

"Empowering your tomorrow
with technology today."



ICON

- The Future Of Business

BUSINESS
**COMPANY
PROFILE**

A company built to solve your
unique enterprise problems
through tailored approaches
specific to you.

Introduction

ICON is your leading digital solutions provider.



Some of the best business Values are derived from Integrity. A great system *evolves* and grows.

We are a *Trans African* brand that looks forward to building *customized* solutions to problems you encounter. We have the *capacity* and *capability* to do so

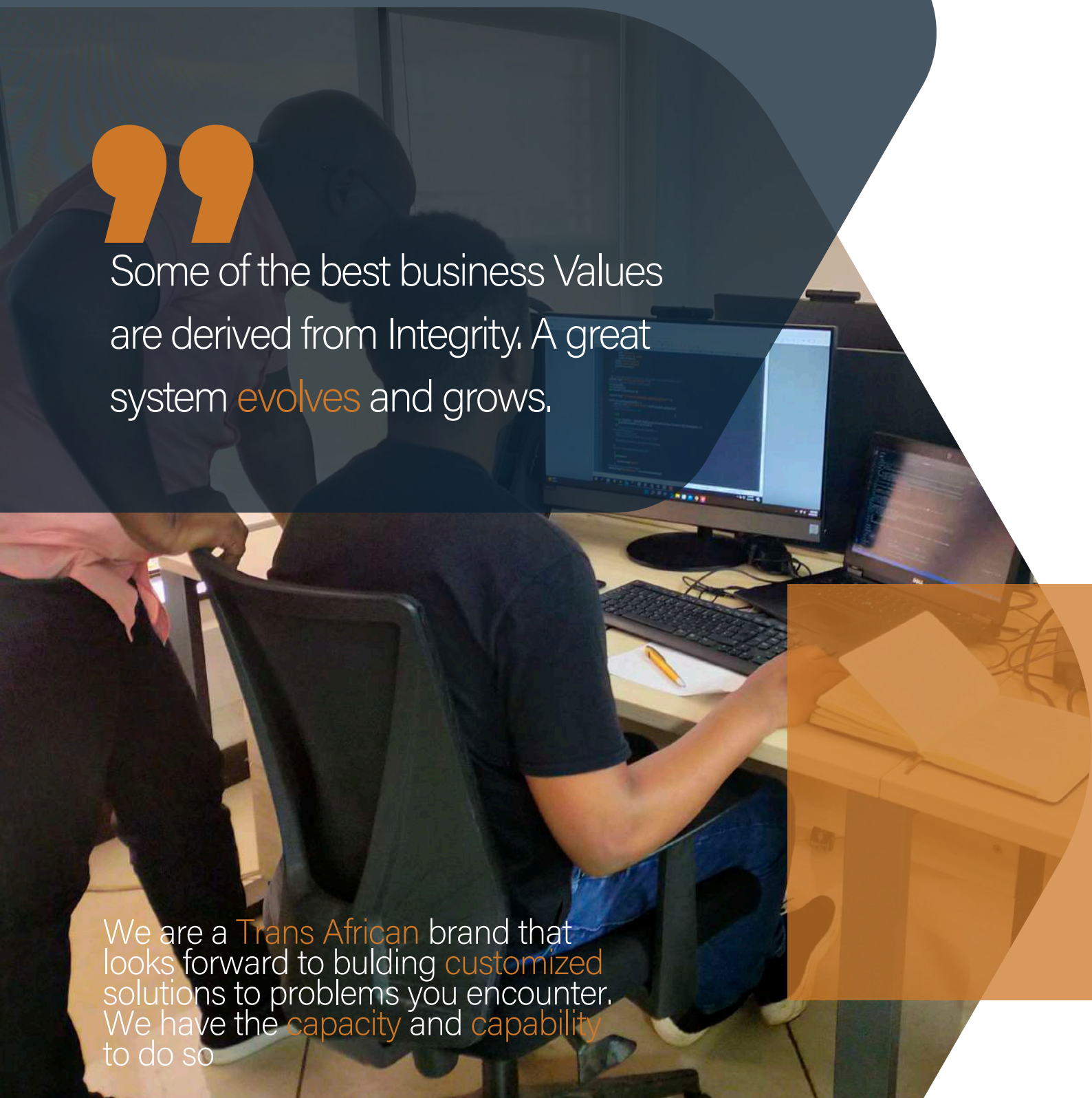


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Most companies have long realized that necessary changes are needed to have a digital future. From digitizing whole operations, to cyber security, the entire business journey needs to be efficient and fast. At the core of this are two things, robust digital solutions and customer-centered approach towards business operations.

