



The Pakistan Credit Rating Agency Limited

Rating Report

Premier Insurance Limited

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Rating History

Dissemination Date	Long Term Rating	Short Term Rating	Outlook	Action	Rating Watch
26-Aug-2020	A	-	Negative	Maintain	-
30-Nov-2019	A	-	Negative	Maintain	-
03-Jun-2019	A	-	Negative	Maintain	-
07-Dec-2018	A	-	Negative	Maintain	-
29-Jun-2018	A	-	Negative	Maintain	-
03-Oct-2017	A	-	Stable	Maintain	-
06-Apr-2017	A	-	Stable	Maintain	-
30-Sep-2016	A	-	Stable	Maintain	-
30-Sep-2015	A	-	Positive	Initial	-

Rating Rationale and Key Rating Drivers

The rating reflects sustained efforts of the new leadership to steer the company out of prevalent challenges. The company is cautiously underwriting profitable insurance business, though the market share remains limited; efforts are underway to regain its share. The fall in GPW is a consideration though greater decrease in amount of underwriting losses is essential. Liquidity is essential and must be maintained at high levels. The company has adequate equity; maintenance is imperative. The new leadership have envisaged a business plan in order to steer Premier into profitable growth. Efforts are afoot, upturn in economic activity is expected to expediate the recovery process.

Prior to COVID-19, the general insurance industry witnessed a growth of 11% YoY. The current pandemic affected the volumes, which led to a contraction in the growth. However, volumes have picked up post-June 2020 amidst increase in economic activities throughout the country.

The volumes need to sustain, indeed, improve in tandem with the longer historical trend. The interest rate regime would impact the fixed income stream but the equity market is improving though requiring a prudent approach.

The rating is dependent on positive performance matrix. Meanwhile, the management has to carefully manage its insurance asset liability structure wherein timely realization of outstanding premium along with smooth settlement of claims is critical. Any further dilution in the risk profile of the company may impact the rating.

Disclosure

Name of Rated Entity	Premier Insurance Limited
Type of Relationship	Solicited
Purpose of the Rating	IFS Rating
Applicable Criteria	Methodology GI(Jun-20)
Related Research	Sector Study General Insurance(May-20)
Rating Analysts	Rohail Amjad rohail.amjad@pacra.com +92-42-35869504

Profile

Legal Structure Premiere Insurance is a limited liability company

Background Premier Insurance Limited (Premier) was incorporated in 1952 and is listed on Pakistan Stock Exchange. Premier Insurance, with its head office in Karachi, operates through two business Hubs – South and North – having more than 20 branches

Operations Premier offers general insurance solutions under two categories; i) Commercial line business, which includes fire, marine, motor-group, health group, shop owner's insurance, and other specialized insurance, and ii) Personal Line insurance covered under travel risk, personal accident, motor, home owners and property insurance

Ownership

Ownership Structure Premier is part of Crescent Group, owned by Chinioti sheikh family with an effective shareholding of 70% at end-Dec19. State Life Insurance is another major shareholder (11%). The Shareholding of the company is diverse; held by a large number of family members. There does not exist any shareholding agreement.

Stability There was no change in the shareholding structure of the company at end Dec-19.

Business Acumen Among Crescent Group, Bashir family is single majority stakeholder (45%), which was led by Mr. Zahid Bashir(late); he was identified as the man at the last mile for Premier. On 1st January, 2020 Mr. Bashir passed away.

Financial Strength The group operates in diversified sectors of textile, steel, sugar, software, and power.

Governance

Board Structure Premier has an eight-member board, including the CEO, from which six representatives are Crescent Group family members and one represents SLIC

Members' Profile Mr. Khalid Bashir, the chairman of the board since Apr-15, is a seasoned entrepreneur. He also previously held the position of CEO from Feb-13 till Mar-14. The company currently has one independent director, Mr. Asadullah Khwaja

Board Effectiveness The board meetings are actively held; as reflected by discussions captured in meeting minutes. Most active participation was from Mr. Zahid Bashir while rest of the board members also contribute to the discussion MIS is provided to board on a quarterly basis before meetings. Members also contribute to the discussion. MIS is provided to board on a quarterly basis before meetings.

