



# A Practical Guide to Dealing with Accounting Dead-Lock

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Sppendix A-1 for Analyst Certification and important disclosures.

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Insurance 2

### Is Accounting to Blame For Battered Insurers?

- IASB Failure of IFRS Phase I Fudge/ No global standard
- n CFO Forum EEV (2004): Enacted to correct the failure of traditional EV in 2002/03, but...
  - n Asset risk premia still capitalised
  - n Transparency and comparability not achieved
  - n Self-serving behaviour exposed Taiwan/ liquidity premiums
  - n No group-wide view mandated
  - No linkage from value to cash
- n Accounting schism UK to EV, continental Europe to IFRS
- Capital uncertainty regulatory or rating agency, formulaic or economic
- n Analysts split EV/ cash vs IFRS, return to asset management model (FUM roll forward, revenue margin, cost: income ratio)

### Confused investors walk away





### Our Accounting Philosophy

- n Accounting / valuation approach should dovetail with
  - n The nature of the product uncertain profit at point of sale
  - n The way the business is managed internally
- n Since the concept of profit in insurance is based on assumptions...
- n ... It follows that EV accounting is the most appropriate metric
- But insurance analysts have a dual role
  - n Forecast the future development of sales / margins
  - Audit whether the profit assumed under EV monetizes into cash as expected and, if
     not, why not particular attention to operational assumptions and variances

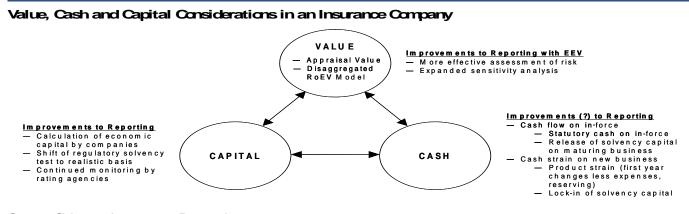
### n Alongside the EV metrics, analysts want

- n The monetization into cash on the in-force book and a rationale of the uses between immediate payout and investment in new business (IRRs vs IDRs, cash payback)
- Deeper insights into the cash dynamics of in-force portfolios FUM roll forwards, revenue drivers (fees, spreads, risk margins), cost drivers (commission, acq. costs, maintenance costs, per policy servicing information)



### CFO Forum MCEV – Key Wins

- Group-wide view of EV balance-sheet & profit: healing the schism?
- n Reliability and comparability improved through MCEV adoption
  - No pre-booking of asset risk premia
  - n Analysts no longer audit economic assumptions: solid PVFP, TVOG, COC calculation
  - n Cost of residual non-hedgeable risks issue of materiality
- A prescribed template for showing the information builds trust
- More transparent exposition of cash emergence from life EV
- External audit of results as well as methodology & assumptions
- n A trinity of value (EV), cash (from EV) and capital (Solvency II?)





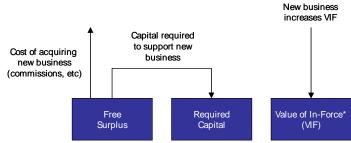


### From Value to Cash: The Extra Mile

Figure 1. Components of Embedded Value

Value of In-Force\* Free Required Surplus Capital (VIF)

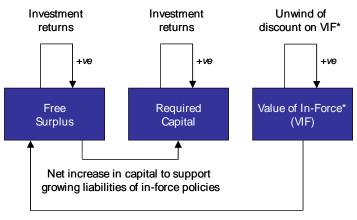
Figure 2. Cash Impact When Writing New Business



Net Worth

Source: Prudential

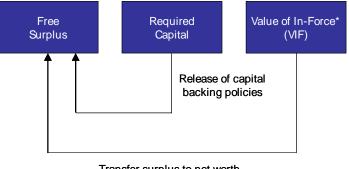
Figure 3. Cash Impact as a Policy Develops within the In-Force



Annual surplus transferred to net worth

Source: Prudential

Figure 4. Cash Impact in the Year the Policy Matures



Transfer surplus to net worth

Source: Prudential

Source: Prudential





### Beyond MCEV: Core Changes

- n Group-wide template improvements
  - n Free surplus/ required capital and VIF split for non-covered business
  - n Group-wide sensitivity tests

