Friends Provident International
فريندز بروفيدنت انترناشيونال

The IPME Journey

2009 – Launch

- **Recipient of:**
  - International Adviser – Best New Product Award

2010

- **Reprice of:**
  - Life cover
  - Life cover with total permanent disability (TPD) and accelerated critical illness (CI) cover
  - Standalone CI cover
- **Recipient of:**
  - International Adviser – Best Protection Product Award

2011

- **Removal of maximum term restriction for level covers**
- **Increase of maximum quotable sum assured for life and CI cover**

2012

- **Recipient of:**
  - International Adviser – Best Protection Product Award

2013

- **Recipient of:**
  - International Adviser – Best Protection Product Award

2014

- **Launch of:**
  - Decreasing term assurance
  - Expatriate proposition packs
- **Review of CI premium; premium reduced**
- **Recipient of:**
  - International Adviser – Best Protection Product Award

2015

Introduction of *Fly to buy*

2016

Non-resident Indians (NRIs) offered Western rates – i.e. reduction of premiums

2017

- **Launch of:**
  - Protection marketing campaign: *Life changes. Be prepared. Be protected.*
  - A matter of life and death (sales aid)
  - NRI CI guide
  - Best Doctors® second opinion service
  - Business protection
  - Middle East claims report
- **Maximum sum assured limit increased from USD10million to USD32million**

2018

- **Launch of:**
  - Advanced claim payment (ACP)
  - Pre-issuance accidental death benefit (ADB)

Friends Provident International Limited (Dubai branch) www.fpinternational.ae | Telephone: +9714 436 2800
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