Financial Transparency The auditors for Premier Insurance, Ernst & Young Ford Rhodes Sidat Hyder & Co gave an unqualified opinion on the Financial Statements of the company for the year ended CY19.

Management

Organizational Structure The organizational structure of the company is designed with properly defined reporting lines. The sales function is segregated from operations. The sales function is separated into North Zone and South Zone. The operations are divided into six departments; (i) Underwriting and Risk management, (ii) Claims, (iii) Corporate Services, (iv) Finance, (v) IT, (vi) HR. There are two executive directors – one heads the South Zone and the other heads the North Zone

Management Team After the demise of Mr. Zahid Bashir, Mr. Nadeem Maqbool was appointed as the new CEO of the company on January 14th, 2020. Mr. Sharik Bashir S/o Mr.Zahid Bashir (late) was appointed as the director of the company for the remaining term in place of his deceased father.

Effectiveness A management committee has been formed which comprises all departmental heads, chaired by the CEO. With ongoing operational re-organization, the committee meets on monthly basis to review performance and resolve operational issues on timely basis

MIS There are MIS reports used by management, covering zone wise contribution and claims position on a real-time basis. The MIS reports used by management are rudimentary; comparison of budgeted and actual financial results, identifying the variances.

Claim Management System The claim processing process is subject to the approval from the Head Office/ Zonal Office. Claim reporting are done by branch who are attending the claims

Investment Management Function Premier Insurance has formed an Investment Committee that approves all new investments proposal including trading activities. The committee comprises Mr. Nadeem Maqbool (CEO), Mr. Imran Maqbool (Director), Mr. Asadullah Khwaja Asadullah (Director) and Mr. Amjed Bahadur Ali (Chief Financial Officer)

Risk Management Framework The management has developed and implemented a detailed Risk Management Framework. These guidelines tend to institute a strong risk environment, while laying down underwriting and reinsurance guidelines and identifying functions and responsibilities of all participants from the BoD to the support staff

Business Risk

Industry Dynamics Prior to COVID-19, the general insurance industry witnessed a growth of 11% YoY. The current pandemic has affected the volumes which will lead to contraction in the growth. With decrease in bank financing and slowdown in auto sector, the insurance sector is bound to face intense competition amongst peer companies. The dip in business volumes and reduced margins are likely to decrease the underwriting profits i.e. from core business. Investment income is likely to plummet in the wake of depressing trends in PSX and reduced interest rates.

Relative Position Premiere Insurance is small sized insurance company having less than 1% of market share.

Revenue The conventional GPW declined to PKR 81mln reducing by a marginal 27% YoY (3MCY19: PKR 111mln). The GPW for Window Takaful operations was PKR 20mln at end 3MCY20 declining by 26% against the GPW at end 3MCY19 (GPW: PKR 27mln). Premier Insurance posted a total GPW of PKR 111mln at end 3MCY20 as against PKR 138mln at end 3MCY19.

Profitability During 3MCY20, the company posted conventional underwriting loss of PKR 46mln as against a loss of PKR41mln in the same period last year. This was on account of reduced business this year. As for Window Takaful Operations PTF posted a surplus of of PKR 4mln and Operator fund posted a loss of PKR 4mln.

Investment Performance The liquid investments of the company are .71x of the equity. The investment comprises investment in equity stocks (86%), mutual funds (8%), bank deposit (5.5%) and cash (.05%). The company also has a strategic investments i.e an 8% stake in Crescent Powers Limited.

Sustainability Sustainability Going forward, the management envisages sustaining the ongoing strategy whilst being prudent in its approach when underwriting the business.

