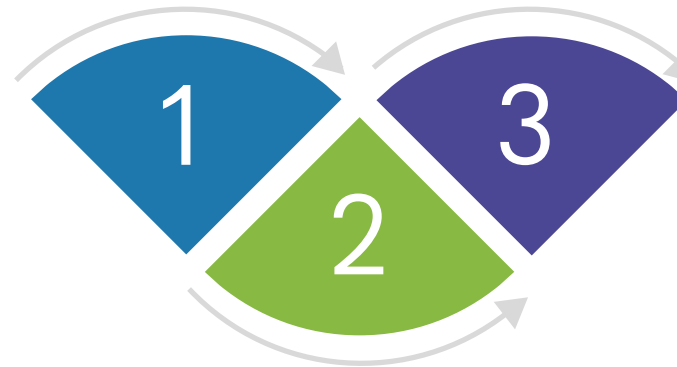


## PROCESS

*Click each step to learn more about the critical aspects of this process.*

## TARGET IDENTIFICATION

Periodically perform market scans and conduct high-level opportunity sizing on short-listed names.

INITIAL ASSESSMENT FOR STRATEGIC  
INVESTMENT COMMITTEE (SIC) ENDORSEMENT

Highlight opportunity and strategic rationale, preliminary financial assessment and sanction screening for potential entity, board member and senior management names.

## PURSUIT PLAN

Leverage Group-wide expertise and network for a holistic engagement across target partner's Board, Management and working teams.

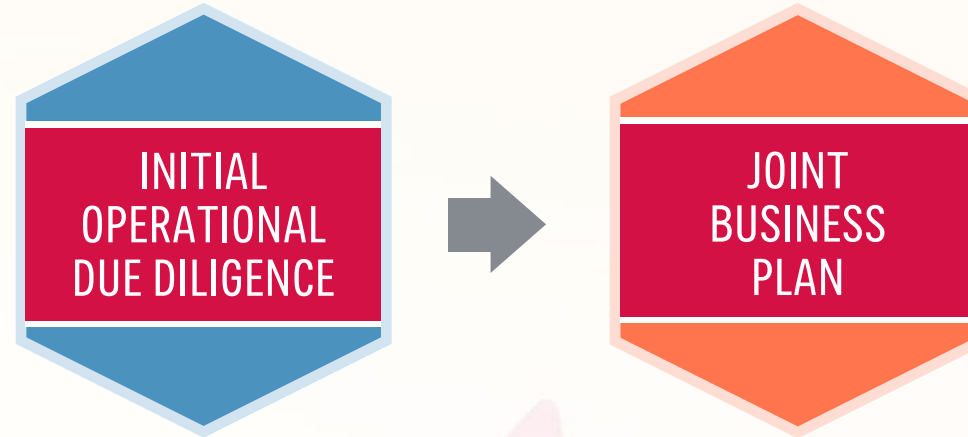
Upon securing SIC endorsement, establish a cross-functional working team to execute next steps.



## DUE DILIGENCE & BUSINESS PLANNING

BUs should conduct due diligence on the business and jointly scope the business plan with the potential partners during this process.

*Click each button to learn more.*

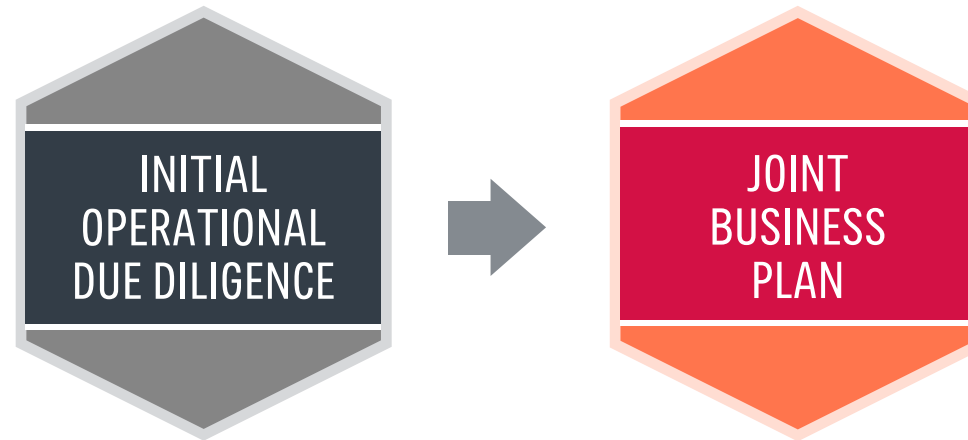




## DUE DILIGENCE & BUSINESS PLANNING

BUs should conduct due diligence on the business and jointly scope the business plan with the potential partners during this process.

*Click each button to learn more.*



*Initial DD should be conducted on the following areas before the submission of an Initial Assessment.*

### Bank Segment and Customers

- Bank customer segments, current insurance penetration (immediately targetable vs. nurturing of future sales)
- Bank/Partnership ambitions, commitment and plans to deliver

### Distribution

- Bank's insurance distribution model (e.g., IS referral vs. bank direct), and quality of bank sales force
- Bank's existing insurance distribution activity & productivity
- Existing flagship or focus products, and range of product suite

### Digital Capabilities

- Bank & Insurer digital ambitions and investments to date vs. any system-dependency across Bank/Insurer
- Bank's core banking System and customer interface tools

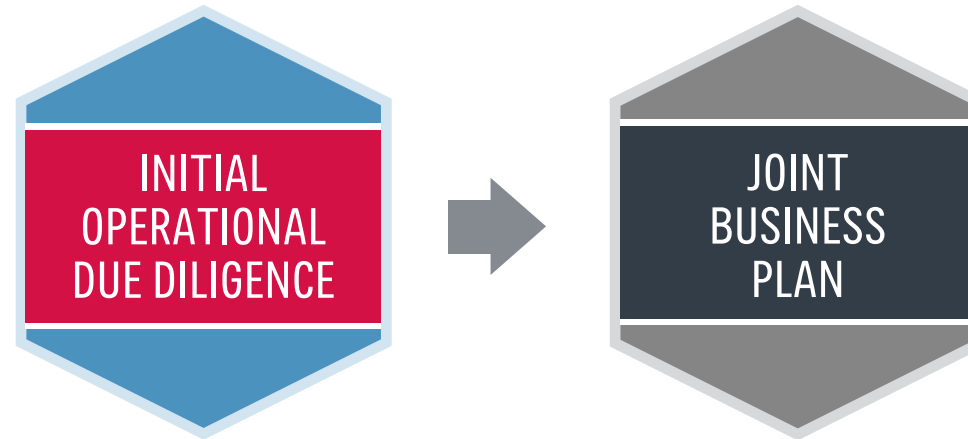




## DUE DILIGENCE & BUSINESS PLANNING

BUs should conduct due diligence on the business and jointly scope the business plan with the potential partners during this process.

*Click each button to learn more.*



*Next, a formal Business Plan should be developed during Official Negotiation and mutually agreed by potential partner and AIA.*

### Workshop

- Ideally, discuss the size and the scope of the partnership opportunity in a business planning workshop
- Verify Initial operational DD findings/assumptions based on input and feedback from potential partner

### Joint Business Plan

- A joint business plan and underlying business drivers should be established as output from business planning workshops
- Plan will provide foundation to Commercial Negotiation and discussion on resource/action required to achieve the partnership's joint ambitions
- Agreed joint business plan will typically form executed Distribution Agreement