



**Pan Africa Life does it again!**



Pan Africa Life won the "Customer Service award of the year 2012" at the prestigious Insurance Awards by Think Business Limited. We attribute this to the effort everyone in the group puts to giving all our customers a 'refreshing experience'. As a matter of fact our entire staff complement has gone through training on this subject, and follow up sessions are ongoing.

**Media Campaign**

Our 'That makes sense' campaign with brand ambassador Johnson Mwakazi continued to receive praise with most of those giving us feedback appreciating how we had simplified insurance to everyday life. Most have understood that insurance is part and parcel of a sound financial plan.

### **AKI statistics**

The Association of Kenya Insurers has now released the 2011 industry results. Insurance penetration in the Kenyan market remains low at 3%. The good news is that Pan Africa Life has maintained leadership in the industry with a market share of 19% in Individual Life and 22% in Group Life.

We would like to assure our stakeholders that we are working very hard to do even better this year. Again, big thanks to all our Clients, staff and other stakeholders for all your support.

### **Change in Board Members**

Mr Themba Gamedze, an actuary with a rich experience spanning United Kingdom and South African markets joined the Board in August. He replaces Mr Rob Ward.

The full Board compliment is as follows:

1. John Simba (Chairman)
2. Tom Gitogo (Chief Executive)
3. Margaret Dawes
4. Tom Wixley
5. Themba Gamedze
6. Josh Wrench
7. Baloobhai Patel
8. Susan Mudhune
9. James Gitoho

### **Finally.....**

As we near the General Elections, I would like to remind all my fellow countrymen to remain calm and not be misled by the political fever. Our economy has made big strides from the beginning of the year and the last thing we want is to allow political anxiety to take us several steps back. We will all be here long after the elections and we need to play our part to ensure stability and a bright future.

All the best for the remainder of the year...there is still enough time left for a 'Last- ditch' effort to achieve our 2012 resolutions.

Regards,



**Tom**