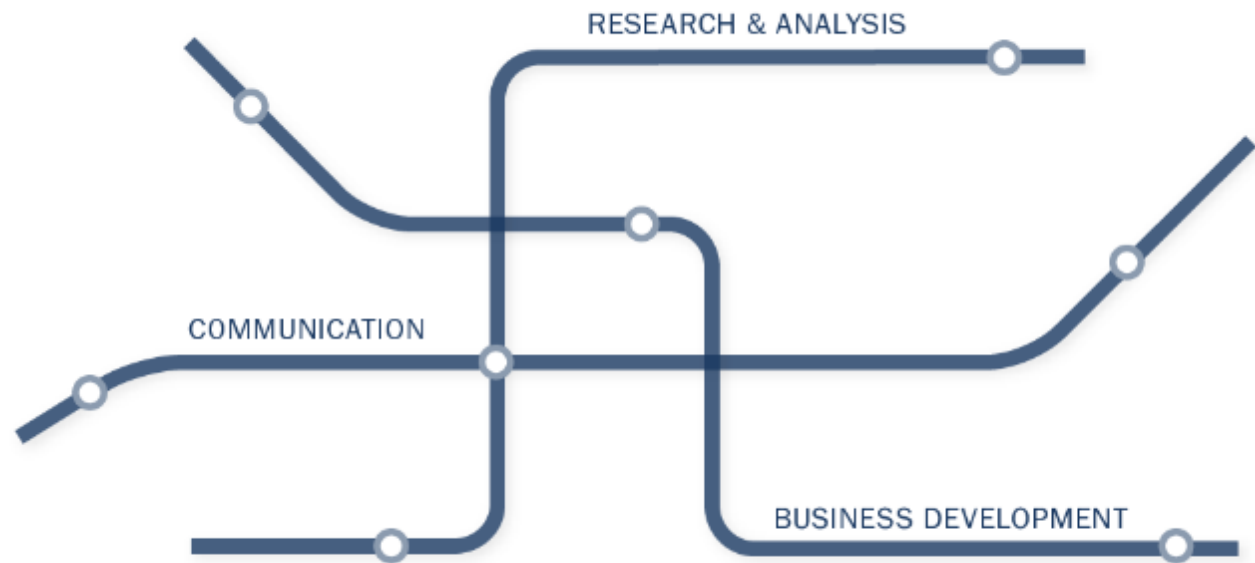


# Dr. Schanz, Alms & Company

**Who we are and what we do**

Winter 2017





## About us

Dr. Schanz, Alms & Company is a research, communication and business development consultancy. Since 2008 we support our clients in researching and analysing their business environment, building a distinct business franchise and effectively communicating with their stakeholders.

We concentrate on the financial services industry, mainly insurance and reinsurance. Our clients are based in Asia, Africa, the Middle East and Europe. We support them with in-depth expertise, drawing on our experience from strategic advisory assignments and previous senior corporate management positions.

# The team: A strong global track record



**Dr. Kai-Uwe Schanz,  
Partner**

- More than 20 years of experience in global reinsurance
- Senior management roles in global reinsurance based in Hong Kong and Zurich
- Chief Economist (Asia) and Global Head of Communications Content at Swiss Re
- Head of Corporate Development and Communications/Investor Relations at Converium, now Scor.



**Henner Alms,  
Partner**

- More than 20 years of experience in corporate and marketing communications
- Head of Media Relations at Swiss Re
- Head of Communications at Sulzer Medica, a leader in medical devices
- Henner started his career in communications with Kraft Foods in Germany, later he transferred to Switzerland.



**Andreas Bollmann,  
Partner**

- Close to 20 years of global reinsurance experience
- Chief Underwriting Officer at Saudi Re
- He worked for 12 years at Swiss Re where he held a number of senior management positions, among them Head of Swiss Re's Korea branch and later Head of Public Sector Team Asia.



**Steffi Schanz,  
Senior Associate**

- More than 12 years of experience in investment communication, sales management and marketing
- Head of Investment Content Support, Senior Business Analyst (Competitor Research) and Senior Investment Writer at Vontobel Asset Management.



