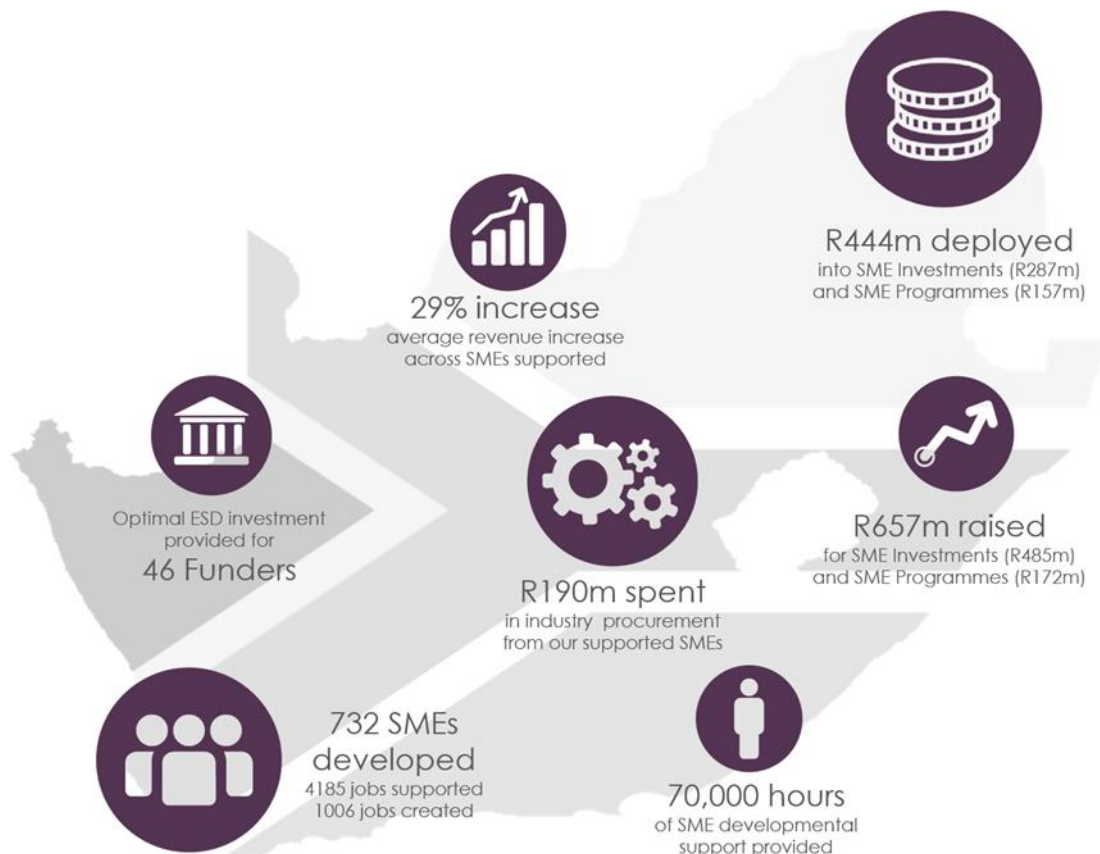


## QUARTERLY UPDATE: APRIL - JUNE 2019

ASISA's Enterprise and Supplier Development (ESD) initiatives committed an additional R34 million towards funding developmental support of industry aligned small and medium enterprises (SMEs) during the second quarter. We also expanded our initiatives to support 138 new SMEs and received R5 million in new contributions from funders for the continued support of SMEs.

We are proud to announce that since inception ASISA's ESD initiatives have resulted in the creation of 1 006 new jobs. This would not have been possible without the valued support from our investors and funders.

Other achievements since inception are detailed in the diagram below:



## NEW INVESTMENTS

The Investment Committee approved an investment into Pineapple, South Africa's first Peer-to-Peer digital short-term insurance platform.

### PINEAPPLE



Pineapple was founded in 2016 by Matthew Elan Smith, Ndabenhle Junior Ngulube and Marnus van Heerden as part of an innovation competition run by Hannover-Re. Impressed by the team's ability during the competition and seeing potential in their idea, Hannover-Re decided to provide seed funding to Pineapple via Lireas Holdings, the strategic investment arm of Hannover-Re Group Africa.

