



• HERE TO CHEER

**YOUR  
PROGRESS**





fairfirst  
INSURANCE

A FAIRFAX Company

# THE FAIRFIRSTWAY

360°

The FairfirstWay is a story of us! It reminds all of us why fairness is at the heart of everything we do, how we define 'fairness' within the context of our business, and how to be fair when dealing with individuals, businesses and the community alike. Being fair is a beautiful habit and it helps make our customers' world and our world a better place. So, in our case this extends beyond the walls of our offices. It's a way of life for us! This is what makes Fairfirst and all of us distinctive and simple.



WE ARE  
SRI LANKAN

We were born here and we have grown with you.  
We have seen the battles. We have seen peace.  
We have been with you in farmlands.  
We have helped you build your factories.  
We have helped you trade with the world.  
We have helped you insure your home, your business  
and your loved ones.



# ACROSS THE YEARS...

360°

1988

Launch of Asian Alliance Insurance PLC with general insurance operations

1999

Union Assurance (UA) commences operations with the combined portfolios of Aitken Spence, Carson Cumberbatch, Mercantile Credit and Whittall Boustead

2000

First private insurer to commence operations in Jaffna

Asian Alliance captures 3% of market share

2002

Commencement of life operations

Total insurance premium exceeds LKR 1 billion

2005

In the aftermath of the tsunami, UA settles around 300 tsunami-related claims

2007

Obtains a rating for claims paying ability





**WE ARE DRIVEN BY**

# FAIRFIRST

At Fairfirst, we believe that being fair in our dealings is essential to our existence. Only by being empathetic can we serve our customers as they deserve to be served. Only by being authentic can we engage each other as employees of the same organisation. Only by delivering transparent performance can we provide comfort to our stakeholders. Only by being socially responsible can we be an active community contributor. It is therefore essential that we treat you exactly the way we would want to be treated.

# WE ARE GLOBAL

We are one of the largest general insurance groups in the world.

We have experience across geographies. We have insured mega-complex risks and we have insured homes of people like you and me.

TORONTO, ONTARIO, CANADA



BERMUDA



BRAZIL



LONDON, UNITED KINGDOM



WARSAW, POLAND



UKRAINE



GREECE



SHARQ, KUWAIT



TAIKOO SHING, HONG KONG



SHANGHAI, CHINA



INDIA



VIETNAM



THAILAND



SRI LANKA



SINGAPORE



MALAYSIA



INDONESIA



SOUTH AFRICA





# WE ARE PART OF ONE OF THE LEADING **GENERAL INSURANCE GROUPS** IN THE WORLD

Our parent shareholder is Fairfax Financial Holdings Limited, a holding company which, through its subsidiaries, is engaged in property and casualty insurance, re-insurance and investment management. Fairfax is based in Toronto, Canada and listed on the Toronto Stock Exchange. As at December 2022, Fairfax had assets amounting to approximately USD 92 million and revenue of approximately USD 28 million.

CITIC GROUP  
CHINA

REASSURE  
UNITED KINGDOM

FIRSTRAND  
SOUTH AFRICA

VALIDUS HOLDINGS  
HAMILTON, BERMUDA

360°



45°

360°

## WE PROVIDE SEAMLESS SERVICE ACROSS THIS BEAUTIFUL ISLAND

Jaffna  
Trincomalee  
Anuradhapura  
Puttalam  
Polonnaruwa  
Kalmunai  
Chilaw  
Kochchikade  
Kurunegala  
Dambulla  
Kuliyapitiya  
Minuwangoda  
Katunayake  
Nikaweratiya  
Matale  
Negombo  
Kandy  
Ja-Ela  
Gampaha  
Wattala  
Kaduvela  
Thalawathugoda  
Gampola  
Mahiyanganaya  
Nugegoda  
Pettah  
Piliyandala  
Bandarawela  
Badulla  
Rathmalana  
Horana  
Kottawa  
Homagama  
Rathnapura  
Kaluthara  
Avisawella  
Matugama  
Embilipitiya  
Ambalangoda  
Galle  
Matara  
Tangalle  
Ampara  
Batticaloa  
Thabuththegama  
Hingurakgoda  
Monaragala  
Tissamaharama  
Ambalanthota

Our service centres, agents and employees provide a seamless, consistent service of policy administration, risk inspection and claims management.

# OUR COMPETITIVE ADVANTAGE

## **PART OF A MULTINATIONAL INSURANCE GROUP WITH A STRONG CREDIT RATING (A-RATED BY S&P)**

We are part of one of the largest general insurance groups in the world - Fairfax Financial Holdings Limited

+  
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## **EXCEPTIONAL CUSTOMER SERVICE**

We promise that your calls will be answered in 3 rings by a human, and we are glad to say that 85% of the problems handled by our friendly Call Centre staff are resolved during the first call itself.

## **STRONG FOCUS ON TECHNOLOGY-LED INNOVATION**

Fairfirst has always been at the forefront of innovation. From a fully customizable online insurance platform to a trilingual chatbot and virtual claim assessments, we hold an array of industry-leading value propositions. We provide AI-driven claims management & state-of-the-art data analytics capabilities, as well as a bespoke & personalized product offering through online as well as offline sales.

