



**CIGNA GLOBAL INDIVIDUAL
PRIVATE MEDICAL INSURANCE**

**BROKER AND PARTNER
CONFERENCE 2015**

**Singapore Grand Prix
17th - 21st September**



Together, all the way.™



SINGAPORE 2015

Cigna Global IPMI Broker and Partner Conference

We are delighted to announce the Cigna Global IPMI Broker and Partner Conference 2015. This year's conference will take place in Singapore, where we will visit the spectacular Singapore Grand Prix night race. We are looking forward to continuing to build our relationship with our 15 most valued key partners. Not only is this a once in a lifetime trip, the conference presents an opportunity to discuss ways to develop your business, and continue to build our relationship together. Read on to find out what is happening at this year's conference, learn more about the Singapore Grand Prix, and who will be invited.

What's included?

If invited to the conference, you will be attending a seminar where we'll be exploring opportunities and discussing ways to grow your business in the IPMI market.

You will be provided with corporate hospitality VIP access to the Singapore Grand Prix qualifier and race day, return flights and hotel accommodation; staying at the prestigious Park Royal on Beach Road hotel. We are currently planning additional events and activities which will be announced nearer the time of the conference.

You will have some free time to explore the wonderful sights Singapore has to offer, and spend time informally with your peers and Cigna representatives.

SINGAPORE GRAND PRIX

The Singapore Grand Prix is a true world-class event. There's something for everyone to enjoy, on-track and off-track.

Singapore has been the proud host of the world's only Formula One night race since 2008. Set on the Marina Bay Street Circuit, the impressive skyline of Singapore provides a spectacular backdrop to the race. Watching the world's finest drivers prove their mettle on this challenging circuit is an extraordinary experience.

The event also includes a full entertainment programme with international headliner and performances - we're sure you won't be disappointed!

For further details, see www.singaporegp.sg

HIGHLIGHTS

- › Corporate hospitality VIP access to Singapore Grand Prix race and qualifier
- › Issues and Trends in the IPMI Market Seminar
- › Help to Grow Your Business



ISSUES & TRENDS IN THE IPMI MARKET SEMINAR

Including key note speakers Ron Kaufman and Hamish Worsley, and break-out sessions exploring the opportunities and challenges in the IPMI market. We will explore the latest trends in customer service, the individual expatriate market size, expat migration trends and lots more, to help you find the next steps in your strategy to continue to grow your business.

KEYNOTE SPEAKERS



Ron Kaufman

Ron Kaufman is the world's leading educator and motivator for uplifting customer service and building service cultures.

He is author of the book *Uplifting Service*, and 14 other books on service and business.

Ron is rated one of the world's

top 25 "Hot Speakers" by Speaker Magazine for his high energy and high content presentations.

His unique approaches to learning and leadership have been featured in the New York Times, the Wall Street Journal and USA Today.

Keynote: "Service: The key to growing your business"

An entertaining and interactive presentation with powerful principles and tried-and-true techniques, focused on SMEs, relevant to the majority of brokerages.

This session will show how SMEs can use service as a competitive advantage, before, during and after sales.

It will leave you with concrete advice on how to fly over customers' rising expectations and immediately improve the quality of service delivered at all levels of your company.



Hamish Worsley, NMG Consulting

Hamish is responsible for NMG's Insights programmes in expatriate health insurance, life insurance, wealth management, asset management and corporate benefits across the UK and Europe, Middle East and Asia.

He has over 25 years of experience as a corporate actuary and then as a consultant, including the last 18 years with NMG. Hamish will join us from his office in Perth, Australia.

Keynote: "Expatriate migration trends"

This session will present an in-depth examination of the characteristics of the individual expatriate marketplace.