Pineapple demonstrated that using the latest digital and computing technologies, the market was ready for an alternative model known as Peer-to-Peer insurance. The core concept of the model is to use co-insurance pools to connect policyholders who know and trust each other to reduce fraudulent claims and thereby costs. Since launching in July 2018, Pineapple has seen more than 13 000 members join the platform, converting many to active policies in the home-content items space.

The Trust's investment will enable Pineapple to:

- Expand and grow the team;
- Develop the business further to increase policy sales and expand offerings; and
- Cater for growth and working capital needs including technology and operational enhancements.

[Find Out More](#)

## IN THE SPOTLIGHT

### ESSENTIAL MEDICAL GUIDANCE



**Free, instant access  
to locally relevant  
medicines info &  
clinical guidelines.**

Since our investment into Essential Medical Guidance (EMGuidance) in December 2018, the company has significantly increased engagement levels on its medical platform app and expanded its service offering to include newsfeeds and continuous professional development features.

EMGuidance is a mobile and web-based medicines and treatment platform for medical professionals. EMGuidance grew out of The Open Medicine Project South Africa (TOMPSA), which was conceptualised as a collaboration of healthcare workers, researchers, mobile technology designers and developers, all aiming to tackle health system problems in the developing world through creating smartphone applications.

Launched in South Africa in 2012, TOMPSA capitalised on both the insights healthcare professionals had into health system challenges and the relatively high availability of smartphones in emerging markets. While TOMPSA was launched as a non-profit, it created a for profit spin out, EMGuidance, as a means of ensuring sustainability of the service.

EMGuidance provides South African healthcare professionals with comprehensive access to local up-to-date and evidence-based medicines and guidelines information, from a range of local authors and institutions. The business is also looking to become the leading digital channel for pharmaceutical and medical insurers to engage with and gain insights from healthcare professionals in emerging markets.

The EMGuidance platform was developed and launched in 2015 and is already being used by 1 in 3 doctors in South Africa, and has been downloaded in 57 countries worldwide.

[Find Out More](#)

## SUPPLIER DEVELOPMENT PROGRAMMES

### LIBERTY BLUE SKIES 2018 SUPPLIER DEVELOPMENT PROGRAMME



Launched in 2015, Blue Skies is Liberty's flagship Enterprise and Supplier Development (ESD) Programme. The programme is managed by the ASISA ESD initiative and aims to invest in the strategic growth of value-chain aligned small businesses as part of Liberty's commitment to transformation. To date the programme has supported 44 SMEs.

Liberty is committed to holistic best practice Enterprise and Supplier Development by supporting and growing enterprises throughout their business growth life-cycle.

In March 2019, Liberty's Blue Skies 2018 Supplier Development Programme was concluded. The 11 SME participants achieved excellent results over the 12-month period, with 21 full time jobs and 17 part-time jobs having been created. Revenue increases of between 12% and 19% were reported by the participating SMEs.

### INSETA 2017 BROKER DEVELOPMENT PROGRAMME



The INSETA 2017 Broker Development Programme, delivered in partnership with the ASISA ESD initiative, was concluded in May 2019. The 18-month long programme provide specialised growth support interventions to 15 black-owned independent financial adviser practices (also known as brokerages).

Through the programme, 14 jobs were created and the brokers achieved an average revenue growth rate of 21% year-on-year. The average retention rates improved from 86.8% at the start of the programme to 92.3% at the end of the programme.

INSETA has committed to an even bigger programme, which will include a broker development programme that will provide support to 30 brokers and a supplier development programme that will provide support to 30 insurance industry suppliers,

both for 18 months. INSETA's objective is to enhance the development of and investment in high-potential black-owned insurance service providers in the industry.

## LET'S ENGAGE

We are excited about continuing and strengthening our relationship with you, our valued stakeholder. If you have any questions about this report or if you would like to discuss new opportunities, please feel free to contact us on:

Call: +27 (021) 671 2658

Email: [Asisaesdfund@edgegrowth.com](mailto:Asisaesdfund@edgegrowth.com)

Website: [www.asisa.org.za](http://www.asisa.org.za)

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