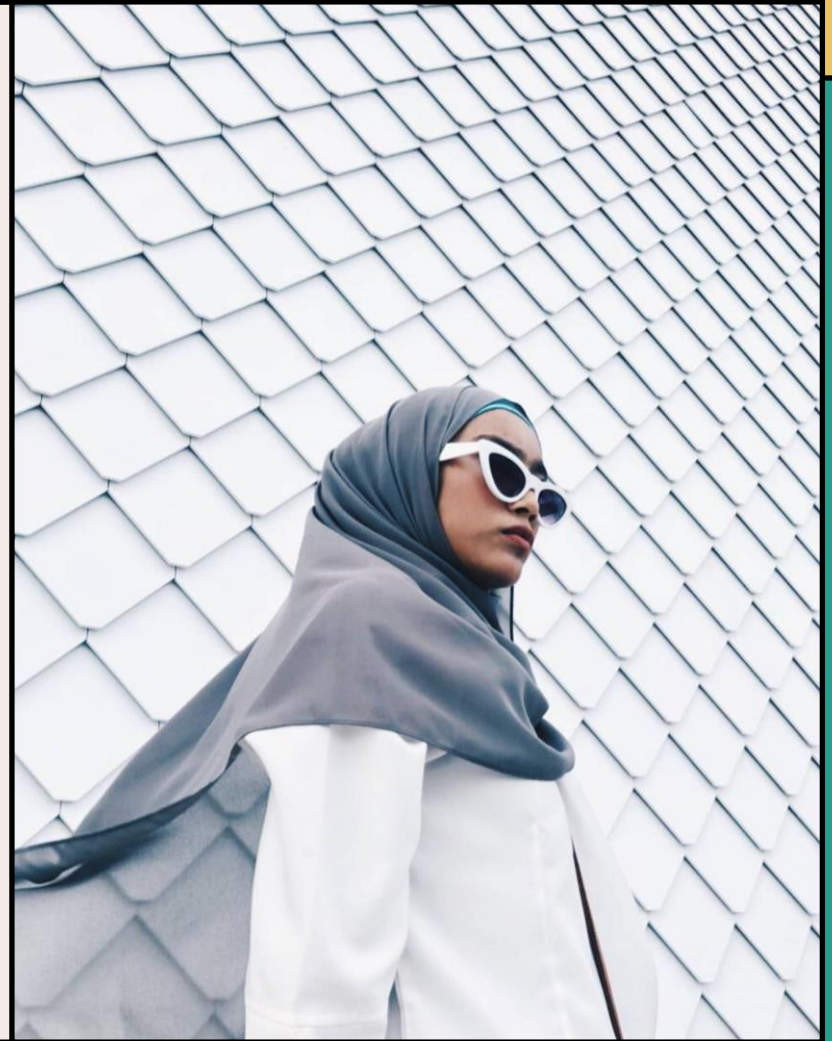


Ethical considerations in Insurance Pricing



PRICE - The amount of money (premium) that an individual or business pays for an insurance policy.

ETHICS - Moral principles that govern a person's behaviour or the conducting of an activity.

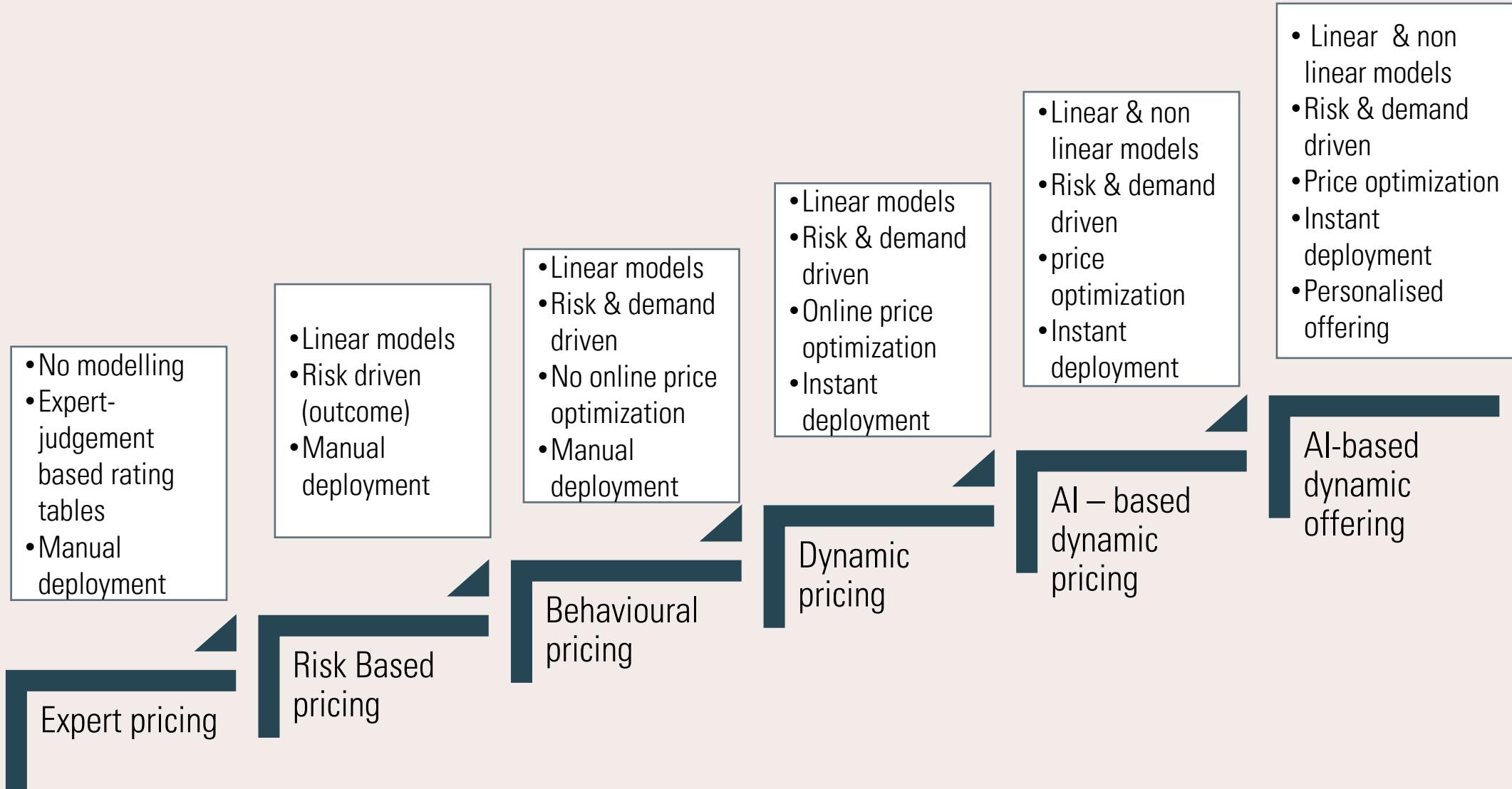
Key elements of pricing

- Probability of event happening (mortality tables, morbidity table)
- Cost of event when it happens/amount paid out (sum assured)
- Discount rate
- Investment return
- Expense (including acquisition and operating)
- Profit Margin if any

Expert Judgement in pricing



Pricing sophistication journey



Other Ethical considerations

- Profit vs value
- Fairness and access
- Personalisation
- Profiling
- Data
- Transparency

Thank you