**Virginie Parotte,  
Associate**

- 13 years of experience in investment communication gained in the financial services industry
- Senior Investment Writer at Vontobel Asset Management
- Various positions in financial reporting at Banque Privée Edmond de Rothschild, Kneip Communication, and Fastnet Luxembourg.

# Our value proposition: A holistic approach



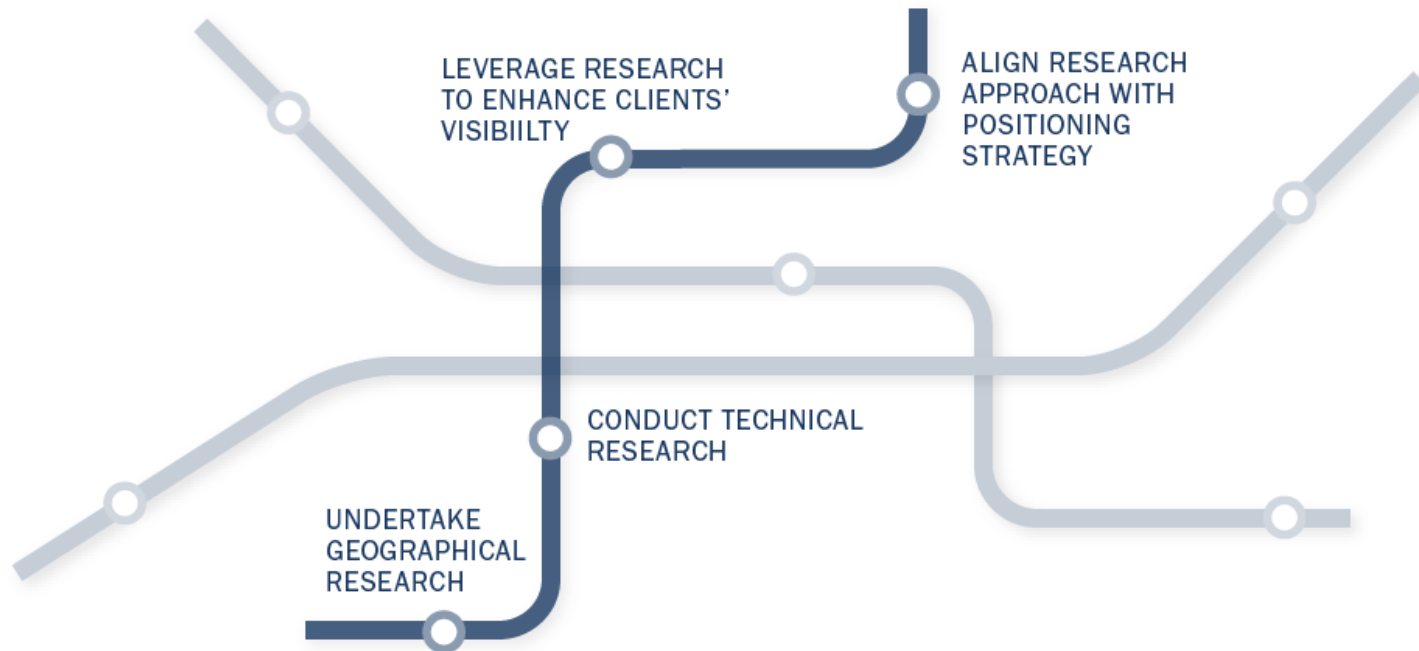
Conduct industry research and analysis including executive surveys to identify business opportunities

Support franchise building through bespoke stakeholder communication and strategy advice

Develop corporate communication content and measures to reinforce our clients' positioning

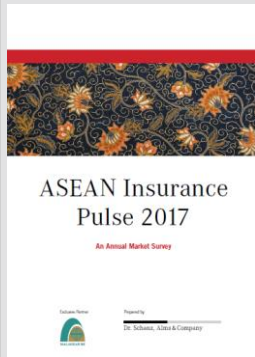
# Research & Analysis

We conduct industry research and analysis of our clients' markets and their stakeholder environments in Asia, Africa, the Middle East and Europe.



# Selected case studies: Research & Analysis (I)

## ***ASEAN Insurance Pulse & dedicated website, 2017***



**The Challenge:** Examine the current state and future prospects of the ASEAN region's non-life insurance markets and the implications of the ASEAN Economic Community (AEC) initiative for the region's insurance markets.