## **BEST-IN-CLASS TECHNICAL TEAMS**

Our staff are distinguished by extraordinary levels of technical expertise. Our Underwriting, Risk Engineering and Claims teams are accustomed to handling the most technically demanding risks.

# OUR AWARD-WINNING PRODUCTS AND SERVICES

We are leaders in structuring sensitive and relevant health insurance for employees. We are masters in motor insurance, be it for your two-wheeler or for a premium four-wheel drive. We have insured many of the leading businesses and institutions in Sri Lanka and provided them with protection against many risks.

# OUR BROAD PRODUCT RANGE



# KEY AWARDS

Our combined strengths have made us market leaders across various insurance segments. Below are some of our accolades in recent years.



Best Website Insurance at Web Awards 2018 - Web Marketing Association USA



Best Online Insurance Company Sri Lanka 2020 - Global Banking & Finance Awards



Insurance Business Asia - Top Insurance Workplaces 2020



Best General Insurance Company Sri Lanka & Most Innovative Insurance Company Sri Lanka 2020 - International Business Magazine



Sri Lanka's Best Employer Brand Awards 2020 - Employer Branding Institute and World HRD Congress



Sri Lanka's Brand Leadership Award 2020 by CMO Asia for Best Use of Social Media in Marketing, Banking, Financial Services & Insurance Sector and Best Brand



Gold in the Insurance Category 2020 at SLIM DIGIS 2.0 - Sri Lanka Institute of Marketing (SLIM)



Silver in Best Digital Marketing Innovation across all sectors 2020 at SLIM DIGIS 2.0 - Sri Lanka Institute of Marketing (SLIM)



Best General Insurance Brand - Sri Lanka 2021 - Global Brands Magazine



Innovative Brand of the Year 2021 - 20th SLIM Brand Excellence



3 Bronze Awards for sales personnel, including for Territory Manager, Sales Manager & Assistant Sales Manager in the General Insurance category - SLIM National Sales Awards 2021/2022



One of The Most Loved Brands in General Insurance - Brands Annual 2022 edition (compiled by Brand Finance / presented by LMD)



Best Micro Insurer & Company with the Best Health Insurance Coverage of the Year 2022- Indian Chamber of Commerce at the 3rd Emerging Asia Awards



Best CEO of the Year - General Insurance & Most Disruptive Motor Insurance Company Sri Lanka - World Economic Magazine Awards 2023

# THE #FAIRFIRSTWAY OF BEING THE BEST



## RELATIONSHIP BUILDING IS A LONG-TERM PERSPECTIVE

With 30 years of experience, we have built a strong foundation in the field of protection. We hold a 25% share of the total broker-generated GWP in the industry and have partnered with 76 Intermediary Brokers across the island, fostering trusted and mutually beneficial relationships.

## WE WILL BE THE EXPERTS IN PROTECTION TO FULFIL YOUR POTENTIAL TO PROGRESS

We are an empathetic team with a genuine curiosity about our customers' worldviews and experiences. With our expertise and leadership, we provide technical risk engineering support to inform our underwriting decisions. This enables us to meet your specific needs and help you confidently progress towards your goals.

## WE HAVE AN EXTENSIVE NETWORK ACROSS THE ISLAND

With 50+ branches, 900+ employees, and a 400+ agent workforce, our extensive network allows us to serve clients island-wide. Our focus extends beyond policy administration to encompass efficient claims management, ensuring comprehensive service for our customers.

## DELIVER SERVICE THAT'S MEMORABLE

Our service standards are world-class, including a centre of excellence for customer management that covers claims management.

We will always strive to offer our customers best-in-class service. But our definition of 'best' will always be a 'work-in-progress' because we love making good things better.

## WE BELIEVE IN PARTNERSHIPS AND ARE GEARED TO INVEST IN THEM

We have thriving partnerships across motor dealers, finance/leasing companies, brokers, telcos, retail outlets, postal services and the list keeps growing. We believe that in today's complex world, partnerships are essential to prosper.

## DIGITAL SAVVY

Ensuring a seamless online-offline experience, we made sure that interactions via traditional touchpoints were simultaneously amplified on digital touchpoints, such as the virtual claims assessment platform, Click2Claim for Motor, Medical, and Non-Motor. Our online digital shop with end-to-end digital capabilities, online renewal options via our website for electronic payments, and subscription-based instalment payments are all testament to our drive to be a digitally savvy insurer.



# THE FOUNDER, CHAIRMAN, AND CHIEF EXECUTIVE OF FAIRFAX FINANCIAL HOLDINGS

V. Prem Watsa has been the Chairman of the Board of Directors and the Chief Executive Officer of Fairfax Financial Holdings since 1985. He has served as Vice President of Hamblin Watsa Investment Counsel Ltd. since 1985. Mr. Watsa is the Chairman of our publicly traded subsidiaries, Fairfax India Holdings Corporation and Fairfax Africa Holdings Corporation. Mr. Watsa is also a director of Blackberry Limited. Mr. Watsa formerly served as Vice President of GW Asset Management from 1983 to 1984 and, in various positions, ultimately as a Vice President, with Confederation Life Investment Counsel from 1974 to 1983.





**This is the FairfirstWay of doing things.**

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