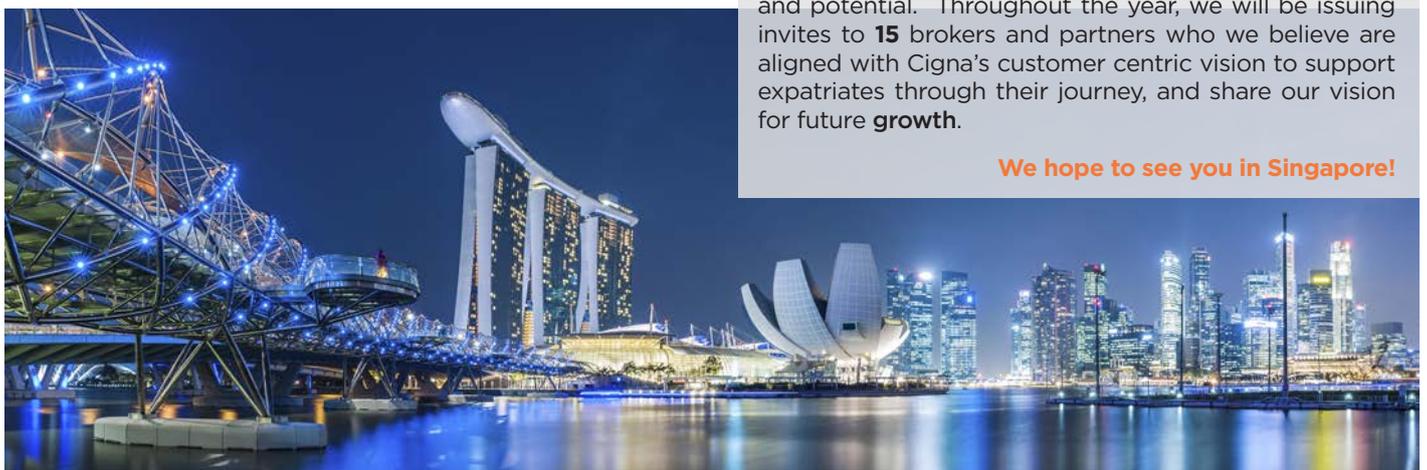
The size of the market, customer segmentation, and the opportunities available for brokers in the market will be analysed.

Overall, this session will provide valuable insight on expatriate migration trends and focus countries, which will help you further your understanding of expatriate customers' needs and wants.

Help to grow your business

The conference provides an opportunity for you to get advice on growing your business from Cigna representatives and other experts in the industry. There will be plenty of opportunities for informal meetings focused on business development. Throughout the conference, we will also provide optional sessions focused on;

