

PRUDENTIAL NOW ZAMBIA'S NUMBER ONE LIFE INSURER

Prudential Life Assurance is now Zambia's biggest life insurer by written premiums for the year 2022.



According to the 2021 statutory financial reports, Prudential Life Assurance Zambia recorded a total GWP of ZMW491,877,226 last year, a significant increase of 38.91% percent from the company's GWP of ZMW354,110,472 in 2020.

Prudential CEO, Kachiza Kwenda said, "I am excited to announce that we have attained the number one position in the life insurance industry for 2021. This is a position we deliberately set out to achieve and I sincerely thank all Prudential employees, agency leaders, agents, and distribution partners and commend them for their hard work and dedication in helping many Zambians get the most out of life"

"Prudential accomplished this through laser focused adherence to strategic and business goals as well as through adopting innovative ways of working, forging partnerships for growth, and adding value to our product and service offering" remarked Sophie Tembo, Head of Strategy and Shared Services.

Prudential entered the Zambian Market in 2016 after the acquisition of Professional Life Assurance Limited which at the time was ranked fourth position and has worked its way up to first market position having achieved 300% growth in Gross Written Premium to date and paid claims to our customers in excess of ZMW719,375,314. Through our diversified business model and strong alliances with our partners, we have more than doubled our corporate and retail books which is a testament to the value that we continue to deliver as we live our purpose of helping people get the most out of life.

The health and wellbeing of our customers is paramount to us as we meet their needs through our network of over 180 health care providers across the country. Prudential demonstrated thought leadership as the first insurer to provide biometric technology for fast and accurate real time reporting.

Prudential continues to operate on a rigorous distribution model with over 2000 digitally enabled, active agents across the country delivering protection and savings products. Due to the differentiated world class training and experience tapped from across Africa and Asia, Prudential was the first to have agents qualify for the Million Dollar Round Table (MDRT), a global, independent association of the world's leading life insurance and financial services professionals.

Community investment is a key priority for the business as we continue to implement initiatives that positively impact the communities within which we operate. Through our partnership with Junior Achievement, we have been running a financial literacy programme designed for children for the past 5 years and are currently in successful talks with the Ministry of Education to roll out the program in 80 schools in 3 provinces, reaching 28,000 children in 2022. In partnership with the Zambia Road Transport and Safety Agency and the Prudence Foundation, we have successfully implemented a countrywide road safety campaign on various media targeted at protecting lives. Additionally, we offered free covid cover to our staff, partners, and customer, and paid \$180,000 in Covid relief funds to various charities at a time when they needed it most.

Regional CEO for the East and Central African Region, Emmanuel Mokobi, is elated by the news. "As a group, we focus on accessing the most exciting growth markets in Africa and Asia. Attaining number one status in Zambia speaks directly into our strategy and is testament to the team's resilience. I wish to congratulate team Zambia and encourage them to continue on this trajectory."