**Goal**: audited and consistent approach to cash/ free capital generation

**Impact:** supplant IFRS as the accepted 'cash' proxy?

	Covered Bus.	Non-Covered	Total Group
	MCEV	Bus, IFRS	MCEV
Opening Group MOEV			
Opening adjustments			
Adjusted opening Group MOEV			
Operating MOEV earnings			
Non-operating MOEV earnings			
Other movements in IFRS net equity			
Closing adjustments			
Closing Group MCEV			





### Beyond MCEV: Core Changes

- n Back Book Analysis better understanding of the internal workings of the in-force development
  - n Reserve roll-forward for asset accumulation business

Goal: Better appreciation of growth dynamics

More detailed *disclosure on experience* variances/ assumption changes
 – split by lapse, expenses, mortality/ morbidity, tax, other; 'bandwidth' issues; new business profit triangles by 'accident year'

Goal: Better audit of value to cash

n Greater *detail on in-force drivers* 1) split VIF between separate a/c, general a/c savings & general a/c risk business; 2) Show revenue split between fees, investment margins, risk revenues; 3) split expenses between renewal commission / maintenance expenses

Goal: Better understanding of earnings drivers





## Beyond MCEV: Core Changes

Friends Provident — Detailed In-Force Cash Generation Analysis for 2007 (Pounds in Millions)

				Inv &	With-Profits	Total				
	Protection	Pensions	<b>Annuities</b>	Savings	& Other	UK	FPI	Lombard	Int	Total
FUM Roll Forward										
— FUMs at Start Year	_	5,488	_	3,061	13,161	_	3,882	7,760	11,642	_
— Gross Flow	_	2,183	_	_	_	_	_	_	_	_
— Transfers/ Redemptions	_	(474)	_	_	_	_	_	_	_	_
— Net Flow	_	1,709	_	_	_	_	_	_	_	_
— Market Movement	_	398	_	_	_	_	_	-	_	_
— FUMs at End Year	_	7,595	_	3,208	12,246	_	5,022	10,060	15,082	_
— % Change	_	38%	_	5%	-7%	_	29%	30%	30%	_
In-Force Value										
— Start Year	379	436	29	188	459	1,491	212	328	540	2,031
— End year	242	456	7	157	398	1,260	225	385	610	1,870
— % Change	-36%	5%	-76%	-16%	-13%	-15%	6%	17%	13%	-8%
In-Force/ FUMs										
— Start Year	_	7.9%	_	6.1%	3.5%	_	5.5%	4.2%	4.6%	_
— End year	_	6.0%	_	4.9%	3.3%	_	4.5%	3.8%	4.0%	_
In-Force Cash Generation										
— AMCs	0	63	0	25	51	139	26	56	82	221
— Maintenance Costs	(14)	(17)	0	(4)	(19)	(54)	(14)	(17)	(31)	(85)
— Other (revenue/ reserve chges)	58	(10)	5	(7)	55	101	32	3	35	136
— Total (pre-tax)	44	36	5	14	87	186	44	42	86	272
— Tax (& other)	_	_	_	_	_	(18)	(13)	(13)	(26)	(44)
— Total (net)	_	_	_	_	_	168	31	29	60	228
As % of Average FUMs										
— AMCs	_	0.96%	_	0.80%	0.40%	_	0.58%	0.63%	0.61%	_
— Maintenance Costs	_	-0.26%	_	-0.13%	-0.15%	_	-0.31%	-0.19%	-0.23%	_
— Other (revenue/ reserve chges)	_	-0.15%	_	-0.22%	0.43%	_	0.72%	0.03%	0.26%	_
— Total (pre-tax)	_	0.55%	_	0.45%	0.68%	_	0.99%	0.47%	0.64%	_
<ul> <li>Total (net): normalised tax rate</li> </ul>	_	0.39%	_	0.31%	0.48%	_	0.70%	0.33%	0.45%	_
As % of Start Year In-Force										
— Total (net): normalised tax rate	8.1%	5.8%	12.1%	5.2%	13.3%	8.7%	14.6%	8.8%	11.1%	11.2%

