

# Fireside Chat | [Emerging Technologies] Articulating a Realistic Vision to Digital Marketing Transformation and Acceleration



**WILKO WIELINGA**  
Marketing Technology  
Lead, APME  
British American Tobacco



**EDISON SAM**  
Vice President & Head of  
Digital Distribution  
YF Life Insurance  
International Limited



# slido



**What do you see as major blockers for a successful MarTech implementation in your company?**

**Can you tell us more about BAT and the transformation your organization is going through?**

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**>175**  
markets in which we operate



**52,000+**  
employees with 141 nationalities at management level



**£25,684m**  
2021 revenue



**£2,054m**  
Revenue from New Categories in 2021



Our reduced-risk portfolio (non-combustibles) <sup>††</sup>	New Categories			Traditional oral products
	Vapour products	Tobacco heating products	Modern oral products	
				
Combustibles (Strategic Portfolio)	       			U.S. Specific

\* Based on the weight of evidence and assuming a complete switch from cigarette smoking. These products are not risk free and are addictive.  
 † Our products as sold in the US, including Vuse, Velo, Grizzly, Kodiak, and Camel Snus, are subject to FDA regulation and no reduced-risk claims will be made as to these products without agency clearance.



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## YF Life Insurance International Ltd.

**HK\$12+ billion**  
total premium revenue in 2021

The average annual growth rate of the new life insurance business has reached double figures for the past 2 decades.

**570,000+**  
total number of policies

The total sum assured up to HK\$300B  
Core businesses include life insurance, employee benefits, MPF etc.

**290,000+**  
total insured customer

Most customers hold insurance policies for more than 10 years

**3,000+**  
consultants

More than 3000 financial planner, and a digital channel will be launching in 2023

**450+**  
brokers & company agents

Financial institution network partners include American Express, Tai Fung Bank, Luso International Bank and Macau Chinese Bank etc.

**310,000+**  
number of claims

Processed over 310,000 claims including life, medical, critical illness, accident etc.

**HK\$23+ billion**

Policy claims and policy benefits paid exceeded HK\$23 billion

YFLife 萬通保險

Above figures are as of December 31, 2021

**Where has this transformation taken you so far?**

# **What are your lessons learned so far and what's next for BAT?**

# Key Takeaways

## **Edison:**

Ensure company's business vision and strategy align with the digital strategy. Embrace the traditional business with new digital innovative ideas instead of challenging it.

## **Wilko:**

In your MarTech stack, allocate 90% of your efforts on sustainability and 10% on innovation.



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**Q&A**