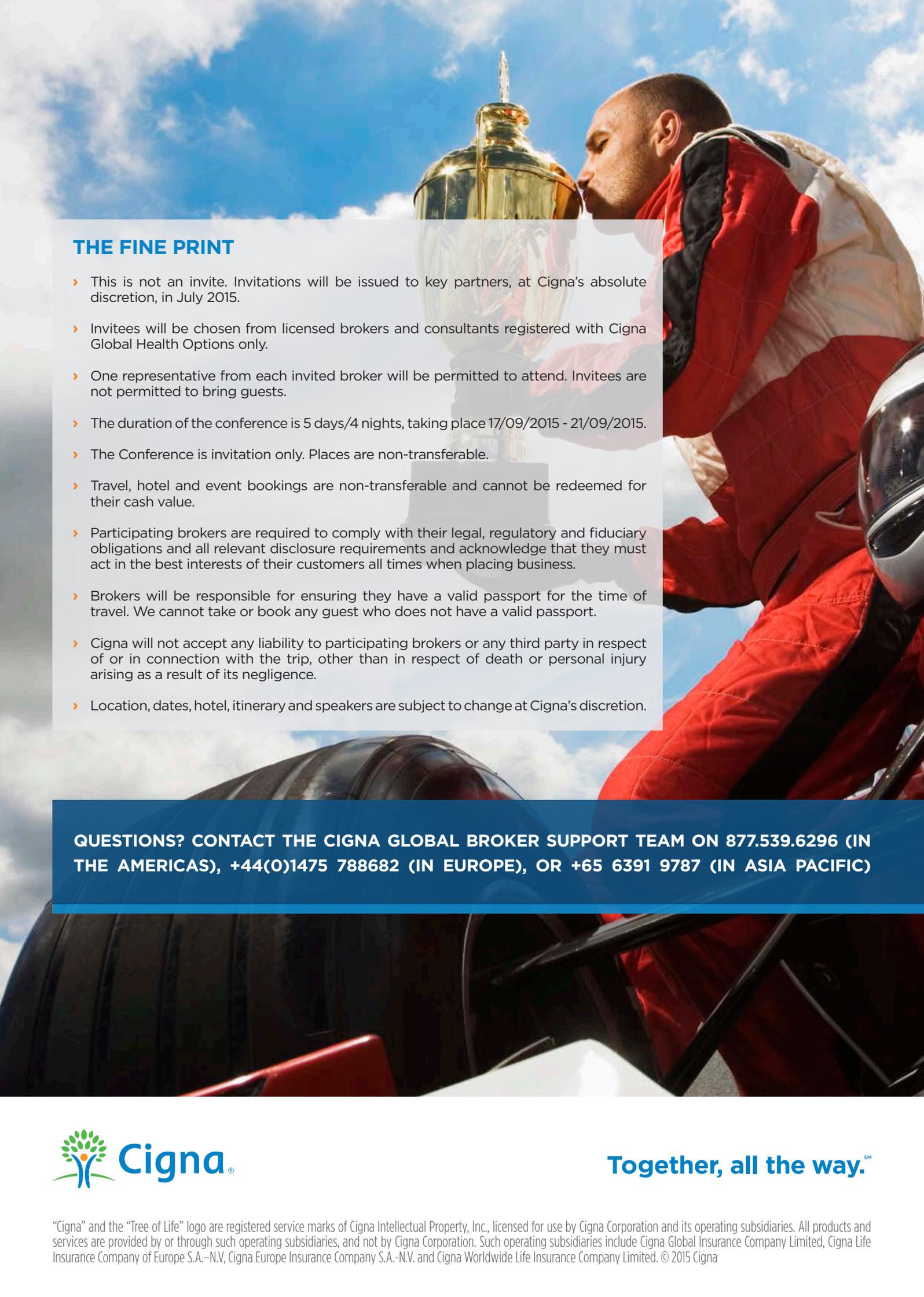
- › Growing your business with Cigna
- › Doing business in UAE
- › Digital marketing
- › Underwriting



Who will be invited?

We continuously review broker and partner performance and potential. Throughout the year, we will be issuing invites to **15** brokers and partners who we believe are aligned with Cigna's customer centric vision to support expatriates through their journey, and share our vision for future **growth**.

We hope to see you in Singapore!



THE FINE PRINT

- › This is not an invite. Invitations will be issued to key partners, at Cigna's absolute discretion, in July 2015.
- › Invitees will be chosen from licensed brokers and consultants registered with Cigna Global Health Options only.
- › One representative from each invited broker will be permitted to attend. Invitees are not permitted to bring guests.
- › The duration of the conference is 5 days/4 nights, taking place 17/09/2015 - 21/09/2015.
- › The Conference is invitation only. Places are non-transferable.
- › Travel, hotel and event bookings are non-transferable and cannot be redeemed for their cash value.
- › Participating brokers are required to comply with their legal, regulatory and fiduciary obligations and all relevant disclosure requirements and acknowledge that they must act in the best interests of their customers all times when placing business.
- › Brokers will be responsible for ensuring they have a valid passport for the time of travel. We cannot take or book any guest who does not have a valid passport.
- › Cigna will not accept any liability to participating brokers or any third party in respect of or in connection with the trip, other than in respect of death or personal injury arising as a result of its negligence.
- › Location, dates, hotel, itinerary and speakers are subject to change at Cigna's discretion.

QUESTIONS? CONTACT THE CIGNA GLOBAL BROKER SUPPORT TEAM ON 877.539.6296 (IN THE AMERICAS), +44(0)1475 788682 (IN EUROPE), OR +65 6391 9787 (IN ASIA PACIFIC)



Together, all the way.™