That is where we, ICON, come in. Your digital transformation partner.

A Trans-African service provider

At ICON, We thrive ourselves as being one of the the first Trans-African company that provide companies **localized solutions** to their ever-changing **problems**. We **understand the needs** and **requirements** and are well up to the task to solve them.

We believe a shift needs to happen from traditional business model to a customer-focused modern service delivery using digital solutions.

We have a Responsibility

Our team is made up of highly skilled professionals with diverse backgrounds and expertise in a wide range of technologies. From software development to hardware engineering, we are constantly pushing the boundaries of what is possible in order to bring our clients the best possible products and services.

We believe in taking a customer-focused approach to everything we do. We listen closely to our clients' needs and work closely with them to develop custom solutions that meet their unique requirements. We pride ourselves on our ability to work quickly and efficiently, delivering high-quality products and services on time and on budget.



Fostering strong relationships with the insured client is crucial to the success of the insurance business.

Whether you are looking for a custom software solution, a new piece of hardware, or just some expert advice on your technology needs, we are here to help. Contact us today to learn more about how we can help you achieve your technology goals.

About Us

At ICON, we believe that technology can change the world for the better. We are dedicated to creating innovative solutions that help individuals and businesses work more efficiently, communicate more effectively, and ultimately achieve their goals.

In 2015, we started a product to revolutionize how insurance companies do business. And 1 year later, **Mayfair Insurance** took up one of our our premier products- bima and in 4 years, they expanded to other Mayfair companies based in **Tanzania, Rwanda, Zambia, Uganda** and **Democratic Republic of Congo**.

ICON understands that the tech industry is an increasingly complex environment and that it is up to businesses to have the right strategy and effective systems in place for them to have an edge over the competition. We are a company built on **trust** amongst ourselves and we want you to entrust us to provide the **best solutions** for **you**. We thrive on **honesty** and **integrity** to our clients that our products, solutions and subsequent services are **reliable** and **secure** to deliver on one of our core mandates- to **perform** at **optimum levels**.



*If you're looking for something new, you're in the right place. We strive to be **industrious** and **innovative**, offering our clients something they want, putting their desires at the top of our priority list.*

We have been working closely with **Intra Africa** since **2021** after on-boarding their business with bima.



Corporate purpose

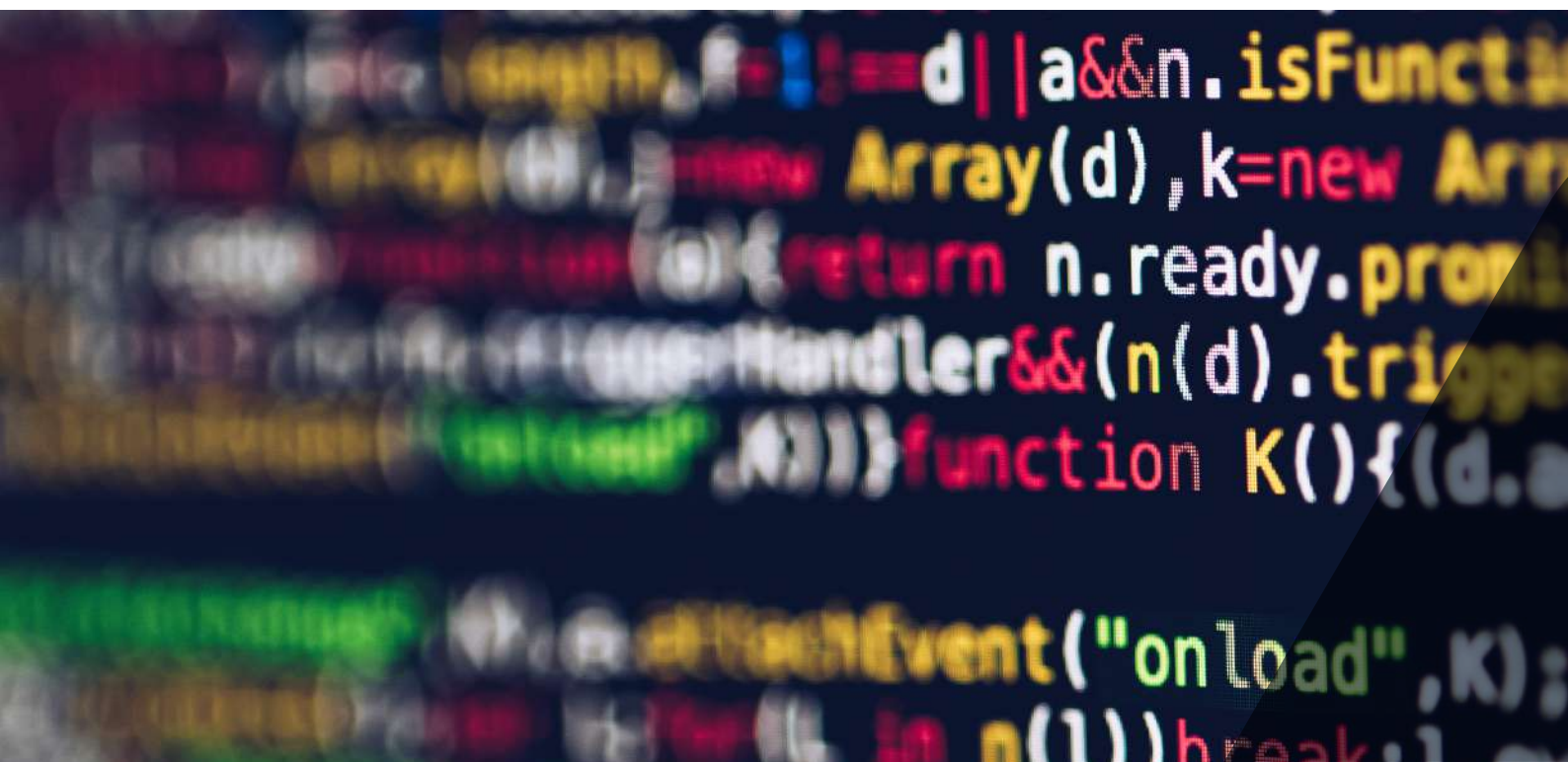
Our purpose is to empower people and businesses to achieve their full potential through the power of technology. We believe that technology can be a force for good, and we are committed to using our expertise to create innovative solutions that make a positive impact in the world.