**The Service:** Design questionnaire, conduct executive interviews and market research, perform data analysis and write-up report as well as produce, distribute, and communicate the study.

**The Benefit:** Demonstrate the sponsor's commitment to the region's insurance markets and provide a benchmark to the region's insurance regulators on the road towards market integration.

## ***The Geneva Association, research report, 2016***



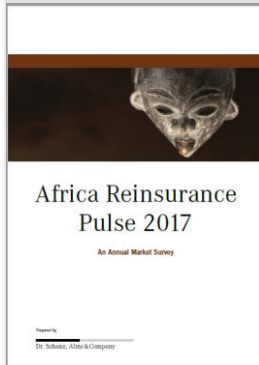
**The Challenge:** Examine the contribution of modern technologies to narrowing insurance protection gaps on behalf of a leading think-tank.

**The Service:** Produce an in-depth research report, including interviews with leading global industry experts.

**The Benefit:** Credible thought-leadership and additional communication opportunities to raise awareness of the Geneva Association.

# Selected case studies: Research & Analysis (II)

## ***Africa Reinsurance Pulse & dedicated website, 2017***



### **The Challenge:**

Research publication and website on the current state and future prospects of Africa's reinsurance markets.

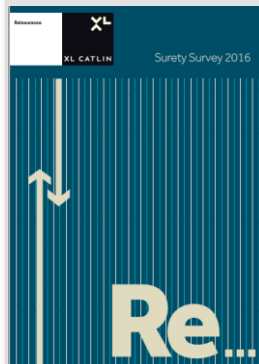
### **The Service:**

Interviewed the leading reinsurers and brokers operating in the region on the current trends and developments which shape the African reinsurance markets. Launched the publication at the AIO Reinsurance Assembly and presented the findings.

### **The Benefit:**

Enhanced visibility and recognition of Africa's reinsurance markets; improved market transparency and dialogue between market participants.

## ***XL Catlin, Surety Survey, 2016***



### **The Challenge:**

Research publication on the global surety market as well as the positioning of XL Catlin in this segment.

### **The Service:**

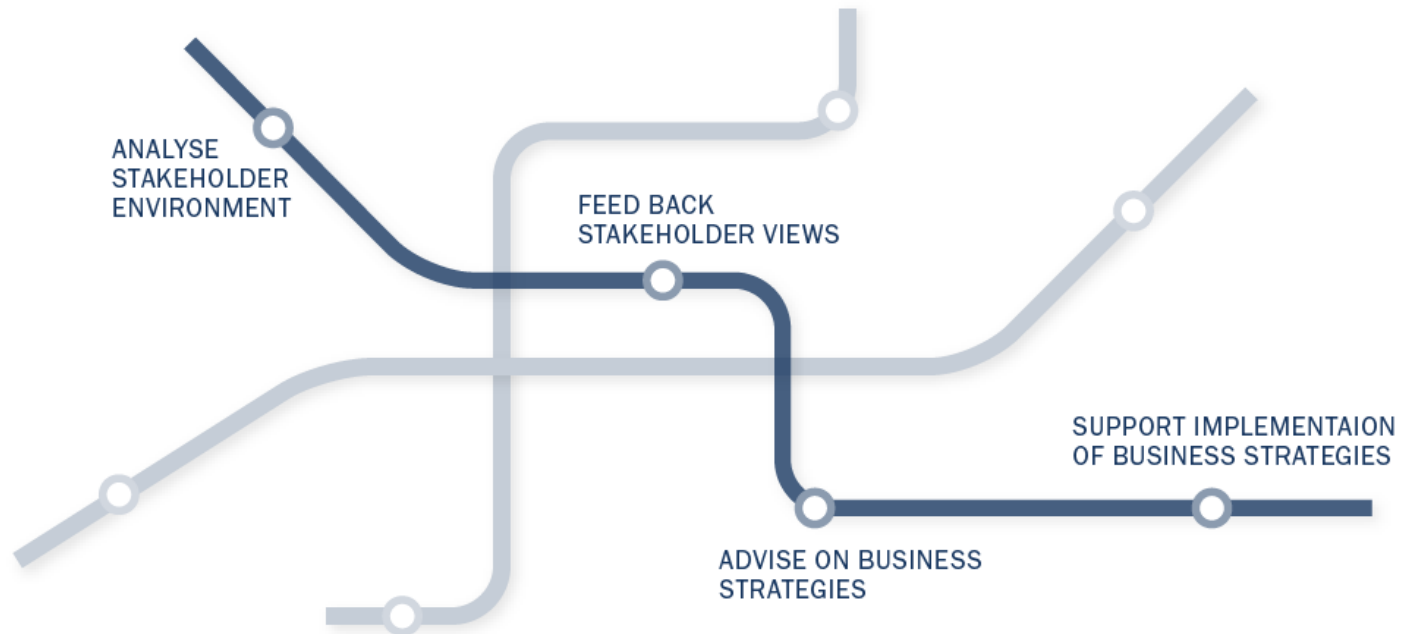
Survey among approx. 40 reinsurance buyers of leading surety insurance companies on the trends in the surety market segment.