Financial Risk

Claim Efficiency Claims days have risen to a whopping 1,532days at year end CY9 as against 1,316days at year end CY18. The reason for the increase in the claims days is the balance of the previously existing claims including the long-pending claims in lieu of Samsung distributors and Air Indus amounting to above PKR 674mln. During 3MCY20, claim outstanding days dropped to a 6023days at end 3MCY20 as against 7347days at period end 3MCY19 on account of reduced claims this year.

Re-Insurance Premier Insurance has reinsurance arrangements with reputable reinsurers; Reinsurer panel for conventional business: Scor Re ('AA+' by S&P), Pakistan Reinsurance ('AA' by JCR-VIS), Korean Re ('A-' by AM Best), Emirates International Insurance ('A-' by S&P), GIC Re UAE (rated 'A-' by AM Best) and Eco Re Switzerland (rated 'A-' by S&P); Reinsurer panel for Takaful operation: Labaun Re (rated 'A-' by A.M Best), GIC Re (Dubai) (rated 'A-' by A.M. Best) and Pak Re (rated 'AA' by J.C.R - VIS Best)

Liquidity During the period 3MCY20, the liquidity coverage rose to 2.4x as against 2.1x at period end 3MCY19. The reason for this is that the company's liquid investment to the NPR has improved this year as compared to the previous years. The company's liquid assets ratio against the provision of outstanding claims improved to 1x from .9x YoY at year period end 3MCY19.

Capital Adequacy Premier Insurance has an adequate capital (PKR 1.04bln) well above the required level i.e PKR 500mln



The Pakistan Credit Rating Agency Limited

Premier Insurance Limited (Premier)

BALANCE SHEET*	Mar-20	Dec-19	Dec-18
Investments			
Liquid Investments	747	842	920
Investment in Associates	243	243	205
Other Investments	268	268	267
	<u>1,258</u>	<u>1,353</u>	<u>1,392</u>
Insurance Related Assets	1,104	1,013	1,097
Other Assets	498	591	692
TOTAL ASSETS	<u>2,861</u>	<u>2,957</u>	<u>3,181</u>
Equity	1,046	1,084	1,223
Underwriting Provisions	217	257	267
Insurance Related Liabilities	1,189	1,272	1,116
Other Liabilities	409	344	575
TOTAL EQUITY & LIABILITIES	<u>2,861</u>	<u>2,957</u>	<u>3,181</u>
INCOME STATEMENT *	Mar-20	Dec-19	Dec-18
GPW	101	501	685
Net Premium Revenue (NPR)	77	356	569
Net Claims	-43	-88	-174
Underwriting Profit / (Loss)	-39	-235	-74
Investment Income	5	-132	78
Other Income / (Expense)	6	12	30
Profit / (Loss) Before Tax	-29	-317	29
RATIO ANALYSIS *	Mar-20	Dec-19	Dec-18
Underwriting Results			
Loss Ratio	55%	49%	40%
Combined Ratio	151%	166%	99%
Performance			
Operating Ratio	163%	160%	124%
Investment Yield	0.4%	-37.1%	5.3%
Liquidity & Solvency			
Liquidity Ratio – times	1.0	1.1	1.0
Liquid assets/NPR (times)	9.8	2.4	2.1

*Including Window Takkaful Operations

Premier Insurance Limited (Premier)

Aug-20

Insurer Financial Strength (IFS) Rating

Insurer Financial Strength (IFS) rating reflects forward-looking opinion on relative ability of the insurance company to meet policyholders and contractual obligations.