How are we going to achieve this?

Our goal is to help companies work smarter, communicate more effectively, and ultimately achieve their goals faster and more efficiently than ever before. We are passionate about building a better future through technology. We strive to push the boundaries of what is possible, to explore new horizons and to challenge ourselves to be the best we can be. We believe that by harnessing the power of technology, we can make the world a better place for everyone.



Our digital products are the complete package that are trustworthy, reliable and secure. Our Fidelity is tied to our core values to guarantee the products works to optimum levels while maintaining backed integrity and security.



Corporate vision

To be a leading innovator in the tech industry, driving positive change in the world through the power of technology. Our goal is to be at the forefront of technological innovation, continuously exploring new horizons and setting new standards for excellence in the industry.

Corporate mission

To provide our clients with innovative and reliable technology solutions that help them achieve their goals faster and more efficiently. We are committed to developing cutting-edge products and services that are user-friendly, cost-effective, and tailored to their company specific needs. We strive to be a trusted partner to our clients, providing expert guidance, exceptional service, and unparalleled value in everything we do.



Our mission is to use our expertise to make a positive impact on the world and help tech firms succeed in an ever-changing digital landscape.



C.E.O Message

I hope this message finds you well. As the C.E.O of ICON Limited, I am excited to **connect** with you and share the exceptional value we can offer to your esteemed organization. At ICON, we understand the dynamic and ever-evolving nature of tech landscape. .

We recognize the challenges you face in **staying ahead** of the **competition**, meeting **customer demands**, and driving **sustainable growth**. That's why we are committed to being more than just another service provider. We want to be your trusted partner, working hand in hand with you to achieve your business objectives.

We offer flexible and scalable solutions. We understand that every business is **unique**, and we strive to provide our clients with solutions that are **tailored** to their specific needs. Whether our clients are just starting out or are well-established in their industry, we work closely with them to develop **customized solutions** that meet their evolving needs.