Source: Citi Investment Research and company data





### Beyond MCEV: Core Changes

- n Front Book Analysis better understanding of the dynamics of writing new business
  - n IRRs, IDRs and cash payback periods made mandatory
    - Goal: Clarity on the economics of investing in new business
  - n Greater *detail on new business drivers* 1) split NBP between separate a/c, general a/c savings & general a/c risk business; 2) Show split of product strain between initial commissions and acquisition costs;

Goal: Better understanding of earnings drivers

### n Cash Projections

- n VIF Maturity profile prospective view of in-force monetization
- n Cash signature on new business

Goal: Facilitate cash projection analysis





## Beyond MCEV: Core Changes

#### Friends Provident — Detailed New Business Product Strain Analysis Net of Tax for 2007 (Pounds in Millions)

	Pensions						Inv &	Total				
	Protection	Group E	Ind E	DWPE	Total	<b>Annuities</b>	Savings	UK	FPI	Lombard	Int	Total
PVNBP	413	2,611	504	140	3,255	273	501	4,442	1,235	1,985	3,220	7,662
Year One Product Strain												
— Commission	(92)	(52)	(20)	0	(72)	0	(31)	(195)	(134)	(24)	(158)	(353)
— Acq Expenses	(72)	(65)	(14)	(1)	(80)	(7)	(14)	(173)	(20)	(34)	(54)	(227)
— Other	124	6	1	0	7	17	9	157	85	17	102	259
— Total (pre-tax)	(40)	(111)	(33)	(1)	(145)	10	(36)	(211)	(69)	(41)	(110)	(321)
— Total (net)	(28)	(78)	(23)	(1)	(102)	7	(25)	(148)	(48)	(29)	(77)	(225)
Strain as % of PVNBP												
<ul><li>Commission</li></ul>	-22.3%	-2.0%	-4.0%	0.0%	-2.2%	0.0%	-6.2%	-4.4%	-10.9%	-1.2%	-4.9%	-4.6%
— Acq Expenses	-17.4%	-2.5%	-2.8%	-0.7%	-2.5%	-2.6%	-2.8%	-3.9%	-1.6%	-1.7%	-1.7%	-3.0%
— Other	30.0%	0.2%	0.2%	0.0%	0.2%	6.2%	1.8%	3.5%	6.9%	0.9%	3.2%	3.4%
— Total (pre-tax)	-9.7%	-4.3%	-6.5%	-0.7%	-4.5%	3.7%	-7.2%	-4.8%	-5.6%	-2.1%	-3.4%	-4.2%
— Total (net)	-6.8%	-3.0%	-4.6%	-0.5%	-3.1%	2.6%	-5.0%	-3.3%	-3.9%	-1.5%	-2.4%	-2.9%
IRR*	10.2%	8.4%	9.0%	_	9.3%	_	7.6%	10.9%	17.5%	29.8%	23.2%	13.8%
IDR (partially estimated)	5.0%	7.8%	7.8%	7.8%	7.8%	12.0%	7.8%	7.8%	6.1%	7.5%	7.0%	7.4%
Cash Payback*	10	20	20	0	19	0	29	14	6	4	5	10
Net New Business Profit*												
<ul> <li>Pounds in Millions</li> </ul>	18	16	4	8	29	8	1	55	27	50	77	133
— As % of PVNBP	4.2%	0.6%	0.8%	6.0%	0.9%	3.1%	0.1%	1.2%	2.2%	2.5%	2.4%	1.7%

<sup>\*</sup> These figures (net of tax) are after development expense capitalisation and are based on year-end 2007 economic assumptions. Source: Oti Investment Research and company data





### Beyond MCEV: Best Practice

### n Develop best practice (aided by consulting actuaries) in

- n A common approach for the 'charge for *non-hedgeable risks*'
- n Required capital Indication of where rating agency capital sits
- n A common approach to calculating **new business profits** point of sale/ end year, opening/ closing or point of sale assumption basis
- n More colour on 'expected return on EV' reference rate, equity/ property risk, interest rate risk, credit risk, volatility
- n *Expanded sensitivity tests*: 1) credit risks; 2) change in gradient of the swap curve; 3) exchange impacts; 4) discursive information on cliff guarantee points





