

MARKET MAP

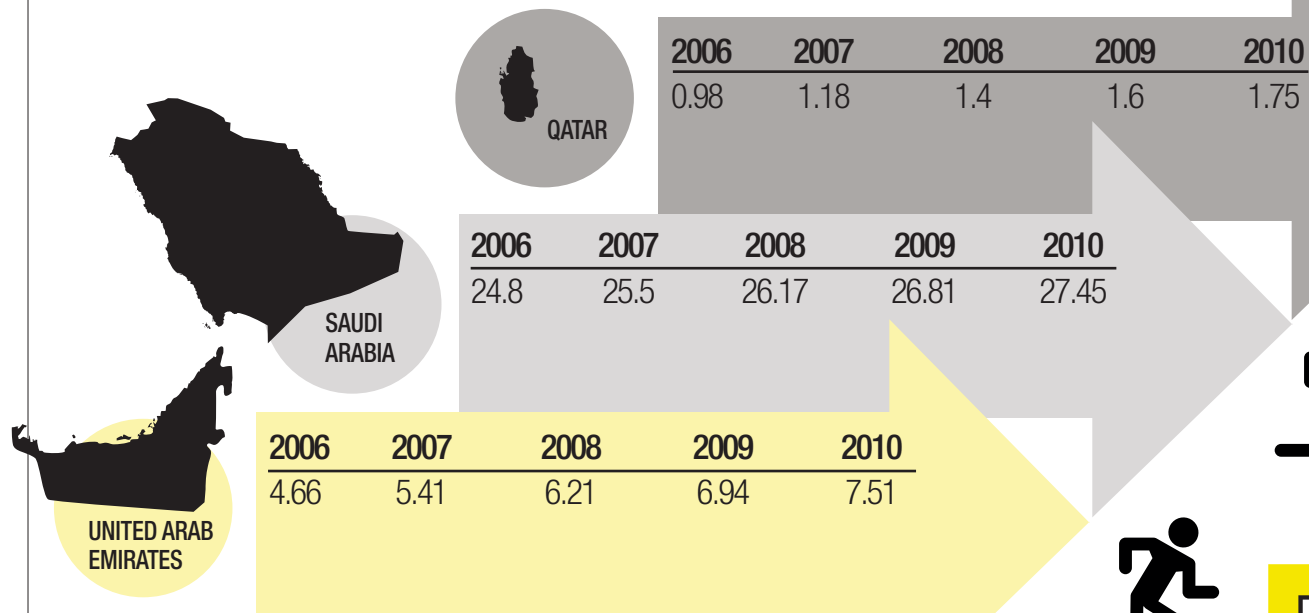
BOOMING POPULATION

The Middle East is, in terms of population, one of the fastest-growing regions in the world, according to World Bank figures. Of the three biggest insurance markets in the region by population growth, Qatar has seen its population double in five years. This is positive for the region, as much of this increase

is made up of expatriates who require life and health products, as well as other personal lines products. Although Middle East life and non-life premium per capita is well behind developed nations, the growth rate for the Middle East is healthier, more than doubling in non-life in a 10-year period.

POPULATION GROWTH

Population in millions



PREMIUMS WRITTEN

2010

	Life	Non-life	Total
QATAR	NA	\$933m	\$933m
SAUDI ARABIA	\$340m	\$4,342m	\$4,682m
UAE	\$936m	\$4,939m	\$5,875m

PREMIUM PER CAPITA

2010

	Life		Non-life	
	2001	2010	2001	2010
Developed	\$1,451m	\$2,069m	\$930m	\$1,458m
Middle East	\$16m	\$25m	\$35m	\$78m

INSURANCE PENETRATION

as a % of GDP

	Life		Non-life	
	2001	2010	2001	2010
Developed	5.50%	5.10%	3.50%	3.60%
Middle East	0.10%	0.10%	0.70%	1.00%

EMERGING MARKET COMPARISON

TOTAL PREMIUMS

GROWTH RATE



LATIN AMERICA
\$128bn 6.9%

AFRICA
\$67bn 4.3%

MIDDLE EAST
\$31bn 11.6%

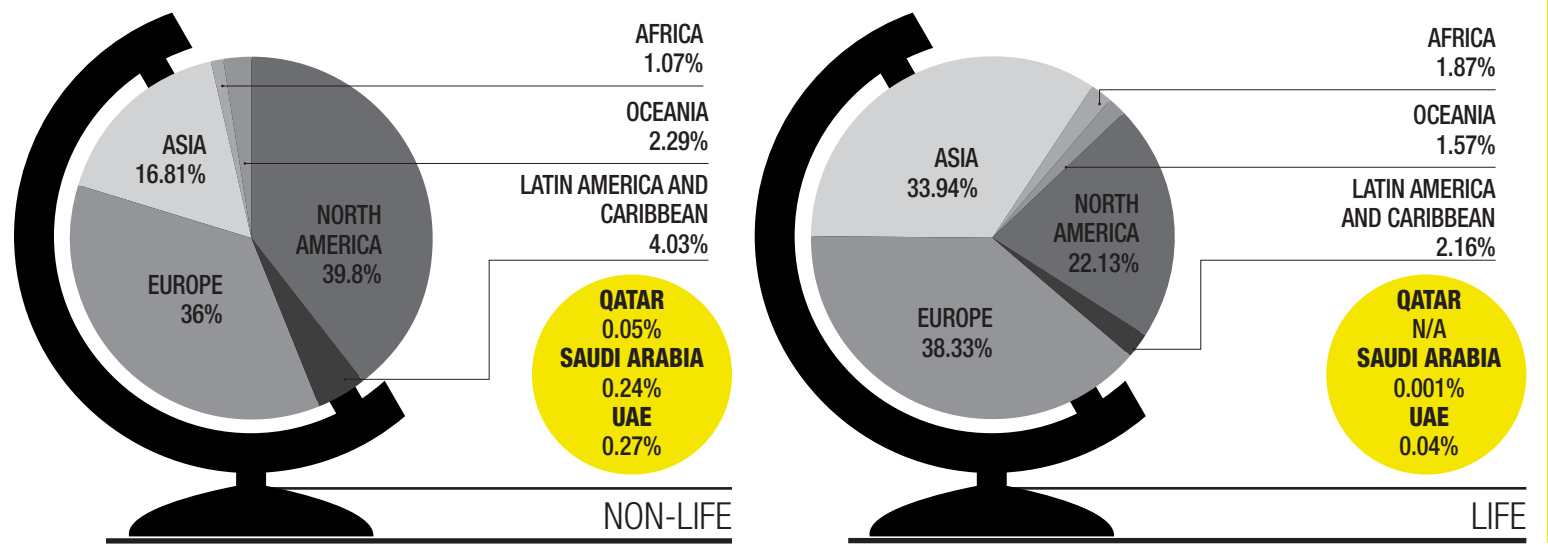
ASIA
\$336bn 18%

EASTERN EUROPE
\$88bn 6.4%



WORLD PREMIUMS

Big three %



KING OF THE FRONTIERS

Latest available figures, left and above, show that Middle East total premium growth is lagging behind other emerging markets. But in terms of fastest-growing region, the Middle East follows closely behind Asia, which tops the list. Many market insiders believe that one reason for this is that the Middle East should still be classified as a 'frontier' market, since it is yet to hit key performance indicators of an emerging market.