



## ACUIDEAS CORPORATE PROFILE

Acuideas is an innovative independent service provider offering both insurance and non-insurance products and services. It was developed for brokers, by brokers, and provides new and innovative ways of doing business. Because we were founded by an insurance broking house, we are familiar with the unique pressures and needs of brokers and we understand the market drivers and insurance value chain. This is why we provide innovative and collaborative risk-based solutions to brokers, insurers, underwriting management agencies and retailers.

### THE ACUIDEAS WAY

#### **We do admin, you do relationships**

With new and amended regulations affecting financial services providers, brokers have to meet stricter standards for administration, advice, compliance and education. We support small- to mid-sized independent brokers by addressing the triple threat of time intensive administration processes, the limiting factors of insufficient scale in the market and the need to offset shrinking income through a focus on new business. Small "one person" practices in particular can benefit from a "fractional back office" with technical, claims and administrative support at significantly less cost than employing your own staff.

#### **More than just administration**

Whilst we pride ourselves on efficient administration, through our broking background we are able to offer our partners additional intermediary value-added products and services. Examples of these are our complex claims management services, our GIS information system and our risk management expertise, including the use of drone technology for risk assessments and disaster management.

#### **We support you, you remain independent**

We understand what a broking business is, and the value of having critical mass in terms of premiums in the market and a sound business reputation. We partner with brokers who want to remain independent and therefore have no interest in becoming part of a franchise operation. Instead, partners retain their ownership structures and brand identity, and keep all of the commission and advice fees on their book. While we do not interfere in any key relationships with your primary insurers, we can help to lighten your administrative workload, so you can spend more time interacting with your clients.

#### **We know insurance, you get great products**

While we assist you with compliance and obtaining professional indemnity cover, we also provide access to a comprehensive list of local insurers for both commercial and personal lines short-term insurance. Additional growth opportunities are presented via the Allied Africa Broker Network, which offers access across 14 African countries.

**acuideas**

Acuideas Pty Ltd, an Authorised Financial Services Provider. FSP No. 46696

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# ACUIDEAS CORPORATE PROFILE



## OUR PRODUCTS AND SERVICES

As an innovative and independent insurance support service offering, Acuideas helps businesses find new ways to work, to streamline or grow their operations.

When it comes to our services, we offer cost-effective insurance and other solutions through a broker support model and a product provider support model, while our quality products enable you to best support and service your clients. These products range from digital life insurance to personal accident insurance for individuals and commercial insurance for fleet owners.



## ACUIDEAS + YOU

### Partnering with insurers and UMAs

We are proud of our long track record of bringing in new products and establishing them in the market. We are also acutely aware of applicable new regulations, which enables us to successfully undertake bespoke product development, as well as research and development, for insurer and UMA partners. In addition, we can introduce new and exciting marketing channels for your newly developed products and services. Our pricing models are flexible and can be negotiated to suit the particular product being developed.

### Partnering with retailers and other businesses

With proven success in product development and deployment, we can partner with retailers and businesses looking to enter the insurance and related markets, to provide new and innovative insurance products that meet regulatory requirements. Our turnkey solutions are supported by our understanding of the regulatory landscape and our intimate knowledge of some of the best support service providers in the game. Our product suite and product development capabilities also extend beyond regulated products, and includes associated products and services. We are also familiar with a number of insure and fintech solutions that can support your venture into the insurance market.

Acuideas is a level 2 B-BBEE contributor and an Authorised Financial Services Provider (FSP No. 46696).

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