

Global Insurance Expansion Strategy

Assessing international growth opportunities across emerging insurance markets

The Challenge

A dominant Australian insurance group faced limited domestic expansion opportunities and explored growth across Asia, Eastern Europe and the Middle East.



AT A GLANCE

Asia + Europe + MENA

Expansion regions

Philippines • Thailand •

India • China

Global Top-20 insurer

Make / Buy / JV

Entry scenarios

Our Approach

- **Market Research**
Conducted detailed research across target insurance markets.
- **Expansion Strategy**
Developed "make, buy or JV" scenarios.
- **Partner Identification**
Identified and profiled prospective JV partners.
- **Market Engagement**
Supported preliminary liaison with potential partners.

Outcome

Initial engagement with prospective JV partners commenced before further expansion activity was suspended due to the group's strategic refocus and the Asian Financial Crisis.

Experience Across the Journey