Scale	Definition
AAA	Exceptionally Strong. Exceptionally strong capacity to meet policyholder and contract obligations. Risk factors are minimal and the impact of any adverse business and economic factors is expected to be extremely small.
AA+ AA AA-	Very Strong. Very strong capacity to meet policyholder and contract obligations. Risk factors are modest, and the impact of any adverse business and economic factors is expected to be very small.
A+ A A-	Strong. Strong capacity to meet policyholder and contract obligations. Risk factors are moderate, and the impact of any adverse business and economic factors is expected to be small.
BBB+ BBB BBB-	Good. Good capacity to meet policyholder and contract obligations. Although risk factors are somewhat high, and the impact of any adverse business and economic factors is expected to be manageable.
BB+ BB BB-	Weak. Weak capacity to meet policyholder and contract obligations. Risk factors are very high, and the impact of any adverse business and economic factors is expected to be very significant.
B+ B B-	Very Weak. Very weak with a very poor capacity to meet policyholder and contract obligations. 'CCC': Risk factors are extremely high, and the impact of any adverse business and economic factors is expected to be insurmountable. 'CC': Some form of insolvency or liquidity impairment appears probable. 'C': Insolvency or liquidity impairment appears imminent.
CCC CC C	Very high credit risk. Substantial credit risk "CCC" Default is a real possibility. Capacity for meeting financial commitments is solely reliant upon sustained, favorable business or economic developments. "CC" Rating indicates that default of some kind appears probable. "C" Ratings signal imminent default.
D	Distressed. Extremely weak capacity with limited liquid assets to meet policyholders and contractual obligations, or subjected to some form of regulatory intervention and declared insolvent by the regulator.

<p>Outlook (Stable, Positive, Negative, Developing) Indicates the potential and direction of a rating over the intermediate term in response to trends in economic and/or fundamental business/financial conditions. It is not necessarily a precursor to a rating change. 'Stable' outlook means a rating is not likely to change. 'Positive' means it may be raised. 'Negative' means it may be lowered. Where the trends have conflicting elements, the outlook may be described as 'Developing'.</p>	<p>Rating Watch Alerts to the possibility of a rating change subsequent to, or, in anticipation of some material identifiable event with indeterminable rating implications. But it does not mean that a rating change is inevitable. A watch should be resolved within foreseeable future, but may continue if underlying circumstances are not settled. Rating watch may accompany rating outlook of the respective opinion.</p>	<p>Suspension It is not possible to update an opinion due to lack of requisite information. Opinion should be resumed in foreseeable future. However, if this does not happen within six (6) months, the rating should be considered withdrawn.</p>	<p>Withdrawn A rating is withdrawn on a) termination of rating mandate, b) cessation of underlying entity, c) the debt instrument is redeemed, d) the rating remains suspended for six months, e) the entity/issuer defaults., or/and f) PACRA finds it impractical to surveil the opinion due to lack of requisite information.</p>	<p>Harmonization A change in rating due to revision in applicable methodology or underlying scale.</p>
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Surveillance. Surveillance on a publicly disseminated rating opinion is carried out on an ongoing basis till it is formally suspended or withdrawn. A comprehensive surveillance of rating opinion is carried out at least once every six months. However, a rating opinion may be reviewed in the intervening period if it is necessitated by any material happening.

Note. This scale is applicable to the following methodology(s): General Insurance & Takaful Operator, Life Insurance & Family Takaful Operator.

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(1) Rating is just an opinion about the creditworthiness of the entity and does not constitute recommendation to buy, hold or sell any security of the entity rated or to buy, hold or sell the security rated, as the case may be | Chapter III; 14-3-(x)

2) Conflict of Interest

- i. The Rating Team or any of their family members have no interest in this rating | Chapter III; 12-2-(j)
- ii. PACRA, the analysts involved in the rating process and members of its rating committee, and their family members, do not have any conflict of interest relating to the rating done by them | Chapter III; 12-2-(e) & (k)
- iii. The analyst is not a substantial shareholder of the customer being rated by PACRA [Annexure F; d-(ii)] Explanation: for the purpose of above clause, the term "family members" shall include only those family members who are dependent on the analyst and members of the rating committee

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- (4) PACRA does not disclose or discuss with outside parties or make improper use of the non-public information which has come to its knowledge during business relationship with the customer | Chapter III; 10-7-(d)
- (5) PACRA does not make proposals or recommendations regarding the activities of rated entities that could impact a credit rating of entity subject to rating | Chapter III; 10-7-(k)