Eric Kweyu- CEO

- Tailored Solutions:** We take the time to understand your unique business requirements, challenges, and goals. Our team of experts will work closely with you to develop tailored solutions that address your specific needs. From product customization to personalized services, we are dedicated to providing you with the right tools and support to drive success.
- Industry Expertise:** With years of experience in the tech industry, we have developed deep domain expertise and a comprehensive understanding of market trends. Our knowledge allows us to offer valuable insights and strategic guidance, helping you make informed decisions that propel your business forward. We stay up to date with the latest advancements and best practices to ensure that you benefit from cutting-edge solutions.
- Reliability and Quality:** We understand the importance of reliability in business partnerships. You can count on us to deliver on our promises consistently. We prioritize quality at every step, from the solutions we offer to the services we provide. Our commitment to excellence ensures that you receive reliable, high-quality solutions.
- Collaborative Approach:** We believe that the best results are achieved when we work together as a team. Our dedicated software engineers and support will actively engage with you, fostering open lines of communication and transparent collaboration. We value your feedback and input, and we will adapt our strategies to align with your evolving needs.



I invite you to explore the possibilities of partnering with ICON. Together, we can drive innovation, achieve sustainable growth, and create a lasting impact. I would be delighted to have a conversation with you to discuss how we can tailor our offerings to meet your specific needs. Thank you for considering ICON as your strategic digital transformation partner. We look forward to the opportunity to work with you and contribute to your success.

Eric Kweyu- CEO



bima

complete | integrated | secure

bima is an **integrated business management solution**. It provides an Ecosystem for the insurance industry that delivers **end to end insurance solutions** for insurers and intermediaries.

bima is a solution for your insurance ecosystem, granting you **control** and **visibility** into what's going on in your insurance business. With our solution, you have the ability to make smart decisions that impact your margins and improve your cash flow—ultimately driving your business growth.



Claims

bima will handle formal requests by a policy holders to your company for coverage or compensation for a covered loss or policy event.behalf of the insured.

Your company validates the claim and, once approved, issues payment to the insured or an approved interested party on behalf of the insured.



General Ledger

A general ledger is a record-keeping system for a company's financial data with debit and credit account records validated by a trial balance. Our bima incorporates this as part of its core system, to aid you bring the balance

All your financial data will be handled inside the ecosystem so no mess in all your data and information.



Receivables

Accounts receivable insurance provides coverage against losses incurred by a company when they are unable to collect from customers that owe the business money

Your company credit lines will be monitored, evaluated and dispatched on bima and a comprehensive report issued



Reinsurance

Reinsurance is also known as insurance for insurers or stop-loss insurance and bima can handle that. Reinsurance is the practice whereby insurers transfer portions of their risk portfolios to other parties by some form of agreement to reduce the likelihood of paying a large obligation resulting from an insurance claim.

Re-issue your huge insurance claims to a 3rd party on bima



Payables

Your company payments of money received by the borrower from your companies in respect of insurance claims made on behalf of the affiliates of the client.

bima is configured in a way to handle all your clients payables on its platform, is reliable and secure. Its the best choice.



Fixed Assets

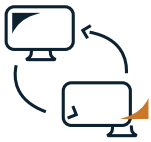
bima handles your long-term tangible pieces of properties or equipments that your firm owns and uses in its operations to generate income.

All *income-generating* assets such as rental buildings, motor vehicles etc. are all listed, managed and handled on our *bima ERP*.

and so much more...



Additional bima features



Accessible through anywhere in the world through secure cross system access.



Multi- currency usability.



Multi-Language operability.



Can perform at optimum levels and supercedes expectations through customized workflows.



Maintain a consistent look and feel whenever someone interacts across the end to end process.



Real Time Operations and tasks.



Enterprise-wise integration- Business Processes are integrated across different departments and fields.

bima benefits



Standardizing and automating business processes, supporting multiple companies, multi-location, multi-currency and multi-location operations.



Offering a fully integrated suite of financials, insurance and reinsurance management applications that share a common dataset, allowing visibility and collaboration across departments, as well as with customers, partners and suppliers.



Providing flexible and customizable reporting to improve business reporting, analysis, and insight.



Ability to define past present and future treaties for easy analysis of reinsurance.



Ability to run multiple companies, currencies, and financial calendars in the same application which gives companies flexibility to run several entities with the same application.



Customizable packaged products/policies which will enable a company to give customers the ability to customize their policies and consolidate different lines of business into one policy.



Claims Fraud Meter for detecting fraudulent claims based on defined parameters.

Value proposition

At our tech firm, we are committed to delivering exceptional value to our clients. Our value proposition is based on four key principles:

1. Innovative Solutions: We develop cutting-edge products and services that are designed to help our clients achieve their goals faster and more efficiently. We invest heavily in research and development, and we are always exploring new technologies and pushing the boundaries of what is possible.



what are some of your insurance problems

2. Personalized Service: We provide our clients with personalized support and guidance, tailored to their specific needs. We believe in building long-term relationships with our clients, and we are committed to being responsive, accessible, and dedicated to their success.



