

PSI: WHY TO ADOPT AND IMPLEMENT IT





1. PSI MEMBER

WHY THE CHOOSE OF BE A PSI MEMBER ?

THE IMPORTANCE RELATED TO OUR CULTURE

- Terra Brasis Mission – Share with Insurers their challenges and projects, being a partner in all economic scenarios
- Terra Brasis Main Value – Be Innovative
- Terra Brasis Vision – Be the preferred Reinsurer of the market
- IFC as stockholder

Not possible without a serious sustainable commitment



2. FEASEBILITY

HOW TO MAKE THE EMPLOYEES FEEL FEASIBLE THE BENEFITS OF PSI AND HELPS TO IMPLEMENT IT

- › Change the behavior of employees – make them leave the comfort zone

- › Disruptive projects/ideas

- › High Level Management must be involved and engaged on it

- › Strong culture of social and environmental responsibility must be disseminated on the Company. Ex. Weekly Environmental Newspaper; Publish Consumption Report with values

- › Employees need to be part of the projects





3. PROJECTS AND PHASES OF IMPLEMENTATION

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INVOLVING ALL AREAS OF THE COMPANY – NOT JUST THE CORE BUSINESS AREA

- ANRe – Association of Nacional Reinsurers
- Reinsurance and Claim's reinsurance training to clients and partners (more over than 1.000 participants)
- Developing Manuals for each Line of Business, considering the Company Environmental Policy, including an exclusion list
- Brazilian Natural Catastrophe Map (digital version)
- X-Terra – free pricing tool
- Terra Report and its Special Editions
- Internal Reinsurance System (data base)
- Special Risks
- ILS

4. GAINS



WHICH ARE THE GAINS FOR THE COMPANY IN IMPLEMENTING PSI

BE RECOGNIZED

- Reputation – market believe in our analysis and understandings
- Market Share – Work with 80% of the market
- Motivated team
- Managers frequently invited to speech in the main meetings of (re)insurance worldwide
- Several prizes



TERRA BRASIS

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THANK YOU !