Conduct of Business

- (6) PACRA fulfills its obligations in a fair, efficient, transparent and ethical manner and renders high standards of services in performing its functions and obligations; | Chapter III; 11-A-(a)
- (7) PACRA uses due care in preparation of this Rating Report. Our information has been obtained from sources we consider to be reliable but its accuracy or completeness is not guaranteed. PACRA does not, in every instance, independently verifies or validates information received in the rating process or in preparing this Rating Report.
- (8) PACRA prohibits its employees and analysts from soliciting money, gifts or favors from anyone with whom PACRA conducts business | Chapter III; 11-A-(q)
- (9) PACRA ensures before commencement of the rating process that an analyst or employee has not had a recent employment or other significant business or personal relationship with the rated entity that may cause or may be perceived as causing a conflict of interest; | Chapter III; 11-A-(r)
- (10) PACRA maintains principal of integrity in seeking rating business | Chapter III; 11-A-(u)
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- (12) PACRA receives compensation from the entity being rated or any third party for the rating services it offers. The receipt of this compensation has no influence on PACRA's opinions or other analytical processes. In all instances, PACRA is committed to preserving the objectivity, integrity and independence of its ratings. Our relationship is governed by two distinct mandates i) rating mandate - signed with the entity being rated or issuer of the debt instrument, and fee mandate - signed with the payer, which can be different from the entity
- (13) PACRA does not provide consultancy/advisory services or other services to any of its customers or to any of its customers' associated companies and associated undertakings that is being rated or has been rated by it during the preceding three years unless it has adequate mechanism in place ensuring that provision of such services does not lead to a conflict of interest situation with its rating activities; | Chapter III; 12-2-(d)
- (14) PACRA discloses that no shareholder directly or indirectly holding 10% or more of the share capital of PACRA also holds directly or indirectly 10% or more of the share capital of the entity which is subject to rating or the entity which issued the instrument subject to rating by PACRA; | Reference Chapter III; 12-2-(f)
- (15) PACRA ensures that the rating assigned to an entity or instrument is not be affected by the existence of a business relationship between PACRA and the entity or any other party, or the non-existence of such a relationship | Chapter III; 12-2-(i)
- (16) PACRA ensures that the analysts or any of their family members shall not buy or sell or engage in any transaction in any security which falls in the analyst's area of primary analytical responsibility. This clause shall, however, not be applicable on investment in securities through collective investment schemes. | Chapter III; 12-2-(l)
- (17) PACRA has established policies and procedure governing investments and trading in securities by its employees and for monitoring the same to prevent insider trading, market manipulation or any other market abuse | Chapter III; 11-B-(g)

Monitoring and review

- (18) PACRA monitors all the outstanding ratings continuously and any potential change therein due to any event associated with the issuer, the security arrangement, the industry etc., is disseminated to the market, immediately and in effective manner, after appropriate consultation with the entity/issuer; | Chapter III | 18-(a)
- (19) PACRA reviews all the outstanding ratings on semi-annual basis or as and when required by any creditor or upon the occurrence of such an event which requires to do so; | Chapter III | 18-(b)
- (20) PACRA initiates immediate review of the outstanding rating upon becoming aware of any information that may reasonably be expected to result in downgrading of the rating; | Chapter III | 18-(c)
- (21) PACRA engages with the issuer and the debt securities trustee, to remain updated on all information pertaining to the rating of the entity/instrument; | Chapter III | 18-(d)

Probability of Default

(22) PACRA's Rating Scale reflects the expectation of credit risk. The highest rating has the lowest relative likelihood of default (i.e, probability). PACRA's transition studies capture the historical performance behavior of a specific rating notch. Transition behavior of the assigned rating can be obtained from PACRA's Transition Study available at our website. (www.pacra.com). However, actual transition of rating may not follow the pattern observed in the past | Chapter III | 14-(F-VII)

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