What are some of your expectations in running and insurance system?

3. Flexibility and Scalability: We offer flexible solutions that can be tailored to the unique needs of our clients. Whether our clients are just starting out or are well-established in their industry, we work closely with them to develop customized solutions that meet their evolving needs.

4. Commitment to Community: We believe in building a community of clients who support and inspire one another. We host events, workshops, and other networking opportunities that bring our clients together to share insights and learn from one another. We believe that by creating a supportive and collaborative environment, we can help our clients grow and thrive.





Client testimonial- Mayfair

Mayfair are a multi-national Insurance conglomerate with over 100 staff and a multitude of clients. They were facing a significant challenge with a modern approach to business automation and service delivery to clients. This was having a negative effect on business operations by making operations ineffective towards their company goals.

When they discovered ICON and the services and product on offer, they were intrigued and reached out. They offered us a demo. They liked the product. gradually took it up and in no time, they had recommended it to other regional companies across the continent to also take up bima.



They saw significant improvements right away and, after a while, great strides achieved in e.g. underwriting operations. Company financials posted are testament to this



In Mayfair's core Security infrastructure , the application blended right in and offered exceptional performance when put to the task. There are barely any issues reported.



ICON are only one call away- whenever Mayfair need us for any sort of clarification or issue to resolve at any time, we are there to help. ICON technicians routinely do physical checks to their premises to ensure everything is in order

Long- term client acquisition plan

At our tech firm, we believe in building long-term relationships with our clients. Our goal is not just to acquire new clients, but to become a trusted partner to each and every one of them.

To achieve this goal, we have a multi-faceted client acquisition strategy that focuses on delivering exceptional value and building meaningful connections with our clients.

Our team is constantly exploring new technologies and pushing the boundaries of what is possible, so that we can provide our clients with the most cutting-edge and effective products and services available



We prioritize exceptional customer service. ICON believes that the key to long-term client relationships is to build trust and rapport with our clients. We pride ourselves on being responsive, accessible, and committed to providing personalized support to each and every one of our clients.

Corporate Social Responsibility

(CSR) is an important aspect of our firm's operations, as it helps to ensure that we are making a positive impact on the environment, societies, and the communities in which we operate in.



Employee welfare: ICON demonstrates its commitment to CSR by investing in the well-being of its employees. This could include offering benefits such as flexible work hours, health insurance, and employee wellness programs..



What the Future Holds

We are driven by a compelling vision of the future, where technology transforms lives and empowers businesses to reach new heights of innovation and success. Our future goals reflect our unwavering commitment to leading the way in the ever-evolving tech landscape and shaping the digital world of tomorrow.

Innovation as a Driving Force:

We firmly believe that innovation is the key to unlocking endless possibilities. Our future goals revolve around fostering a culture of continuous exploration and breakthrough advancements. We are committed to investing in research and development, collaborating with visionary partners, and nurturing internal talent to drive cutting-edge technologies and solutions that push the boundaries of what's possible.

Empowering Digital Transformation:

Our vision extends beyond mere technological advancements. We aim to empower organizations across industries to embrace digital transformation fully. By providing intuitive, scalable, and customizable solutions, we enable businesses to harness the full potential of emerging technologies and navigate the digital landscape with confidence. Our future goals involve expanding our offerings to deliver comprehensive digital transformation solutions that address the unique challenges of our clients.

Regional Collaboration and Partnerships:

We recognize the power of collaboration and the strength that lies in diverse perspectives. Our future goals involve fostering strategic alliances with industry leaders, startups, Businesses and organizations across Africa. Through these partnerships, we aim to leverage collective expertise, accelerate innovation, and drive collaborative solutions that address global challenges. Together, we will create a more connected and prosperous future for all.

The Future of Tech



Building Sustainable and Responsible Solutions:

As technology evolves, so does our responsibility towards the planet and society. Our future goals include integrating sustainable practices into our product development, manufacturing, and operational processes. By leading with sustainability, we strive to create a positive impact on the environment while helping businesses thrive.

Avoid errors. **Digitize** operations





ICON
LIMITED

bima
complete | integrated | secure

Thank You!

We want to take a moment to express our sincere gratitude for your business and for the trust you have placed in our company. It is our pleasure to serve you and we truly appreciate your loyalty.

Your satisfaction is our top priority and we are committed to providing you with the best possible service and products. We understand that your time is valuable and we are grateful for the opportunity to be a part of your business success.



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