### **The Benefit:**

Positioned XL Catlin as a leader in the surety market.

# Business Development

We support our clients in developing and building a distinct business franchise in their global target markets and lines of business.





# Selected case studies: Business Development (I)

## ***Signal Iduna Re, client study, 2017***



**The Challenge:** Signal Iduna Re, a Swiss reinsurer focused on European insurers wanted to analyse the reinsurance purchasing criteria of cedants and the relevance of a broadly diversified reinsurance panel.

**The Service:** Developed the questionnaire and interviewed 28 senior executives in charge of reinsurance purchasing regarding their preferences in managing their reinsurance programs and panel. Analysed the data and wrote the report which the client shared with its cedants.

**The Benefit:** The report clearly demonstrated that in reinsurance purchasing, diversity is more relevant than size. The findings also reinforced SI RE's positioning as a reinsurer pursuing long-term relationships with its clients.

## ***German Development Bank, feasibility study on potential govern- ment support of a rural resilience initiative, 2017***



**The Challenge:** Assess the comprehensive disaster risk management approach of the unique and highly innovative R4 Rural Resilience (R4) Initiative in Ethiopia, which was launched by the World Food Programme (WFP) and Oxfam America in 2011. Develop a scale-up scenario for the years 2018-2022.

**The Service:** Detailed assessment of the insurance, disaster risk reduction, credit and savings components of the R4 programme. Development of a scale-up scenario based on recommendations to improve the efficiency of R4.

**The Benefit:** Based on the cost-benefit analysis and the study's resulting recommendations, the German Government decided to cooperate with the WFP and to financially support the scale-up phase.

# Selected case studies: Business Development (II)

## ***Baseline study for the implementation of the G7 Initiative on Climate Risk Insurance, 2015***



**The Challenge:** Determine the number of insured individuals in pre-selected regions particularly vulnerable to weather risks. Assess insurance market potential.

**The Service:** Assess the needs and preconditions for effective climate risk insurance schemes in selected particularly vulnerable countries as well as existing climate risk insurance schemes.

**The Benefit:** Key input for the preparation of the 2015 G7 Initiative on Climate Risk Insurance. As a result, the “InsuResilience Initiative” was launched at the 2015 G7 summit in Germany. It aims to provide insurance cover for climate risks to 400 million poor and vulnerable people in developing countries by 2020.

