



کلیدانڈو
CLYDE & CO

Making bancassurance work

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#1 – Be Compliant



#2 – Pay the Price



- Commission
- Advanced remuneration (pay to play)
- Profit sharing
- Other costs:
 - Market research
 - Cost of materials
 - Advertising
 - Telemarketing

#3 – Manage Expectations



- Define the products and the distribution channels:
 - Competiveness
- Term
- Exclusivity
- Future proof:
 - Takaful products
 - Acquisitions
- Allocate responsibilities for advice
- Service Level Agreements:
 - Granular
 - Cuts both ways

#4 – Have an exit strategy



- Suspension and termination
- Data ownership
- Exit management
- Choice of law and dispute resolution:
 - Arbitration
 - Independent experts

#5 – Be Flexible



- Change will happen during the term of a bancassurance agreement:
 - New products
 - New distribution channels
 - Change in applicable law
- Use of steering committee
- Escalation of issues

1,400

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