# Beyond MCEV: Future Template

				'	ΛF				Non-Cove	red (IFRS)		
	Free	Required	Separate	Gen. A/C	General		Covered	Free	Required	<b>Q</b> p.	Grou	
	Surplus	Capital	Account	(saving)	A/C (risk)	Total	MCEV	surplus	Capital	Business	Total	MCE
Reserve Roll Forward												-
Opening reserves	_	_	Х	X	X	X	_	_	_	Х	_	
Opening adjustments												-
— Acquired/ divested business	_	_	X	X	X	X	_	_	_	X	_	-
— Foreign exchange variance	_	_	X	X	X	X	_	_	_	X	_	-
Adjusted opening reserves	_	_	X	X	X	X	_	_	_	X	_	
Income												-
— Premiums	_	_	X		X	Χ	_	_	_	X	_	-
— Investment Returns	_	_	X	X	X	X	_	_	_	Χ	_	-
— Sub-Total	_	_	X	X	X	X	_	_	_	Χ	_	
Outgo .												-
<ul> <li>— Claims on maturity/ event risk trigger</li> </ul>	_	_	X		X	X	_	_	_	X	_	-
— Claims on surrender	_	_	X	X	X	X	_	_	_	Χ	_	-
— Expenses	_	_	X	X	X	X	_	_	_	Χ	_	-
— Other	_	_	X	Χ	X	X	_	_	_	X	_	-
— Sub-Total	_	_	X	Χ	Χ	X	_	_	_	X	_	
Closing reserves	_	_	X	Χ	X	X	_	_	_	X	_	





# Beyond MCEV: Future Template

#### Suggested Template for MOEV Disclosures (Continued)

				'	ИF				Non-Cove	red (IFRS)		
	Free	Required	Separate	Gen. A/C	General		Covered	Free	Required	Qъ.		Group
	Surplus	Capital	Account	(saving)	A/C(risk)	Total	MCEV	surplus	Capital	Business	Total	MCEV
MCEV Analysis												
Opening MOEV	X	X	X	X	X	X	X	X	X	-	X	X
Opening adjustments	X	X	X	X	X	X	X	X	X	-	X	X
Adjusted opening MOEV	X	X	X	X	X	X	X	X	X	-	X	X
New business value	X	X	X	X	X	X	X	_	-	-	_	_
Expected existing business contribution												
<ul> <li>At the reference rate</li> </ul>	X	X	X	X	X	X	X	X	X	X	X	X
<ul> <li>In excess of the reference rate</li> </ul>												
<ul> <li>Equity/ property risk</li> </ul>	X	X	X	X	X	X	X	X	X	X	X	X
<ul> <li>Interest rate risk</li> </ul>	Χ	X	X	Χ	X	Х	Χ	X	X	X	Χ	X
— Credit risk	X	X	Х	X	X	X	Χ	X	X	X	X	Х
<ul> <li>Vdatility risk</li> </ul>	X	X	Х	X	X	X	Χ	X	X	X	X	Х
— sub-total	X	X	Х	X	X	X	Χ	X	X	X	X	Х
Transfers from MF and required capital to free surplus	Х	Х	Х	Х	Х	Χ	Х	Х	Х	Х	Х	Х
Experience variances												
<ul><li>Persistency</li></ul>	X	X	Х	X	X	Х	Χ	_	_	_	_	_
— Mortality/ morbidity	Χ	X	X	Χ	X	Х	Χ	_	_	_	_	_
- Expenses	X	X	X	X	X	Х	X	_	_	_	_	_
— Other	X	X	Х	X	X	X	Χ	_	_	_	_	_
Assumption changes												
— Persistency	X	X	X	X	X	Х	X	_	_	_	_	_
- Mortality/ morbidity	X	X	Х	X	X	X	Χ	_	_	_	_	_
— Expenses	X	X	Х	X	X	X	Χ	_	_	_	_	_
— Other	X	X	Х	X	X	X	Χ	_	_	_	_	_
Other operating variance	X	X	Х	X	X	X	Χ	_	_	_	_	_
Operating MOEV earnings	Χ	X	X	Χ	X	Х	Χ	X	X	X	Χ	X
Economic variances												
- Equity/ property risk	Χ	X	X	Χ	X	Х	Χ	X	X	X	Χ	Х
— Interest rate risk	Χ	X	X	Χ	X	Х	Χ	X	X	X	Χ	X
- Credit risk	X	X	X	X	X	X	X	X	X	X	X	X
<ul><li>Wolatility risk</li></ul>	Χ	X	X	Χ	X	X	Χ	X	X	X	Χ	Х
- Impact of own debt	Χ	X	X	Χ	X	Х	Χ	_	_	_	_	Х
Other non operating variance	X	X	X	X	X	Х	X	Х	X	X	X	Х
Total MCEV earnings	X	X	Х	X	X	X	X	X	X	X	X	Х
Other movements in IFRS net equity	_	_	_	_	_	_	_	X	X	X	X	Х
Closing adjustments												
Acquired/ divested business	X	Х	Х	Х	X	X	X	Х	Х	Х	X	X
— Foreign exchange variance	Х	Х	Х	Х	Χ	Х	Х	Х	Х		Х	Х
— Capital/ dividend flows	X	X			X	Х	X	Х	X		Х	X
Closing MOEV	X	X			X	X	X	X	X		X	X