## ***Qatar Financial Centre Authority, Chairmanship MultaQa Qatar, 2008 - 2016***



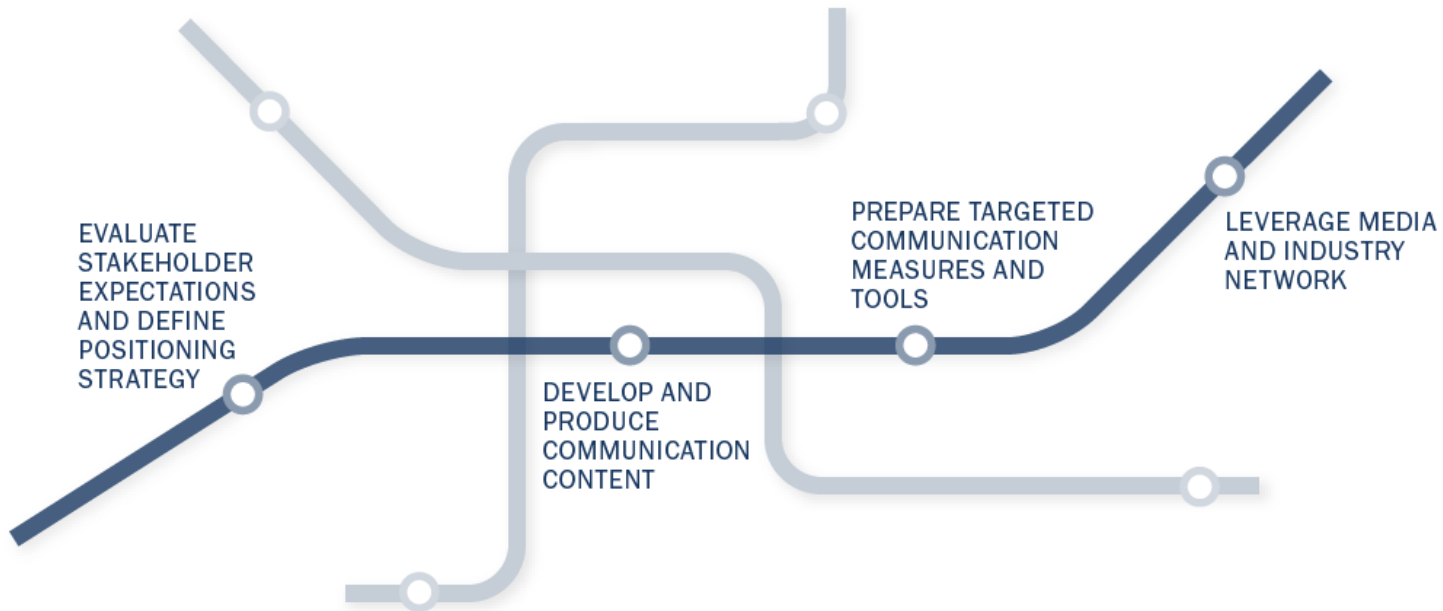
**The Challenge:** Position Qatar as a leading business hub for the MENA region based on a premium platform for strategic dialogue.

**The Service:** Chair the MultaQa Conference, the leading (re)insurance platform in MENA. Co-define and propose strategy, format, content, speakers and invitees.

**The Benefit:** At its height in 2015 700+ senior executives from the (re)insurance industry attended MultaQa Qatar. It became the industry’s flagship event in the region, where executives convened to share their market experience and take business decisions.

# Communication

We support our clients in defining and refining their positioning, developing superior communications content and ensuring that their messages are received and understood.



# Selected case studies: Communication (I)

## *Trust Re, Study on Construction Insurance, 2017*



**The Challenge:** Position Trust Re as an aspiring knowledge-based company of increasing relevance in the emerging Asian markets.

**The Service:** Demonstrate Trust Re's thought-leadership with a research publication on innovative construction insurance solutions in high-growth markets involved with China's Belt and Road (B&R) Initiative.

**The Benefit:** Enhanced recognition of Trust Re as a major construction reinsurance provider whose geographical scope of operations match the territories that are part of the B&R initiative.

## *Peak Re, Peak Times 2017*



**The Challenge:** Contribute to build Peak Re's reputation as an emerging Asian reinsurer expanding into the mature insurance markets.

**The Service:** Define, write and edit a regular newsletter on Peak Re's expertise and corporate news.

**The Benefit:** Clients learn about Peak Re's market assessment, its solutions for both emerging and mature markets as well as potential opportunities for cross-fertilisation.

# Selected case studies: Communication (II)

## *Thought leadership pieces, 2017*



**The Challenge:** Strengthen the public positioning of our (CEO) clients and differentiate them vis-à-vis their competition.

**The Service:** Select, research and edit appropriate topics and place articles with relevant industry publications (e.g. Reactions' CEO Risk Forum).