# Beyond MCEV: Future Template

				\	ΛF				Non-Cove	red (IFRS)		
	Free	Required	Separate	Gen. A/C	General		Covered	Free	Required	Qp.		Grou
	Surplus	Capital	Account	(saving)	A/C (risk)	Total	MCEV	surplus	Capital	Business	Total	MCE
Additional Information												
New Business												
Product Strain												
— Commission	_	_	X	X	X	X	_	_	_	X	_	-
— Acquisition Costs	_	_	X	X	X	X	_	-	_	X	_	-
— Other	_	_	X	X	X	X	_	_	_	X	_	-
— Total	_	_	X	X	X	X	_	_	_	X	_	-
Solvency Strain	_	_	X	X	X	X	_	_	_	X	_	-
IRR on New Business	_	_	X	X	X	X	_	_	_	_	_	-
IDR on New Business	_	_	X	Χ	X	Χ	_	_	_	_	_	-
Payback period (Yrs)	_	_	X	X	X	X	_	_	_	_	_	-
In-Force												
Revenue												
— Fees	_	_	X	X	X	X	_	_	_	_	_	-
— Investment Margin	_	_	X	X	X	X	_	_	_	_	_	-
— Risk Revenues	_	_	X	X	X	X	_	_	_	_	_	-
— Sub-Total	_	_	X	X	X	X	_	-	_	-	_	-
Expenses												
- Renewal Commissions	_	_	X	X	X	X	_	_	_	_	_	-
— Maintenance Expenses	_	_	X	X	X	X	_	_	_	_	_	-
— Sub-Total	_	_	Х	Χ	X	X	_	_	_	_	_	-
IDR on In-Force	_	_	X	Х	X	Х	_	_	_	_	_	-

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### The Future of Insurance Accounting

- n What Next? We wait given past experience, analysts will await implementation (up to eighteen months away for the Swiss & Dutch)
- n Will the market coalesce around MCEV?
  - n Healing the Schism Will managements of European firms focus more attention on the group-wide EV figures and base targets on EV rather than IFRS yardsticks?
  - n *IFRS Inadequacies* Will analysts expose the inconsistencies in current IFRS?
  - n **The linkage to cash** Will the CFO Forum mandate a common template for disclosing group cash/ free capital generation information?
  - n *The linkage to capital* Will Solvency II closely follow the marketconsistent line
  - n How will the *IASB Working Party* on IFRS II react can global consensus be established? If not, will it rubber-stamp MCEV?

Insurance



### Appendix A-1

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