**The Benefit:** Sharpen the profile of (CEO) clients by highlighting their distinct competencies and achievements.

## *Signal Iduna Re, Annual Report 2016*



**The Challenge:** Support the reporting of full year figures, portraying the company in its 12th year – a reference publication and 'business card'.

**The Service:** Develop, plan and produce the annual report.

**The Benefit:** Increased visibility and awareness of the client, its business performance and financial statements for the year 2016.



# Appendix

# Dr. Kai-Uwe Schanz – Biographical highlights

- 2017 – today Trust Re, Bahrain, Member of the Board of Directors
- 2014 – today InsuranceCom Asia, Hong Kong, Chairman
- 2007 – today Dr. Schanz, Alms & Company, Zurich, Founding Partner
- 2007 – today The Geneva Association, Zurich, Senior Advisor
- 2003 – today Peking University, Beijing, Research Fellow
- 2008 – 2016 MultaQa Qatar, Doha, Chairman
- 2004 – 2007 Converium, Zurich, Chief Communication & Corporate Development Officer
- 2001 – 2004 Swiss Re, Zurich, Global Head Communications Content
- 1997 – 2001 Swiss Re, Hong Kong, Chief Economist (Asia-Pacific)
- 1995 – 1997 Swiss Re, Zurich, Senior Economist
- 1995 University of St. Gallen, Switzerland, Ph.D. (Economics)
- 1992 University of Konstanz, Germany, M.Sc. (Economics)

# Henner Alms - Biographical highlights

- 2008 – today     Dr. Schanz, Alms & Company, Zurich, Partner
- 2001 – 2007     Swiss Re, Zurich,  
Head Media Relations  
Head Corporate Reporting (Annual and Quarterly reports)  
Interim Head of Internal Communication  
Interim Head Web Communications (Intranet/Internet)
- 1999 – 2001     Sulzer Medica Management AG, Winterthur  
Head Corporate Communication
- 1996 – 1999     Kraft Foods Management AG, Zurich  
Manager Corporate Communication
- 1993 – 1996     Kraft Foods GmbH, Bremen  
Manager Marketing Communication
- 1986 – 1992     University of Hamburg, Magister Artium



# Andreas Bollmann - Biographical highlights

- 2013 – today Dr. Schanz, Alms & Company, Zurich, Partner
- 2011 – 2012 Saudi Reinsurance Company, Riyadh,  
Chief Underwriting Officer
- 2007 – 2010 Swiss Reinsurance Company, Singapore  
Head Public Sector Business Development Team Asia
- 2004 – 2007 Swiss Reinsurance Company, Seoul  
Head of Branch and Head of Property & Casualty South Korea
- 2001 – 2003 Swiss Reinsurance Company, Zurich & Hong Kong  
Client Manager Japan
- 1999 – 2000 Bavarian Reinsurance Company, Munich  
Account Executive Asia / Japan
- 1994 – 1998 Duisburg University, M.Sc. (Area Studies)
- 1987 – 1993 Helicopter Pilot, German Army Aviation

# Steffi Schanz - Biographical highlights

- 2016 – today      Dr. Schanz, Alms & Company, Zurich, Senior Associate
- 2004 – 2015      Various roles at Vontobel Asset Management AG, Zurich
- Senior Investment Writer
  - Head of Investment Content Support
  - Senior Business Analyst (Competitor Research)
  - Associate Director, Sales Management & Marketing
- 1998 – 2004      Master of Arts in German Literature and Economics,  
FernUniversität Hagen, Germany
- 1999 – 2001      International experience in Hong Kong, SAR, China at Clariant  
(China), Ltd. and German Chamber of Commerce

# Virginie Parotte - Biographical highlights

June 2017 – today	Dr. Schanz, Alms & Company, Zurich, Associate
2008 – 2017	Vontobel Asset Management, Zurich, Senior Investment Writer
2007 – 2008	Banque Privée Edmond de Rothschild Europe, Luxembourg, Legal Fund Reporting Officer
2006 – 2007	Kneip Communication, Luxembourg, Fund Reporting Officer
2005 – 2006	Fastnet Luxembourg, Luxembourg, Fund Reporting Junior Officer
2001 – 2004	Université Paul Verlaine (France) & Saarland University (Germany), Diploma in cultural science, Master of Arts in German

# Contact

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